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INDIAN STREAM HEALTH CENTER
141 Corliss Lane
Colebrook, NH 03576
603-237-8336
Contact: Shirley Powell, CEO
603-388-2416
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2011 National Health Center Video Contest Names Indian Stream Health Center as a Grand Prize Winner

The Board of Directors of Indian Stream Health Center (ISHC) is pleased to announce that a video submission from two employees from the health center was voted as one of the Grand Prize winners of the National Health Center Advocate Video Contest on September 1st, 2011. The video highlighted ISHC's services and its development as a Patient Centered Medical Home. Jonathan Brown and his team, which included the health center's part time IT assistant, Allie White, and a number of staff volunteers, created the film showing how Indian Stream provides access to comprehensive healthcare in a rural area. Health Center employees, including providers, nurses, front office staff, and family members, volunteered their time to help showcase all the services that ISHC provides to the public.

The theme for the National Association of Community Health Center's (NACHC) second annual Health Center Advocate Video Contest was "Educate and Activate!". In May 2011, Jonathan and Allie began brainstorming for a video to submit to the contest, after being inspired by the Bi-State Primary Care Association's YouTube video which discussed "the positive impact that New Hampshire's Community Health Centers have had on their communities, as well as the challenges they face." The duo intended for the ISHC video to tell the organization's story with a local-feel and a light comedic spin.

The ISHC staff and management teams were asked for their ideas and to volunteer their time. After creating a storyboard, and recruiting a staff member and her family as actors, the filming process began. Filming was done throughout the community and at the Health Center during business hours and non business hours. Jonathan and Allie filmed with three different cameras and accumulated about 16 hours of raw footage. The entire months of June and July were spent filming and editing right up until the July 29, 8:00pm EST deadline for submission to the NACHC contest. The project was a zero-dollar endeavor using free applications for editing, royalty-free music, and volunteered time. The storyboard went from humorous and dramatic, to pure and real, portraying real difficulties that a family from a rural area can face when trying to fulfill their healthcare needs. Real providers and support staff from the Health Center volunteered their acting skills to show that dependable health care really can be accessed in the most rural of places.

ISHC's Board of Directors previewed the finished video before it was submitted to NACHC for the contest and made public. A slightly longer version of the video was then introduced to members of the public at ISHC's Annual Community Meeting on August 8th. ISHC was notified that its video

had been selected as one of the eight finalists from across the country, as well as videos from Alaska, Hawaii, and California. Voting for the video contest took place online, through the NACHC's Facebook page. Jonathan and Allie took the lead in encouraging staff and board members to cast a "like" vote for the video, and it began amassing Facebook "likes" on the same level as Health Centers from cities whose populations were much larger than ISHC's service area. At the end of the voting period on August 13th, it appeared that ISHC had twelve more votes than the leading contender (a California Health Center), but the winner was not announced until the NACHC Community Health Institute in San Diego, California on August 30th. Jonathan attended the conference in San Diego and received confirmation that the ISHC Video had received the most votes and was a Grand Prize winner.

The Grand Prize winners of the contest were awarded a one member registration to the 2012 Policy & Issues Forum in Washington, DC in March 2012; a Flip Ultra Camcorder for each individual submitter; and recognition at the 2012 Policy & Issues Forum with their video being highlighted and aired at the Grassroots Advocacy Center. The winning video submitters will also be featured during a national webinar to talk about how they made their video and to share their "behind the scenes" director's views. The video project allowed Health Center staff and Board Members to share Indian Stream's story and gain some recognition on the national stage. ISHC received votes for the video from neighbors, friends, staff, colleagues, and strangers across the Country. According to Jonathan Brown, the ISHC Information Systems Manager, "NACHC's video contest encouraged us to use video technology and to utilize social media for the first time to tell ISHC's story which comes straight from the Health Center's mission statement; to provide 'excellent preventive, acute, and wellness-focused health care to residents within the organization's service area regardless of a patient's ability to pay.'"

The Indian Stream Health Center video, entitled "Enabling Access as a Patient Centered Medical Home (PCMH)" may be viewed by visiting www.indianstream.org. The three minute NACHC Video Contest submission and the longer six minute version can both be viewed on the organization's website, as well as the Bi-State Primary Care Association's video entitled "16 Minutes".