


Advancing Excellence

in America's Nursing Homes



The Campaign Advance

<p>In This Issue</p> <p>AE Update</p> <p>LANE Happenings</p> <p>Consumer Corner</p> <p>Staff Involvement</p>	<p>Issue: 15 January 2010</p>												
<p>Join AE on Facebook!</p> 	<p>Time is Running Out to become a Charter Member</p> <p>The deadline for Charter Member designation is only days away. At press time, 4,800 nursing homes are enrolled in Phase 2 and 90% of these will earn the coveted designation of "Charter Member." To become a Charter Member you need to have participated in Phase 1 of the Campaign (prior to October 22, 2009) and re-enroll for Phase 2 of the Campaign on or before January 31, 2010. More than 800 first-time participants have also signed up for the Campaign and these nursing homes are also recognized on the Advancing Excellence website at www.nhqualitycampaign.org.</p> <p>If your nursing home was registered for Phase 1, get your password and log in to the website. You only need to do two things: choose three goals and set targets. If you need help with your password or with the re-enrollment process, please call your LANE convener, whose contact information can be found on the AE website under Local Support under the About the Campaign button. If you are registering for the first time, simply follow the directions on the website.</p>												
<p>Quick Links</p> <p>Join the Campaign</p> <p>Newsletter Archive</p> <p>More About the Campaign</p> <p>For the Media</p> <p>Contact Us</p>	<p><u>States in the Forefront of Recruiting</u></p> <p>Some states are recruiting powerhouses, like Georgia having over 70% of the nursing homes in the state already signed on for Phase 2 of Advancing Excellence – and fully 98% of those qualify as "Charter Members." The top five recruiters at press time include:</p>												
<p>Join Our List</p> <p>Join Our Mailing List!</p>	<table> <tr> <td>Georgia at:</td> <td>94% with Charter Members totaling 98%</td> </tr> <tr> <td>Arkansas at:</td> <td>83% with Charter Members totaling 99%</td> </tr> <tr> <td>S. Dakota at:</td> <td>79% with Charter Members totaling 98%</td> </tr> <tr> <td>Kansas at:</td> <td>65% with Charter Members totaling 86%</td> </tr> <tr> <td>Rhode Island at:</td> <td>69% with Charter Members totaling 95%</td> </tr> <tr> <td>Colorado at:</td> <td>64% with Charter Members totaling 94%</td> </tr> </table>	Georgia at:	94% with Charter Members totaling 98%	Arkansas at:	83% with Charter Members totaling 99%	S. Dakota at:	79% with Charter Members totaling 98%	Kansas at:	65% with Charter Members totaling 86%	Rhode Island at:	69% with Charter Members totaling 95%	Colorado at:	64% with Charter Members totaling 94%
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Advancing Excellence Update

Officers and Chairs for 2010

The Advancing Excellence Steering Committee announced the new slate of officers and chairs for its various workgroups, as well as two new AE member organizations. Mary Jane Koren, MD, will continue to serve as the Chair of the Steering Committee. In addition, the roster looks as follows:

Vice-Chair:

Chris Condeelis, AHCA

Treasurer and Chair, Budget and Finance:

Randy Lindner, Foundation of the National of Long Term Care Administrator Boards

Chair, Communications:

Lorraine Tarnove, American Medical Directors Association

Chair, Staff Involvement:

Mary Compton, Season's Seminars

Chair, Consumer:

Carol Scott, Missouri State Long-Term Care Ombudsman Program

Chair, Technical Assistance:

Deb Bakerjian,

Chair, Recruitment:

Marianna Grachek, American College of Health Care Administrators

LANE Happenings

LANEs in the Fast Lane...

In addition to recruiting nursing homes for Phase 2 of the Campaign, LANEs are busy planning and implementing activities related to Phase 2.

- Ohio's Governor Ted Strickland has designated January 25 -31 2010 as "Advancing Excellence in America's Nursing Homes Campaign Awareness Week."
- The Georgia Health Care Association held its mid-year Winter Conference this month and featured several sessions on Advancing Excellence.
- The LANE and Culture Change Coalition in Maine recently held a daylong planning session to merge the two groups and develop a vision, mission and priorities.
- Empire Quality Partnership, the New York LANE, held a webinar on the Campaign and encouraged all nursing homes, consumers and staff to sign up.

- The South Dakota LANE convened its LANE to re-energize, rejuvenate and get geared up for Phase 2.

If you have interesting notes about what your LANE is doing and accomplishing, send a status report to Carol Benner at cbenner@aahsa.org.

Consumer Corner

Culture Change Recognition Growing

From our colleagues at the Pioneer Network, a valued partner in Advancing Excellence.

Dear Colleague,

I am pleased to share with you some wonderful news--culture change and person-directed care are about to receive national attention in **US News & World Report** and on **MSN** online!

The first article is in **US News & World Report** and is titled "[These Nursing Homes Care about their Elderly Charges.](#)" It will appear in the February issue and is slated to hit newsstands on February 2nd. The second article is titled "[America's Best Nursing Homes.](#)" and is currently on **MSN** online.

In our ongoing effort to educate consumers and caregivers, these articles represent an enormous opportunity to share the real possibilities of culture change and person-directed care.

Please take a moment to read both articles, and make sure to pass them on to a friend, so that we can continue to share the good news that culture change is gaining momentum!

Best,

Bonnie Kantor
Executive Director
Pioneer Network

Staff Involvement

Staff Recruitment Steady

Advancing Excellence recognizes the invaluable contribution of all nursing home employees to improving the quality of care in nursing homes, so individual staff members are invited to join the Campaign. When a staff member joins, he or she is asked to fill out a short survey which the Staff Involvement Workgroup reviews to use as guidance in developing targeted materials for recruitment. For instance, the Workgroup recently chose to:

- Create a recruitment strategy for nurse aides, as well as for dietary and environmental staff
- Develop resources related to each of the 8 goals that will assist staff to understand their role, no matter what department, in achieving the goals that the nursing home that they work in has selected
- Host a webinar for nurse managers and other nursing home leadership about how to better involve all staff in quality improvement activities

A recent analysis of staff recruitment included the following highlights:

- The top five roles identified by staff are:
 - 39% -- Registered Nurse
 - 19% -- Director of Nursing
 - 13% -- Administrative/Support Staff
 - 12% -- Quality Improvement Nurse/Coordinator
 - 09% -- Activities Director
- The top five reasons for joining are:
 - 64% -- Learn about the eight goals and share this info with others
 - 45% -- My NH joined AE; I want to help achieve the goals my NH selected
 - 26% -- Encourage discussion about AE at union and professional association meetings
 - 20% -- Ask my nursing home to join AE
 - 19% -- Engage in a dialogue with staff and the medical director about AE

At press time, there was nearly 1,000 staff members individually registered for the Campaign. If you would like to join, please visit the AE homepage at www.nhqualitycampaign.org and click on “For Participants” and “Nursing Home Staff.”