

Advancing Excellence

in America's Nursing Homes

The Campaign Advance

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Welcome to the inaugural issue of The Campaign Advance, the official newsletter of *Advancing Excellence* for America's Nursing Homes - a campaign to improve quality of life for residents and staff. The e-publication will keep all stakeholders informed of progress and accomplishments at the national level, with the state-based Local Area Networks for Excellence (LANEs), and consumers and nursing home staff who are involved in the campaign. Articles will highlight best practices, innovations, events, resources and news. If you have ideas for future articles or want to showcase your successes, please send an email to tburke@ahca.org.

Consumer Corner

LANE Focuses on Consumer Perspective

The Wisconsin LANE Steering Committee begins its meetings with a presentation from a resident, family member or organization working on behalf of consumers. Last August it held a teleconference for residents, families, and staff called "Satisfaction, the 'Secrets' of Success from the Consumer Perspective". A committed member of the steering committee is 95-year-old retired businesswoman Eleanor Jacobs, a resident of Attic Angel in Middleton, WI, who sees consistent assignment as a key goal of Advancing Excellence. "Consistent staffing would ease many residents' minds," she says. "When you know the staff and see them daily, you have a higher level of comfort". Learn about the [Wisconsin LANE](#).

Advancing Excellence Update

CMS Leadership Meets With Advancing Excellence Steering Committee

In 2006 the campaign's [founding organizations](#) met with Centers for Medicare & Medicaid Services (CMS) Administrator Mark McClellan to plan a campaign strategy. Last year the campaign [Steering Committee](#) met with CMS Interim Administrator Leslie Norwalk. Last month, Mary Jane Koren, [newly elected Chair](#) of the Advancing Excellence campaign, and other members of the [Steering Committee](#), met with CMS Acting Administrator Kerry Weems and other top CMS officials. The Steering Committee reported on the [campaign's accomplishments](#) in enhancing quality of life for consumers and nursing home staff; the campaign's milestones; and the campaign's data progress. Weems asserted that CMS and the Quality Improvement Organizations (QIOs) would continue to support the campaign.

Featured Resources

Are Process Frameworks for Quality Improvement "Heroic"?

Advancing Excellence advocates the use of process frameworks to help nursing homes attain desired quality improvement outcomes. *Fast Company* magazine featured an article titled "[The Heroic Checklist: Why you should learn to love checking boxes.](#)" The article says "checklists help us avoid blind spots in complex scenarios", including health care settings. There is a [process framework](#) in the Implementation Guide for each Advancing Excellence goal.

Events

Reducing Pressure Ulcers Event is Well Attended

Nearly 5,000 nursing home staff participated in an Advancing Excellence Webinar/teleconference on *Reducing Pressure Ulcers in Nursing Homes*. More than 90% of the participants said it was a good use of their time and that the level of information was appropriate. [Click here for the PowerPoint and audio.](#)

A Quick Way to Learn about Pain Management

Two key components in an Advancing Excellence Webinar/teleconference on *Improving Pain Management* were how to improve systems and processes related to pain management and an overview of key issues in assessing and managing pain. [Click here for the PowerPoint and audio.](#)

Nursing Home Success Stories

Health Care Center Achieves Perfect Scores in Pressure Ulcer Management

Palatka Health Care Center has always had very low rates of pressure ulcers. When approached to participate in a national collaborative to reduce pressure ulcer rates, the team thought they could help other facilities by sharing their knowledge and expertise. Little did they know they would also lower their scores even further, to zero. <http://medqic.org/dcs/ContentServer?cid=1196289981139&pagename=Medqic%2FOtherResource%2FOtherResourcesTemplate&c=OtherResource>

LANE Happenings

LANE Partners with Hospitals to Reduce Pressure Ulcers

The Oregon LANE is partnering with the 5 Million Lives Campaign - an initiative to protect patients from harm in hospitals - to reduce pressure ulcers. The Oregon LANE and NODE (the hospital initiative's state organization) are developing a consensus of best practices, recruiting community-based teams and encouraging adoption of best practices. Find out more from a [recent presentation](#) by Linda Dreyer, Oregon LANE convener.

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