



A campaign to improve quality of life for residents & staff

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FOR IMMEDIATE RELEASE

Contact: Lauren Shaham, lshaham@aahsa.org or (202) 508-1219

Benner to Join Advancing Excellence Campaign as Field Director

The Advancing Excellence in America's Nursing Homes campaign has recruited Carol Benner, Sc.M., to serve as Field Director to assist the campaign's Local Area Networks for Excellence (LANEs) in expanding the campaign's reach and impact nationwide.

Benner will be responsible for the overall development and implementation of successful, sustainable LANEs. She will provide assistance to LANEs in building their capacity to facilitate their sustainability; to harvest best practices among LANEs and create a community of shared effort; to assist LANEs in identifying technical support for providers, consumers and nursing home employees in quality improvement methods; and to communicate LANE successes to the media and policy makers.

"We are fortunate to have someone with Carol's extensive experience to bring an enhanced collaborative approach to the campaign," Larry Minnix, chair of the Advancing Excellence campaign's Steering Committee said. "Our LANEs are integral to supporting nursing homes on this journey, and Carol Benner is uniquely suited to help the LANEs be effective."

Benner joins the campaign after serving as a consultant for the Delmarva Quality Improvement Organization (QIO). For the last two years, she served as a consultant on the Nursing Home team for Delmarva's QIO contract. The campaign position is supported by The Commonwealth Fund, a national private foundation based in New York City that supports independent research on health and social issues.

Mary Jane Koren, Assistant Vice President, Quality of Care for Frail Elders Program at the Commonwealth Fund said, "One of the exciting features of Advancing Excellence is that it has mobilized so many of the key stakeholder groups to work together to improve nursing home quality. Because of Carol's unique background, she will be able to assist these stakeholders based on her deep personal knowledge of the issues."

Prior to her work with Delmarva, Carol served as the Director of the Office of Health Care Quality at the Maryland Department of Health and Mental Hygiene. During her tenure, Carol was instrumental in working with both the legislature and constituents to develop public policy related to quality of health care and standards of performance for health care providers. She has won several awards, including the Lighthouse Award for leadership and excellence in Adult Day Care.

Benner holds a Sc.M. in Health Policy from the Johns Hopkins School of Hygiene and Public Health and a BA in Biology from Towson State University. She will begin her new role on Oct. 4.

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About the Advancing Excellence in America's Nursing Homes Campaign

Advancing Excellence in America's Nursing Homes is a two year, coalition-based campaign concerned with how we care for elderly and disabled citizens. This voluntary campaign:

- Monitors [key indicators of nursing home care quality](#)
- Promotes excellence in caregiving for nursing home residents
- Acknowledges the critical role nursing home staff have in providing care

The campaign builds on the success of other quality initiatives like Quality First, the [Nursing Home Quality Initiative \(NHQI\)](#), and the culture change movement. [Campaign goals](#) include creating a culture of person-centered, individualized care and an empowered workforce in nursing homes.