

Advancing Excellence

in America's Nursing Homes



The Campaign Advance

In This Issue

[AE Update](#)

[LANEs](#)

[AE Goes Global](#)

[AE Resources](#)

[AE Data Update](#)

[Critical Access NHs](#)

Issue: 20

December 2010

Advancing Excellence Statement on the MDS/Quality Measure Transition

As of October 1, 2010, nursing homes throughout the country began to use the MDS 3.0 assessment instrument. The Advancing Excellence Campaign is excited about the new MDS 3.0 and believes it will result in better quality of care and life for our nation's residents.

However, as a result of the transition from MDS 2.0 to MDS 3.0, there will be a period of time when the Quality Measure (QM) reports that the Campaign has used to monitor performance for use of restraints, prevalence of high-risk pressure ulcers and symptoms of pain, and the Quality Indicators that nursing homes use for internal QI/QA will not be available. The last set of QMs, based on MDS 2.0 data for the quarter ending September 30, 2010, will be posted in February 2011.

CMS has developed new quality measures that are based on MDS 3.0. These measures were submitted to the [National Quality Forum \(NQF\)](#) early in 2010 and the final endorsement status should be announced by the NQF sometime this month. Therefore, the new QM data will not be available on Nursing Home Compare, or on the Campaign website until April 2012.

In order to help nursing homes stay on track with their quality improvement efforts during this interim period, the Advancing Excellence Campaign is updating its tools so that a nursing home can continue to monitor its performance for pressure ulcers, restraints, and pain. In addition, over the next few months, we will provide nursing homes with tips to help integrate these tools into the nursing home's quality improvement process.

The Campaign is also using this transition period as a time to encourage nursing homes to focus on the organizational goals – decreased staff turnover, increased use of consistent assignment, measurement of resident/family and staff satisfaction, and increased attention to advance care planning. Tools for these goals are also available in the [Resources Section](#) of the website. So that nursing

Quick Links

[Join the Campaign](#)

[Newsletter Archive](#)

[More About the Campaign](#)

[For the Media](#)

[Contact Us](#)

Join Our List

[Join Our Mailing List!](#)

Join AE on Facebook!



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.

homes can really show the progress they are making, the Campaign is urging homes to enter their data on the Advancing Excellence website. To make it easier, there are [videos](#) on the website that show how to enter the data and use the Staff Turnover and Consistent Assignment tools.

Carol Benner
National Director

Advancing Excellence Update Phase 2 Numbers & Goals

There are now over 6,700 nursing homes participating in Phase 2 of the campaign, with 4,725 Charter members and almost 1,500 new participants. There are also over 2,700 consumers and over 1,300 nursing home staff registered as supporters of the campaign. Four states already have 100% nursing home recruitment including Arkansas, Georgia, South Dakota, and Rhode Island. Several other states are very close!

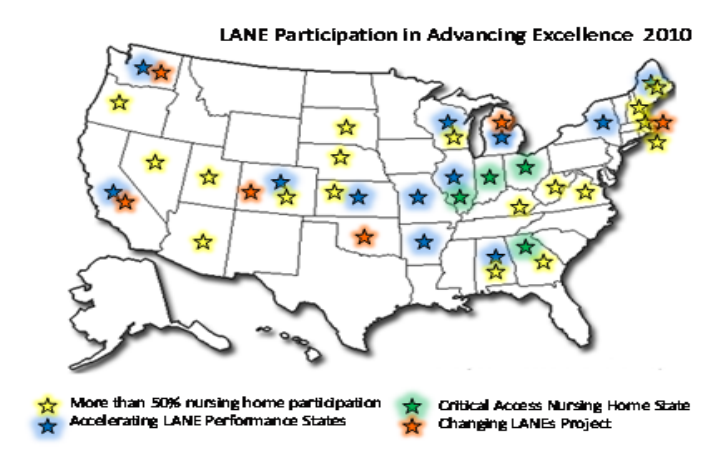
The top three goals selected by participants are:

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

LANEs

Travels with Carol and Tammy

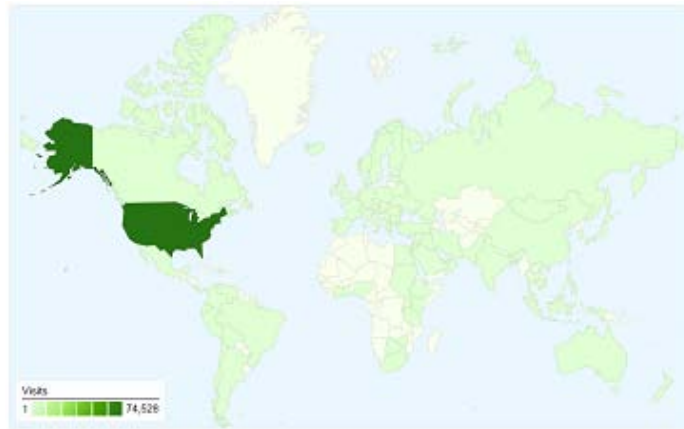
It's been a busy couple of months for Campaign Staff, Carol Benner and Tammy Rolfe! The Campaign has had a presence at the AAHSA, AHCA, AANAC, NAB, Consumer Voice, and Pioneer Network Annual Meetings. We've reconnected with a lot of old friends and made new ones! In addition, we've also visited with Campaign participants in Arizona, California, Connecticut, New Hampshire, Maine, Florida, New York, Indiana, Illinois, Georgia, and Ohio! The good news is that we are really seeing a shift from recruitment to performance. Look at the following map to see states that are excelling with Advancing Excellence!



Advancing Excellence Goes Global

The Advancing Excellence Campaign is gaining worldwide awareness!

Since the beginning of Phase 2 of the campaign in January 2010, the campaign website has had more than 74,000 visitors from 108 countries and territories across the world. While the campaign is a focus for the United States, individuals from Canada, the United Kingdom, Australia, Ireland, India, and China have all checked out the website to take a look at what we are doing related to improving the quality of nursing homes in the US.



Advancing Excellence Resources

Enter your organizational goal data now!

Tools for all of the organizational goals are now available on the Advancing Excellence website, www.nhqualitycampaign.org! Download the tools from the [Resources section](#) of the website and calculate your measures for Staff Turnover, Consistent Assignment, Advance Care Planning, and Resident and Staff Satisfaction. Then, log-in to the website to enter your data! You can set targets and monitor your progress!

Advancing Excellence Data Update

Data for Quarter 2 2010 (April - June 2010) Posted

The campaign website has now been updated with national, state, and nursing home-specific data from Quarter 2, 2010. Nursing homes can log-in and see their data trends for the clinical goals. Targets can also be updated based on any improvements you've already made!

Critical Access Nursing Homes

Indiana newspaper Reports on Critical Access Nursing Homes

Press coverage of the AE campaign continues to grow. A recent article in the Indiana Post-tribune tells the story of our Critical Access Nursing Home pilot and captures some of the excitement of the project. Here are some excerpts of what the participants had to say.

Nursing home experts said a new initiative to help troubled Lake County nursing homes can improve patient safety and quality of care in a county whose homes, on average, are ranked the worst in the state.

The Critical Access Nursing Home Project brings together professionals from around the state and the nation to assist urban skilled nursing facilities in four states that have faced quality problems and challenges from regulatory agencies.

The five Lake County nursing homes participating in the yearlong program are Dyer Nursing and Rehabilitation Center; Golden Living Center and Lincolnshire Health Care Center, both in Merrillville; South Shore Health and Rehabilitation Center in Gary; and Sebo's Nursing and Rehabilitation Center in Hobart.

This pilot program is funded by a grant from the not-for-profit Commonwealth Fund to the American Association of Homes and Services for the Aging, a national lobbying and education association for nursing home operators, operated under the sponsorship of Advancing Excellence in America's Nursing Homes.

Carol Benner is executive director of AEANH, which began in 2006 and now counts 7,600 of the nation's 16,000 nursing homes as members. Benner said every state has created Local Area Networks of Excellence, which include state and local long-term care ombudsmen, state health and quality improvement agencies, senior advocacy groups, nursing home consultants and state nursing home associations.

She said AEANH sought to assist struggling nursing homes and devise a model to improve care for residents, while improving the lives of nursing home staff, residents and families. Benner said traditionally state regulatory agencies dealt with struggling nursing homes through a regulatory process of punishing and terminating problem homes.

"We're trying to do something different to help the nursing homes to become viable, respected members of the community," she said.

Before homes can make improvements in quality of care, Benner said, they must stabilize their work force to stanch high annual employee turnover.

The program has hired national experts on nursing home staffing to help teach homes how to retain employees and improve morale. She said attendees focus on consistent assignment, a practice to schedule the same employees to regularly care for the same residents.

"Over the course of a single day [week] 22 different people might work with one resident to feed, bathe or administer medication," Benner said. "I'd be cranky if that happened to me."

Benner said lowering that figure to eight should decrease turnover, increase employee retention and improve resident and employee satisfaction.

Administrators of the participating Lake County nursing homes share Benner's optimism.

Sebo's Administrator Monti Montgomery said his facility is working closely with the Indiana State Department of Health and others to improve quality of care.

"Quality of care is very important to us and we asked to be a part of this," Montgomery said. "We asked for assistance, and they are offering it."

Golden Living Center Administrator Kimberly Urban views the program as "a great opportunity to learn from each other. There are no threats. It's a wonderfully positive project. They stress that the relationships we form with our staff directly relate to resident care, and by strengthening those bonds we can improve care."

South Shore Administrator John Grimm said his facility's goal is to improve staffing.

"All nursing homes are understaffed," said Grimm. "We're trying to work with a group of loyal employees through a better pattern of communication and scheduling to manage more effectively so residents get everything they need."

"If we can get staffing to run correctly, resident care improves. We're really interested in this program and we're always looking to make improvements in the lives of our residents."

Lincolnshire Administrator Ryan Carlson said the pilot program "is a phenomenal resource, and I expect it to make a huge difference in the quality of care we provide."

Carlson said Lincolnshire has already reported improvements. "We're very excited about this and glad that the government and our industry are reaching out to give us some help."

Kathy Hybarger, a nurse and the clinical coordinator for Indiana's federally designated quality improvement organization, Indianapolis-based Health Care Excel, said the participating homes are very committed to the program. "And we would love to see some models developed here that could be replicated elsewhere."

***If you have a story to tell about your nursing home, please let us know!
Contact Louise Maus at lmaus@aahsa.org.***