

Advancing Excellence

in America's Nursing Homes



The Campaign Advance

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May 2010

Advancing Excellence Steering Committee Hold Face-to-Face Meeting

On May 4 and 5 the Advancing Excellence Steering Committee members and workgroup chairs held two days of meetings in Washington D.C. to assess the status of the campaign and plan for the future. The campaign is directed by the 56 Steering Committee members and the workgroups which include Communication, Clinical Affairs, Recruitment, Staff Involvement, and Consumers, each made up of volunteers working on various projects related to the initiative.

Mary Jane Koren, Assistant Vice President of The Commonwealth Fund, chaired the meetings. These meetings discussed Phase 2 of the initiative, noting a focus on:

- Recruitment
- Encouraging selection of non-clinical goals
- Increasing level of involvement of campaign members

The Campaign is supported by grants from The Commonwealth Fund, CMS, and donations from Steering Committee members. The Steering Committee coalition is unique, including CMS, AHRQ, and the VA as members. This is unique in national coalitions and speaks to the success of the campaign.

Steering Committee members also planned for another awards program for Phase 2 that focuses on campaign engagement. Watch for details in our next newsletter!

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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.

Advancing Excellence Update

Phase 2 Numbers & Goals

There are now over 6,400 nursing homes participating in Phase 2 of the campaign, with 4,727 Charter members and 1,376 new participants. There are also over 2,600 consumers and over 1,100 nursing home staff registered as supporters of the campaign. Three states have already reached 100% nursing home recruitment including Arkansas, Georgia, and South Dakota. 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 - Reducing Physical Restraints
- Goal 4 - Prevention & Treatment of Pressure Ulcers
- Goal 7 - Resident/Family Satisfaction

Calculation tools and data entry are now available for Goal 1 - Staff Turnover and Goal 2 - Consistent Assignment. Be sure to update your goal selection and enter data for these important goals each month. More information about Goal 6 - Advance Care Planning, Goal 7 - Resident and Family Satisfaction, and Goal 8 - Staff Satisfaction will be available soon!

LANE Happenings

Going down the LANEs...

The Texas and Missouri LANEs each recently spent a day to focus their energies on recruitment and issues unique to each state. "LANEs are as different as night and day," says Carol Benner, National Director of the Advancing Excellence Campaign. "Every LANE is individual and has unique approaches to solving challenges that are presented. When I go to a LANE, I do an overview about the Campaign. But then, I listen. The LANE members usually work out their own solutions and push themselves forward!"

Advancing Excellence staff is available to work with any and all of the LANEs. They can facilitate strategic planning sessions, share best practices, and more. If you're interested, please contact Carol Benner at CBenner@ahsa.org.

Advancing Excellence in the News

Radio Tours with Mary Jane Koren

Recently, Mary Jane was honored with The Terrance Keenan Leadership Award in Health Philanthropy for her work.

Advancing Excellence was featured on more than 450 radio stations across the country in April - reaching more than 3 million listeners - as part of a national radio tour featuring Mary Jane Koren. In a series of live and taped interviews in cities including New York, Atlanta, and Dallas, Mary Jane promoted the new consumer tip sheet, the campaign goals, growing participation in Phase 2, and the campaign Web site.

Most stations asked to book interviews during morning "drive time" hours, providing an opportunity to reach consumers and nursing home staff with the campaign messages.

Mary Jane emphasized how the campaign is making a difference: "What makes the Advancing Excellence campaign really unique is that it's not just about having nursing homes join something - it's really about getting them to take action and to improve what they're doing, and how they're doing it," she explained on the national *Health Radio Network*.

She also brought the campaign and its goals to life with examples of what the campaign looks like in practice. "If you think about it, when you go to visit your mother in a nursing home, don't you want the aid that you talk to really know your mother, know what she likes, and be ready to give you a report and tell you what's happening?" she said, explaining the importance of consistent assignment on *KLTF* in Minneapolis.

Advancing Excellence in Motion

Advancing Excellence On The Road

In addition to the LANEs, Advancing Excellence staff exhibited at AANAC American Association of Nurse Assessment Coordinators, more than 800 participants, and distributed more than 500 fact sheets, consumer tip sheets, and other resources.

Advancing Excellence is also spreading its message to other countries. Executive Director Carol Benner recently visited Toronto to help 125 nursing homes in Ontario design a collaborative model on Advancing Excellence. They have similar goals, including use of consistent assignment and had previously attended a Steering Committee meeting as observers on a fact-finding mission.

"Canadian nursing homes have the same kinds of challenges that we have in this country," said Benner. "Their interest in staff stability and their need to stabilize the work force is very much like what we face in the U.S."

Resources

Consumer Tip Sheet

The consumer tip sheet has been revamped into a 4-page version that includes an explanation of the purpose and how to use it on the front page.

The tip sheet is a unique tool that helps consumers become engaged in the care of the resident. It has concrete suggestions and specific questions to ask to help you understand how the nursing home works.

[Click here](#) to access the consumer tip sheet.

Advancing Excellence in Action

Consistent Assignment

Consistent Assignment (CA) is the basic building block for success with all the other goals. You might ask, "How could that be possible?" Consistent

Assignment, or being regularly cared for by the same CNAs (and RNs and LPNS) most of the time, strengthens relationships between CNAs and each resident. CNAs learn all the little details that are important to each resident they care for. Those trusting relationships lead to less turnover (goal 1); less turnover means there is more staff available to work on clinical goals like decreasing restraints, pressure ulcers, and pain (goals 3, 4, and 5). Think about it, would you feel comfortable talking about Advance Care Planning (goal 6) without knowing the person very well? Stable staffing means that resident, family, and staff satisfaction rise (goals 7 and 8). This isn't fiction; it's a fact as the evidence on the campaign Web site, which you can access by [clicking here](#), will show you.

If Consistent Assignment is so important, you need to know a little about making it happen in your nursing home. The Web site has a new color coded calculator, which you can download by [clicking here](#), to make collecting the information to set a target easy. Start small, maybe with one unit or neighborhood eager to try CA.

Practical Application

Making Goals Happen: How to Translate into Care Plans

The campaign goal of reducing pressure ulcers has been hard to achieve. One home set a goal of decreasing pressure ulcers by healing their one stage III and assuring that no new ones developed. Consistent Assignment helps there too. Mrs. Wendell is paralyzed below the waist, and has one pressure ulcer on her tail bone and is at high risk for another. The interdisciplinary team has met to develop a prevention and treatment plan. The individualized turning schedule of every three hours included being on her stomach. At the care planning meeting, Mrs. W. said she would not comply. Her nursing assistant, whom Mrs. W trusted, knew she loved old movies. Together they suggested to the care team that they set up a small video machine that Mrs. W. could both see and work herself while lying on her stomach. The necessary bed adjustments were made with the help of physical and occupational therapy. CA knowledge of Mrs. W and their joint advocacy made this plan possible. Over the next few months and many movies later, Mrs. W's PU healed. No new ones occurred on any resident and the CA CNAs worked with the high risk residents to provide nutritious food, desired fluids, individualized toileting and turning compliance.

Other News

CNA Turns Rap Artist

Omar Cain, a certified nursing assistant who has worked for Golden Living, has two amazing videos on YouTube. The first video, [click here to watch](#), is a description of his work as a CNA in a nursing home. The second video, [click here to watch](#), is a rap that he wrote honoring all of the staff working at the nursing home. While he raps and sings, the residents tap and swing! Thanks Omar for brightening our day!

Don't forget to check out what's happening on Facebook!

You don't have to be a member of Facebook. Just go to the Advancing Excellence Web site, www.nhquality_campaign.org, look on the right side and click!