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ENHANCING THE COMMON GOOD SINCE 1918

KAREN DAVIS  
President

Dear Campaign Participant:

As one of the founding members of Advancing Excellence in America's Nursing Homes the Commonwealth Fund, an independent philanthropy supporting research on access, quality and efficiency of health care, continues to be a proud supporter of the Nursing Home Quality Campaign. That already almost 7000 nursing homes, over 44% of homes in the U.S., have voluntarily stepped forward to measurably improve the care they provide is evidence that there are many in the field ready to take action to improve their performance.

In its first two years Advancing Excellence has demonstrated that a diverse group of stakeholders are able to work collaboratively with each other to promote their common interest in improving the quality of life for both residents and staff. Through the learning collaboratives represented by the state Local Area Networks for Excellence and the outstanding resources available to providers through the campaign's web-site ([www.nhqualitycampaign.org](http://www.nhqualitycampaign.org)) nursing home participants are being given access to, and using, the tools they need to improve care for their residents. The data supports this exciting conclusion – nursing homes that are participating in the campaign are improving faster than those which haven't yet joined. And those which set performance targets for their work are doing even better, yet another example of the value that the campaign and its web-site offers nursing homes.

We are likewise proud that Advancing Excellence welcomes consumers and staff as participants, not just nursing homes. The campaign has shown that it values the opportunity to hear candidly from those being served. It has also recognized, through the materials it has developed for front line workers, that in the "high touch" world of long-term care a well prepared staff is fundamental to high quality.

As the campaign enters its third year it is our hope that all of you, consumers, staff and providers, will continue the remarkable work of the last two years and further demonstrate the important place voluntary efforts to improve quality within this field occupies. We look forward to working closely with all of you in the coming year to continue the gains already achieved.

Sincerely,

Karen Davis