

# Advancing Excellence

in America's Nursing Homes



## The Campaign Advance

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### Charter Members Let the Quality Shine

To join or re-enroll in the Advancing Excellence Campaign, go to [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org). Nursing homes that were enrolled in Phase 1 and re-enroll before January 31, 2010 will be honored as Charter Members of the Campaign. Examine the new goals and resources [here](#).

### Advancing Excellence Update

#### Data Speaks to Success of the Campaign

While Advancing Excellence has moved on to Phase 2 of its Campaign across America's nursing homes, recent information released by the Colorado Foundation for Medical Care (CFMC) -- the Colorado QIO -- reminds everyone what quality improvement is all about for people -- fewer pressure ulcers, fewer physical restraints used and less pain. The bottom line of the Advancing Excellence campaign is that across all clinical goals, those facilities that are participating in the Campaign and selected the goal continue to show the most improvement in the selected measure.

Analyses up to this point have focused on those participants who registered *during* the first year of the campaign and their goal selections. With the close of Phase 1 in October, CFMC analyzed the progress made by those nursing homes who registered *after* the first year of the Campaign and selected a given clinical goal. As a group, these nursing homes started with higher scores, on average, than the early adopters (first-year registrants) and the non-participants. However, through the second and third years of the campaign, these late-adopters showed more improvement in their selected measures than nursing homes who did not select the goal, or than non-participants.

Quality Measure <sup>1</sup>	Absolute <sup>2</sup> (Relative% <sup>3</sup> ) Change in Mean 2006 Quarter 3 to 2009 Quarter 2			
	Registered During Year 1 and Selected Goal	Registered After Year 1 and Selected Goal	Registered and Did Not Select Goal	Did Not Register for Campaign
High-risk Pressure Ulcers	-1.60 (-12.9%)	-1.20 (-9.0%)	-0.70 (-6.3%)	-1.00 (-7.8%)
Physical Restraints	-4.20 (-56.0%)	-3.40 (-43.0%)	-1.50 (-38.5%)	-2.70 (-40.3%)
Chronic Care Pain	-1.90 (-37.3%)	-2.10 (-40.4%)	-1.80 (-36.7%)	-1.50 (-28.8%)
Post-acute Care Pain	-3.30 (-14.8%)	-2.60 (-12.1%)	-2.10 (-10.8%)	-2.80 (-12.3%)

<sup>1</sup> QMs calculated by CMS.

<sup>2</sup> Absolute improvement is the improvement measured by the actual number.

<sup>3</sup> Relative change is the percent change from 2006Q3 average to 2009, Q2 average.

## AE Update Continued Manage Quality with AE Web Site

The new Advancing Excellence Web site -- [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org) -- launched in October 2009, provides a wealth of information for nursing homes, statewide long term care stakeholders, and consumers. Profiles of each state are available that show statewide pressure ulcer, restraint and pain quality measures (QMs) compared to the national average and ranked relative to other states. The profiles include the number of nursing homes in each state with pressure ulcer rates above 20% and restraint rates above 11%. This information is useful for Advancing Excellence LANEs and/or other statewide stakeholder groups to plan educational activities. (Go to [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org), click on *PROGRESS* and *STATE. STATE PROFILES*, listed at the top of the page, are available in PDF and PPT formats.)

Nursing Homes that participate in the Advancing Excellence Campaign have access to a special set of data that provides more precise information and shows comparisons of performance over time, comparisons to state and national performance and comparisons to goals that the nursing home has set. (Go to [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org), click on *PROGRESS* and *NURSING HOME*. Login to view your nursing home's data.)

## LANE Happenings

### LANEs Surge in Recruitment Results

LANEs throughout the country are encouraging nursing homes to enroll in Phase 2 of the Advancing Excellence in America's Nursing Homes Campaign (Advancing Excellence), as part of their ongoing efforts to enhance the quality of life for residents and the working environment for staff.

By December 10, the LANEs in Georgia and Oklahoma were among the nation's front-runners in nursing home recruitment, with 50% and 30% of their nursing homes, respectively, already enrolled in Phase 2 of the Campaign. LANE members in both states have employed a wide range of innovative outreach activities to increase awareness about the benefits of participating in the Advancing Excellence Campaign. These strategies have included:

- Providing on-site registration of nursing homes during regional workshops and conferences;
- Offering to update the nursing homes' contact information on the Campaign's Web site;
- Sending out weekly e-mail reminders about the Campaign to nursing home leaders; and,
- Sponsoring ongoing webinars about the Campaign's new goals and updated Web site.

When asked why the Georgia LANE is so active in promoting nursing home enrollment in Advancing Excellence, LANE co-convenor Linda Kluge noted that the Campaign provides the framework for nursing homes to be able to improve the quality they offer their residents. Participating nursing homes, through involvement in the Campaign and use of its technical assistance resources, can position themselves to provide better care, have better surveys, and get better satisfaction results.

Oklahoma's LANE co-convenor Marietta Lynch concurred, adding that Advancing Excellence has benchmarks and comparisons that support the ongoing quality improvement efforts of participating nursing homes. She stated that the

Campaign “provides a way for all state stakeholders to come together and work together.”

Many LANEs throughout the country have set a goal of enrolling 100% of their nursing homes in the Advancing Excellence Campaign. Just seven short weeks into the second phase of the Campaign, the LANEs in Georgia and Oklahoma are well on their way to reaching this target. For more information about LANE activities in these states contact [lkluge@gagio.sdps.org](mailto:lkluge@gagio.sdps.org) or [mlynch@oahcp.org](mailto:mlynch@oahcp.org).

### Staff Involvement

Looking for committed, engaged employees? AE can help.

Research continually identifies the same key issues that impact how engaged employees are within their work environment. In nursing homes, that's the interactions with residents, families, staff and visitors. The research also connects engaged employees with staff retention.

The following chart outlines how involving your staff in your nursing home's AE related activity, AND encouraging them to join the Campaign as individual members, can result in committed, engaged employees.

EMPLOYEE KEY ISSUE	BENEFITS OF INVOLVING YOUR STAFF IN AE ACTIVITY	BENEFITS FOR INDIVIDUAL EMPLOYEES WHO JOIN
<b>Career Development</b>	<ul style="list-style-type: none"> <li>Inclusion in quality improvement (QI) activities can improve and develop staff skills, especially observation, assessment, and communication</li> <li>Participation in QI can be included in career ladder programs, performance evaluation criteria, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Resources related to each goal are being developed specifically for staff</li> <li>Staff members will receive invitations to free educational activities</li> </ul>
<b>Trust in Leadership</b>	<ul style="list-style-type: none"> <li>Indicates to your staff that you trust them with confidential information</li> <li>Indicates that you believe in the capabilities of your staff</li> </ul>	<ul style="list-style-type: none"> <li>Encouragement from leadership to join indicates that you trust them to use any AE resource information appropriately within your nursing home</li> </ul>
<b>Rewards and Recognition</b>	<ul style="list-style-type: none"> <li>Involving staff is recognition of their knowledge and skills, as well as that you value their input into the QI process</li> </ul>	<ul style="list-style-type: none"> <li>Resources available on the AE website provide guidance in recognizing and celebrating progress toward AE goals in your nursing home</li> </ul>
<b>Organization and Staffing Levels</b>	<ul style="list-style-type: none"> <li>2 AE goals specifically address Staff Retention and Staff Satisfaction</li> <li>Other organizational goals include Consistent Assignment and Resident/Family Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Resources available on the AE website provide guidance in how staff can be involved in improving staff retention and satisfaction, as well as the other AE goals your nursing home is working on</li> </ul>
<b>Work/Life Balance</b>	<ul style="list-style-type: none"> <li>Staff who are more</li> </ul>	<ul style="list-style-type: none"> <li>Staff who are more</li> </ul>

	<p>involved in all aspects of their job are more satisfied</p> <ul style="list-style-type: none"> <li>• Staff who are more satisfied at work, are more likely to carry that attitude home</li> </ul>	<p>involved in all aspects of their job are more satisfied</p> <ul style="list-style-type: none"> <li>• Staff who are more satisfied at work, are more likely to carry that attitude home</li> </ul>
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"My experience on Advancing Excellence has been very educational giving me the opportunity to voice my opinions on many important issues pertaining to my career as a CNA. The knowledge I have learned from Advancing Excellence has opened my eyes and increased my awareness of all departments in the Nursing Home atmosphere, making me a better team player. On the clinical side, I have increased my skills allowing me to give better quality of care to my residents. Advancing Excellence has many great resources to offer, training programs and educational materials that can benefit every department in the nursing home, enhancing quality of care, becoming a better team player and opening the doors of the communication gaps. I personally would highly recommend anyone in this profession to become a part of the Advancing Excellence Group."

Debbie Pitts, CNA (for 41 years now!)

"We think it is great that employees have the opportunity to join AE as individual members. As a Phase 2 AE enrollee, we recognize the importance of staff involvement in our QA program. More than 40 of our employees volunteer to work on specific quality areas we have targeted, including our AE goals. We believe this has contributed to a no deficiency survey. The staff involvement has also positively impacted the stability of our staff."

Clark Moody, Administrator

### More...

[Help me AE! I want to Re-enroll or Join for the First Time](#)

If you are having trouble registering or re-registering on the Advancing Excellence Web site, following are tips to help you through the process.

**If you have your username, you can request a password reminder email:**

1. Click on the 'Login' link at the top right of the website.
2. Click the following link on the Login page: 'Click here if you know your User Name, but have forgotten your password.'
3. An email will be sent to the primary and secondary contact e-mail addresses in your account.

**If you are a nursing home and know your Medicare/Medicaid provider number, you can request both your username and password via email:**

1. Click on the 'Login' link at the top right of the website.
2. Click on the following link on the Login page: 'Click here if you are a nursing home and you know your Medicare/Medicaid provider number, but have forgotten your User Name.'
3. You will be prompted for your provider number.
4. An email will be sent to the primary and secondary contact e-mail addresses in your account.

**If you are a nursing home and have access to either the primary or secondary contact e-mail accounts, you can request both your username and password via email:**

1. Click on the 'Login' link at the top right of the website.
2. Click on the following link on the Login page: "Click here if you know your account's email, but need your username and password."
3. Enter your email in the text field and click 'Submit.'

**If the email matches either the primary or secondary contact email in the registration:**

1. The username and password will be sent to that email address.

**If both the primary and secondary contact e-mail addresses in your account are no longer valid:**

1. Contact your State Quality Improvement Organization (QIO) for assistance in resetting your password. A link to your state QIO's contact information can be found with Login assistance on the Login page. After obtaining a temporary password from your QIO and logging in with this password, please change both your password and your contact e-mail addresses in your nursing home's Profile.

***Become a Charter Member Prior to 1/31/10. Click [here](#).***