

# Advancing Excellence

in America's Nursing Homes



## The Campaign Advance

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### LANEs Pivotal to Roll Out of New Goals and Continuous Learning

The Advancing Excellence campaign is preparing in earnest for the September roll out of its eight goals - some new, some revised ([click here to review](#)). This will be a critical period as the Campaign strengthens its commitment to be a champion of process and goal driven quality improvement and to reinforce its role as a "Learning Interchange" for Advancing Excellence and the long term care community.

A key component in the next phase of the Campaign will be to improve self-reporting by participants for the organizational goals (in September the goals will be advance care planning, customer satisfaction, staff satisfaction, staff turnover and consistent assignment). Earlier this year research was done in the state of MA1 to understand why some nursing homes were not reporting these results - primarily due to lack of familiarity with the Campaign and staff turnover.

Currently, remedial steps are being tried in the "Collaborative to Improve Performance Reporting1" (CIPR), which is underway in six states. "A typical CIPR interview is with the facility administrator and provides tremendous feedback to the Campaign and direct, 'how to participate' information to the administrator," observed Marietta Lynch, RN BSN, Director, Quality Assurance & Regulatory Services, [Oklahoma Association of Health Care Providers](#), the Oklahoma LANE Convener. "Each interview lasts between 30 to 60 minutes and the goal is to probe the interviewee regarding his or her experience and familiarity with the Advancing Excellence campaign, to review the Campaign's Web site, to collect feedback on proposed new goals and to build relationships."

A third program will fine-tune a final plan to address the original lessons learned investigation and will be conducted in 15-20 nursing homes in each of three states.

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With the roll out of new Advancing Excellence goals less than 60 days away, the [Steering Committee](#) is counting on work such as this to guide the Campaign in developing a strong and effective LANE network. That network has to stay in touch with participating nursing homes, encourage active participation and reporting of results by nursing homes and serve as a vehicle for institutional and individual learning about sustaining a quality environment.

Between now and September, all participating nursing homes are urged to log on to the Advancing Excellence [Web site](#) to update the facility's "profile." A nursing home's profile contains contact information, especially email addresses, which may have changed due to turnover. Advancing Excellence needs this information in order to "stay in touch."

This work is made possible through several Commonwealth Fund grants made to the Massachusetts Senior Care Foundation (MSCF and partners.. Phase 1 was conducted solely within Massachusetts. Phase 2 is being conducted by LANE Conveners in CA, GA, MA, MI, OK and WA. The third phase is titled "New Goals, New Partnerships: Next Steps for a National Effort to Advance Excellence in Nursing Homes" and will be completed over the next 18 months. For more information, please contact Alice Bonner, PhD, RN, Executive Director, MSCF and grant principal investigator at [abonner@massseniorcare.org](mailto:abonner@massseniorcare.org).

## **[Advancing Excellence Update](#)**

### **New Data from Advancing Excellence Show Reduction in Restraints and Chronic Pain for Nursing Home Residents**

Forty states have now met or exceeded the Campaign's goal of less than five percent of residents in nursing homes restrained. In addition, the nation has also met the goal of successfully reducing the number of nursing homes residents suffering from chronic pain to four percent or less. To date, 32 states have met that goal.

Findings from September 2008 to December 2008, show faster improvement among those participating homes selecting pressure ulcers or chronic pain as areas of focus compared to September of 2006. Those selecting the goal to reduce the number of pressure ulcers experienced 60 percent greater relative improvement than non-participants (11.3 percent vs. 7 percent) since the beginning of the Campaign (September 2006). Similarly, those homes that selected the goal to improve post acute pain for their residents achieved nearly twice the rate of improvement as their counterparts (8.1 percent compared to 4.5 percent).

"The data speaks for itself - the Campaign is working. Residents at participating nursing homes have fewer pressure ulcers, are less likely to be physically restrained and are experiencing fewer symptoms of pain than they were at the start of the Campaign two years ago," said Mary Jane Koren, M.D., M.P.H., chair of the Advancing Excellence campaign.

## **[Consumer Corner](#)**

### **Do You Ever Tweet?**

Today, more than 50 federal agencies use Twitter, a free networking

service that allows users to send and read each others' very brief updates, comments, ideas, musings etc. For instance, if you want to watch the "watchdog," now the U.S. Government Accountability Office (GAO) even has Twitter and YouTube accounts.

On Twitter, the GAO has two different feeds, one for reports and testimony at <https://twitter.com/usgao> and another for its legal products at <https://twitter.com/usgaolegal>. To follow the GAO, go to one of these links, set up your own Twitter account, and then you will automatically receive GAO alerts. On YouTube, the GAO has posted many of its videos at <http://www.youtube.com/user/usgao>.

Let us know if your organization uses the Twitter social networking/micro-blogging capability and what you think of it. Just write the editor at [tburke@ahca.org](mailto:tburke@ahca.org).

## **Events**

Visit the Advancing Excellence information booth during the upcoming [AHCA/NCAL Convention](#) October 4th - 7th, and the [AAHSA Annual Meeting and Exposition](#) November 8th - 11th.

## **Featured Resources**

### **How to Get "Can Do" Training From Ho-Hum**

It is one thing to teach nurses, administrators and other professionals, yet quite another skill set to transfer knowledge to CNAs and other staff who are delivering care at the bedside or are indirect care staff. Advancing Excellence addressed this challenge in a recently held Webinar titled "Training Staff for Greater Impact: From Ho Hum to Dynamic." It is now available for free on the Web.

The program is based on the principles of adult learner-centered training and focuses on strategies and techniques for effective teaching and learning for this target group. The Advancing Excellence presentation will walk you through the adult learning cycle and encompasses the three learning domains -knowledge, attitudes and skill. Adults learn best when the learning environment feels safe and supportive, course content is relevant to their needs, learning activities are varied to account for different learning styles and opportunities are provided for practices skills and applying knowledge in realistic situations. The program includes exercises that apply these principles.

This free Webinar, originally aired in May 2009, is available on the Advancing Excellence Web site at [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org). Or you can download the [presentation](#), [audio recording](#), and [exercises](#) directly from this newsletter by clicking on the hyperlinks.

## **LANE Happenings**

### **LANE Presents Best Practices in Pain Management**

Nursing home leaders are encouraged to view materials from an excellent program on the assessment and management of pain in nursing home residents sponsored by the Empire Quality Partnership of New York.

Among the topics addressed were pain management for cognitively impaired nursing home residents; the CNA's role in early detection and reporting of symptoms of pain; the medical director's involvement in pain management and quality improvement; and an overview of CMS's Pain Management Guidance, Investigative Protocol, and F Tag 309. Experts provided a comprehensive set of tools to position nursing homes to more readily recognize symptoms of pain, provide effective interventions, and comply with regulatory requirements.

The Partnership is New York state's Local Area Network of Excellence (LANE), is a collaboration of the [Continuing Care Leadership Coalition \(CCLC\)](#), the [Healthcare Association of New York State \(HANY\)](#), [New York Association of Homes and Services for the Aging \(NYAHS\)](#), and the [New York State Health Facilities Association \(NYSHFA\)](#). Information about this informative teleconference, including the PowerPoint presentations for all speakers, can be found at <http://empirequality.org/April2009.htm>.

## **Nursing Home Success Stories**

### **Make a Difference; Share Your Story**

Studies and statistics are important, but the stories behind them are even more powerful. They transform numbers into names and facts into faces. Most important, stories encapsulate the heart and soul of the work you do every day in America's nursing homes. It is these stories that help policy makers, the media, and consumers understand the value of what you do. That's why the Advancing Excellence Campaign wants to collect and share your stories with the people who need to hear them.

Please [click here](#) to share your success stories, case studies and innovative practices. The stories you share will help us highlight the high quality care and services that are provided in nursing homes across the country.

For more information, please contact Lauren Shaham at 202-508-1219 or [Lshaham@aahsa.org](mailto:Lshaham@aahsa.org).

## **Recruitment Update**

### **Give Advancing Excellence a Forum**

The American College of Health Care Administrators (ACHCA) provided a forum for Advancing Excellence to recruit participants at the organization's 43rd Annual Convocation and Exposition. Advancing Excellence was given a complimentary expo booth which was staffed by Barbara Pilgrim. Barb reports that she reached over 120 nursing home leaders from across the country; nearly half represented nursing homes currently registered with the Campaign.

An administrator from Massachusetts commented, "Our organization has been involved with several other quality initiatives and the Advancing Excellence campaign is a stand out. It's the only one I've encountered that backs up its efforts with measurable data." Many nursing home administrators not yet involved with the Campaign were equally enthusiastic. "We've not yet registered for the Campaign, but we're definitely going to do so," said an administrator from Wisconsin. "The resources AE provides are invaluable!" (And we might add "free.").

If your organization has an event where Advancing Excellence can promote participation or provide education, please contact Carol Benner at 202-508-9407 or via email at [cbenner@aaahsa.org](mailto:cbenner@aaahsa.org).

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