


# Advancing Excellence

in America's Nursing Homes



## The Campaign Advance

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<b>Join AE on Facebook!</b> 	<b>Phase 2 Competition is as exciting as the NCAA's!</b> <p>The ticker was ringing constantly as we approached the January 31st deadline for Phase 2 recruitment. The campaign's goal of 5,000 was reached a week early, but several states were neck and neck until the end.</p> <p>At the bell, in the Big State category (more than 344 nursing homes), Georgia came in first with 99%. Wisconsin followed with 53% and Missouri with 45%. For the medium sized states (between 133 and 344 nursing homes), Arkansas was the first state to reach 100%, followed by Kansas at 81% and Colorado at 76%. For the small states (less than 132 homes), South Dakota was first at 96% at the bell, followed by Rhode Island at 94% and New Mexico at 64%. Both Georgia and South Dakota joined Arkansas and reached 100% within two days!</p>
<b>Quick Links</b> <a href="#">Join the Campaign</a> <a href="#">Newsletter Archive</a> <a href="#">More About the Campaign</a> <a href="#">For the Media</a> <a href="#">Contact Us</a>	<p>First place LANEs received a \$1,000 dollar stipend (because Arkansas reached 1,000 dollars, the stipend was doubled!) and a letter was sent to the governor, as well as distribution of a press release. Second place winners received a \$750 stipend, and third a \$500 stipend.</p> <p>AE now has over 6,000 nursing homes participating in the Campaign, 40% of all nursing homes in the country. Nurses can and are encouraged to join the Campaign. We will continue to work on recruitment as well as performance improvement.</p> <p>"Since the Advancing Excellence campaign began in 2006, participating nursing homes have met and achieved many of the original quality of care goals that were set," says Mary Jane Koren of The Commonwealth Fund, MD, MPH, and Campaign Chair. "So, we adjusted some of the campaign goals and asked participating nursing homes to confirm and set targets for their goals, or choose new goals based on their Phase one success."</p>
<b>Join Our List</b> <a href="#">Join Our Mailing List!</a>	<p>Nursing homes in America are as committed as ever to providing the best possible care to their residents, and the campaign, through free resources and state-by-state support is helping them keep that commitment.</p>

To join the Campaign, go to [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org).

## Advancing Excellence Update

Updated Tool and Data Entry Now Available for Goal 1 – Staff Turnover

The updated Excel tracking tool is now available on the [Advancing Excellence website](#) for [Goal 1 - Reducing Staff Turnover](#). This tool allows nursing homes to track turnover data for CNAs, RNs, and LPNs/LVNs. The objective for this goal is for nursing homes to report a turnover rate of 65% or lower for RNs and CNAs, and 35% or lower for LPNs. Additionally, the data entry functionality is also available on the website. Logged-in nursing homes can click on the link 'Enter My Data' to access the data entry functions for this goal. The campaign goal is for every nursing home selecting Goal 1 to enter data on a quarterly basis, beginning with data from January - March 2010 (Quarter 1).

The Excel tool for [Goal 2- Consistent Assignment](#) will be available on the campaign website shortly. Please watch for the announcement of this tool's availability on the website homepage. The Excel tool for Consistent Assignment tracks the number of CNAs that care for residents over a 2 - 4 week period. The objective for this goal is that 50% of nursing homes will report consistent assignment among CNAs (85% of long stay residents have a maximum of 8 CNA caregivers over 4 weeks and 85% of short stay residents have a maximum of 8 CNA caregivers over 2 weeks). The campaign recommends that nursing homes enter this data quarterly.

It is anticipated that the data entry capability for all other organizational goals will be available on the Web site in early summer. WebEx training sessions will be scheduled to further direct and assist nursing homes with these goals (dates TBD).

## LANE Happenings

AMDA Program a Success

Carol Benner, National Director of the Advancing Excellence Campaign, Stefan Gravenstein, MD of Quality Partners of Rhode Island, and Debra Bakerjean, Chair of the CAW, did a 2-hour Advancing Excellence presentation to medical directors from across the country at the AMDA Annual Symposium, LTC Medicine-2010 in Long Beach, California! The session was well attended with more than 100 physicians in attendance and evaluations were very positive. Executive Director of AMDA, Lorraine Tarnove noted, "We continue to bring news and information about the campaign to our members in an effort to reach our goal of having physicians involved in every LANE and eventually as part of the team in each campaign nursing home." To learn more about LTC Medicine-2010, [click here](#).

Missouri LANE Strategic Planning Session - A group of about 15 Missouri nursing home stakeholders met to re-energize and plan upcoming Campaign activities. Decisions included reviewing the [QPRI Staff Stability Toolkit](#) and coming up with a plan to focus on reducing staffing turnover (Goal 1 of the Campaign). The Toolkit is a comprehensive guide to stabilize the workforce and an excellent resource for all nursing homes.

Ontario Health Quality Council (OHQC) - Last fall, several Canadian officials participated in an Advancing Excellence Steering Committee meeting to learn what we are doing. These officials have now created a series of collaboratives focusing on similar goals to improve quality of care and life for the province of Ontario's nursing home residents. OHQC is developing a new website and has already put pressure ulcer healing and fall prevention ideas on it!

### **Advancing Excellence in the News**

Carol Benner, National Director of Advancing Excellence, was recently featured in a New York Times story about choosing a nursing home. The story examined how consumers can use available nursing home data to help make a better informed decision for a home. Benner offered tips for consumers on what to ask when touring a nursing home. She recommended that visitors ask if a nursing home engages in "person-centered care," as well as "consistent assignment."

To view the full article online, [click here](#). Consumer materials can be found on the [Advancing Excellence Web site](#).

### **Advancing Excellence in Action**

#### **Governors Laud the Value of the Advancing Excellence Campaign**

Ohio was the first to have their Governor, Ted Strickland, declare January 25-31, 2010 as "Advancing Excellence in America's Nursing Homes Campaign Awareness Week." As the second phase of the campaign began, the Governor listened to the state Local Area Network of Excellence (LANE), the Ohio Quality Improvement Organization ([inovak@ohqio.sdps.org](mailto:inovak@ohqio.sdps.org)), and the State Ombudsman, Bev Laubert ([blaubert@age.state.oh.us](mailto:blaubert@age.state.oh.us)) to urge nursing homes to sign up for phase two. Strategically the following week, the Ohio Ombudsman released their resident satisfaction survey results, which got outstanding press coverage in at least ten newspapers around the state. The juxtaposition of these events was brilliant in educating residents, families, staff, administration, and the general public about improving quality care in nursing homes.

Alabama's Governor, Bob Riley, knew the value of declaring March 15-19 "Advancing Excellence in Nursing Homes Week," stressing the importance of joining the campaign, "nursing homes can improve the quality of care they deliver and help enhance the quality of life of residents." The Governor stated "... the residents of Alabama now residing in nursing homes have contributed greatly to the traditions that we as Alabamans have come to cherish." With 56% of their 250 nursing homes participating in the campaign, Alabama wants to reach 100%. For more information contact Liz Prosch ([lprosch@methodisthomes.org](mailto:lprosch@methodisthomes.org)) or Bart Prevallet ([bprevallet@alqui.sdps.org](mailto:bprevallet@alqui.sdps.org)).

