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America's Agenda Health Care Education Fund:
Utilizing new technology to promote
new ideas in health care for the 21st century

WASHINGTON, DC – When *America's Agenda: Health Care Education Fund* launches a series of "Summit Conversations" on health care reform January 28 at the University of Miami, Congressional staffers and media working the issue don't have to be there. They can follow the discussions on their laptops.

The historic kickoff event will be available live on streaming video at www.summitconversations.org, beginning at 6:30 p.m.

"When we began our campaign for affordable, high quality health care for all, we recognized the influence that online properties now wield in politics and policy," said *America's Agenda* Executive Director Mark Blum. "Online, we not only have access to opinion leaders -- the goal of every public policy campaign—but we reach bloggers with their active and passionate audiences. The public too is now spending an enormous time online."

Blum said *America's Agenda* is also using "our online media strategy to mirror and amplify our approach to the offline world, including advertising. Our website gives members of the public an opportunity to view the webcast of the Summit Conversations in real time. It will also organize and store highlights from the Summits for viewing by visitors to our site anytime in the future."

Over the course of the next several months, *America's Agenda* will hold several Summit discussions, using their website to keep everyone posted of developments as they happen.

"Our Summit Conversations will bring together leaders in business, labor and government for the purpose of articulating a shared vision for a 21st century health care system," said Blum. "We saw the web as a unique opportunity to help raise awareness of policy makers and give voice to the consensus we saw emerging at every level."

America's Agenda has built a highly integrated content distribution network to help drive messages and build excitement for events as they unfold in real time.

"By using already existing social sites such as Facebook and LinkedIn and the viral tools they offer, we are able to leverage the real, already existing concerns about the health care crisis in America," said Blum. "Those tools and groups will continue to flourish as we feed them good information and the ability to offer feedback as the events roll out."