



Medical Orders for Life Sustaining Treatment (MOLST) DVD Wins Telly Award

We are extremely pleased to announce that POV-Rose Films has won a Telly Award for our work on behalf of Excellus BlueCross BlueShield (EBCBS) and the Medical Society of the State of New York (MSSNY) in collaboration with the New York State Department of Health (NYSDOH) and the Medical Orders for Life-Sustaining Treatment (MOLST) Community Implementation Team. The program, "Writing Your Final Chapter," was produced in conjunction with David Rose of POV-Rose Films.

The video explores issues surrounding medical care near the end of life and introduces the MOLST Program, a new advance directive for seriously ill patients. Excellus BCBS and MSSNY and its collaborators premiered the program with a screening at the George Eastman House in July 2007, and since then have distributed 20,000 DVDs to medical professionals, facilities and organizations throughout NY State. In addition, a web site was created to give detailed information about decision-making for people entering the final chapters of their lives. To view the program, click on the link below, and then click on Number 2-Watch Video 1.
http://www.compassionandsupport.org/index.php/for_professionals/molst_training_center/videos

As we celebrate this award, we again extend our sincere gratitude to the patients, families, faculty and organizations who participated in the production, members of the MOLST DVD and Web-based Tools, MOLST Community Implementation Team and NYSDOH for their counsel, and senior leadership of EBCBS and MSSNY for their generous funding of the project. We are grateful to Dr. Patricia Bomba and David Rose for working on this program which can help so many people.

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. To find out more about the Telly Awards, view <http://tellyawards.com/>