
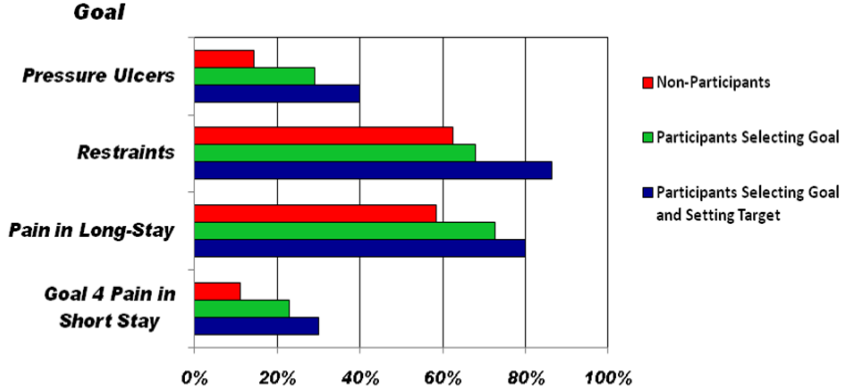


Advancing Excellence

in America's Nursing Homes



The Campaign Advance

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<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>Setting Targets for Your Clinical Goals Helps Drive Improvement</p> <p>Analysis of the campaign's Phase 1 data shows that participants who set targets for the clinical goals realized more improvement than those that either did not set a target or did not participate at all. As illustrated in the chart below, the results of the target setting analysis were strongly positive, which led to the Campaign Steering Committee's decision to include target setting as a required step for clinical goal selection in Phase 2. The greater improvement achieved by target-setters held true regardless of the nursing home's baseline Quality Measure score or facility-level demographics (for example, bed size, ownership, rural/urban status, etc).</p>																				
<p>Join AE on Facebook!</p> 	<p>Progress Toward National Goals After One Year: Target Setters Improve Faster</p>  <table border="1"> <caption>Progress Toward National Goals After One Year: Target Setters Improve Faster</caption> <thead> <tr> <th>Goal</th> <th>Non-Participants (%)</th> <th>Participants Selecting Goal (%)</th> <th>Participants Selecting Goal and Setting Target (%)</th> </tr> </thead> <tbody> <tr> <td>Pressure Ulcers</td> <td>~15</td> <td>~30</td> <td>~40</td> </tr> <tr> <td>Restraints</td> <td>~65</td> <td>~70</td> <td>~88</td> </tr> <tr> <td>Pain in Long-Stay</td> <td>~60</td> <td>~75</td> <td>~80</td> </tr> <tr> <td>Goal 4 Pain in Short Stay</td> <td>~15</td> <td>~25</td> <td>~35</td> </tr> </tbody> </table> <p style="text-align: center;"> SLOWER ← Improvement Toward Goal → FASTER </p>	Goal	Non-Participants (%)	Participants Selecting Goal (%)	Participants Selecting Goal and Setting Target (%)	Pressure Ulcers	~15	~30	~40	Restraints	~65	~70	~88	Pain in Long-Stay	~60	~75	~80	Goal 4 Pain in Short Stay	~15	~25	~35
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<p>Join Our List</p> <p>Join Our Mailing List!</p>	<p><small>Source: This material was prepared by Quality Partners of Rhode Island, the Medicare Quality Improvement Organization for Rhode Island, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the US Department of Health & Human Services. The contents presented do not necessarily reflect CMS policy. Data through one year (four quarters).</small></p>																				

For 3 years we have worked to find the perfect message to describe the Campaign.

Making Nursing Homes a Better Place to Live, Work and Visit!

This says it all for our residents, staff, and consumers.

Remember to log-in to your profile quarterly to look at your targets for each of the clinical goals you have selected. Revise and set more ambitious targets as needed - these targets are for your internal improvement!

Advancing Excellence Update

Phase 2 Numbers & Goals Update

There are now over 6,500 nursing homes participating in Phase 2 of the campaign, with 4,724 Charter members and over 1,400 new participants. There are also almost 2,700 consumers and over 1,200 nursing home staff registered as supporters of the campaign. Four states have already reached 100% for nursing home recruitment including Arkansas, Georgia, South Dakota, and Rhode Island. Several other states are close behind!

Of the nursing homes participating in Phase 2, the top three goals being chosen as focus areas include:

- Goal 5 - Pain Prevention (including 5A - long stay and 5B - short stay)
- Goal 4 - Prevention & Treatment of Pressure Ulcers
- Goal 7 - Resident/Family Satisfaction

Don't forget to enter your data for Goal 1 (Staff Turnover) and Goal 2 (Consistent Assignment) on the Web site! Calculation tools and data entry are now available for these goals. Just log in to your nursing home's profile and be sure to enter data for these important goals each month. Watch for information from your Local Area Network for Excellence (LANE) regarding a WebEx training opportunity for instructions and helpful tips when collecting and reporting your data.

Data entry for Goal 6, Advance Care Planning, will be available soon! The lists of tools for use with Goal 7, Resident and Family Satisfaction, and Goal 8, Staff Satisfaction, have been updated on the Web site. Data entry for these two goals will also be available soon!

In the News

A Few Words About the MDS 3.0 Transition

As many of you are aware, all nursing homes will be transitioning to the Minimum Data Set (MDS) 3.0 beginning in October 2010. The MDS is a powerful tool for implementing standardized assessment and for facilitating care management in nursing homes. The MDS 3.0 has been designed to improve the reliability, accuracy, and usefulness of the MDS, to include the resident in the assessment process, and to use standard protocols used in other settings. The last publicly reported data from MDS 2.0 will be posted to the [Advancing Excellence Web site](#) in January 2011 for Quarter 3 2010. After that point, the quality measure scores will go dark for approximately 12 - 18 months. The Advancing Excellence campaign staff is working closely with CMS regarding the transition to MDS 3.0 and will incorporate their approach into the campaign. Additional information regarding the MDS 3.0 implementation timeline can be found on the [CMS Web site](#).

This presents a great opportunity for participants to focus on the organizational goals (Goal 1 - Staff Turnover, Goal 2 - Consistent Assignment, Goal 6 - Advance Care Planning, Goal 7 - Resident/Family Satisfaction, and Goal 8 - Staff Satisfaction). You can continue to collect and enter data on these goals through the end of the second phase of the campaign (December 2011). Be sure to

check out all the great tools and resources that are available for the organizational goals on the [Advancing Excellence Web site!](#)

Advancing Excellence in Action

Rhode Island Reaches 100%

Congratulations to Rhode Island for reaching 100% participation of all nursing homes in the Campaign! They now join the ranks of Arkansas, Georgia, and South Dakota who all have 100%. Who will be next? Check your state's participation by clicking on the map on the front page of the Advancing Excellence Web site, www.nhqualitycampaign.org.

Advancing Excellence on Facebook

Have You Checked out AE on Facebook?

Carol Benner, Advancing Excellence's energetic National Director, has created a Facebook and Twitter account for the campaign. If you haven't tried social networks, here's your chance. Just log on to the AE home page and you can go directly to Facebook. See the bottom right corner of the AE Web site, <http://www.nhqualitycampaign.org>.

It's fun to read. Comments come from all over the country and all walks of LTC life - CNA's, CEO's of health care companies, even "Leek Cat" a feline nursing home resident. Last week 251 people shared insights, experiences, and the pure joy of working in long term care. Martie Peck wrote, "I've been in LTC for 15 years...truly difficult yet very rewarding." There are also resources, like a downloadable webinar on Pain Management.

Next issue we'll introduce you to AE's Twitter.