

Advancing Excellence in America's Nursing Homes Campaign
Overview: California

**Advancing Excellence in
America's Nursing Homes Campaign
Overview: California
August 20, 2009**

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Campaign Mission

To help nursing homes achieve excellence in the quality of care and quality of life for the more than 1.5 million residents of America's nursing homes by:

- *Establishing and supporting an infrastructure of local QI networks*
- *Strengthening the workforce*
- *Improving clinical and organizational outcomes*

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What the Campaign Does

- Advancing Excellence is helping nursing homes make a difference in the lives of residents and staff.
- Advancing Excellence provides free, practical and evidence-based resources to support quality improvement efforts in America's nursing homes.
- Advancing Excellence is committed to providing support to those on the frontlines of nursing home care.
- Advancing Excellence promotes open communication and transparency among families, residents, and nursing home staff.



www.nhqualitycampaign.org

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Campaign History

- 2005 - 2006
 - Stakeholders come together to plan the Campaign
 - Campaign launched in October 2006
 - Website developed
 - Steering Committee and Work Groups formed
- 2007
 - Implementation guides (process frameworks) developed
 - Commonwealth Fund grant awarded
 - Field Director hired
 - First national LANE Conference held
 - First data suggesting success available

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Campaign History (continued)

- 2008
 - National webinars presented
(Pain, Pressure Ulcers, Consistent Assignment, Staff Stability)
 - Monthly newsletter published
 - Consumer fact sheets designed
 - Top Ten Guides for Front Line Workers created
 - AHRQ Grant for Interchange 2008 awarded
 - Second National LANE Conference held

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Campaign History (continued)

- 2009
 - Additional national webinars presented
 - Resident Satisfaction, Restraints, Adult Learning
 - Second staff member hired
 - Annual Conference videos posted on Campaign Website
 - New CMS contract awarded
 - Library brochure published to enhance awareness of technical assistance resources
 - Phase II of Campaign to begin soon
 - Campaign revises original goals and identifies new ones
 - Nursing Homes update profiles and select new goals
 - Website is revised (Best Practices, Easier TA Tools)

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Founding Organizations

- Alliance for Quality Nursing Home Care
- American Association of Homes and Services for the Aging (AAHSA)
- American Association of Nurse Assessment Coordinators (AANAC)
- American College of Health Care Administrators (ACHCA)
- American Health Care Association (AHCA)
- American Medical Directors Association (AMDA)
- Centers for Medicare & Medicaid Services (CMS) and its contractors, the Quality Improvement Organizations (QIOs) and State Survey Agencies
- National Association of Health Care Assistants (NAHCA)
- NCCNHR: National Consumer Voice for Long Term Care
- The Commonwealth Fund
- The Evangelical Lutheran Good Samaritan Society

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Steering Committee (continued)

- | | |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| • Agency for Healthcare Research and Quality (AHRQ) | • Institute for Healthcare Improvement (IHI) |
| • Alzheimer's Association | • National Association of Directors of Nursing Administration in Long Term Care (NADONA/LTC) |
| • American Academy of Nursing -- Expert Panel on Aging | • National Association of State Long-Term Care Ombudsman Programs (NASOP) |
| • American Association for Long Term Care Nursing (AALTC) | • National Conference of Gerontological Nurse Practitioners (NCGNP) |
| • American Health Quality Association (AHQA) | • National Gerontological Nursing Association (NGNA) |
| • Association of Health Facility Survey Agencies (AHFSA) | • PHI |
| • Centers for Disease Control and Prevention (CDC) | • Pioneer Network |
| • Foundation of the National Association of Boards of Examiners of Long Term Care Administrators | • Service Employees International Union (SEIU) |
| • Hartford Institute for Geriatric Nursing | |

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*Coming together is a beginning;
keeping together is progress;
working together is success.
...Henry Ford*

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Characteristics of Coalitions

- Trust
- Buy-in
- Inclusion
- Creativity
- Communication
- Sharing of Resources
- Synergy
- Win – Win
- Success
- Satisfaction

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One Coalition Myth

- The only agenda is the coalition's agenda...

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“If men of good will wish to come together for the purpose of upholding reason and establishing a rational society, they should begin by following the example of the cowboys in Western movies when the sheriff tells them at the door to a conference room: 'Gentlemen, leave your guns outside.'”

Ayn Rand, 1961

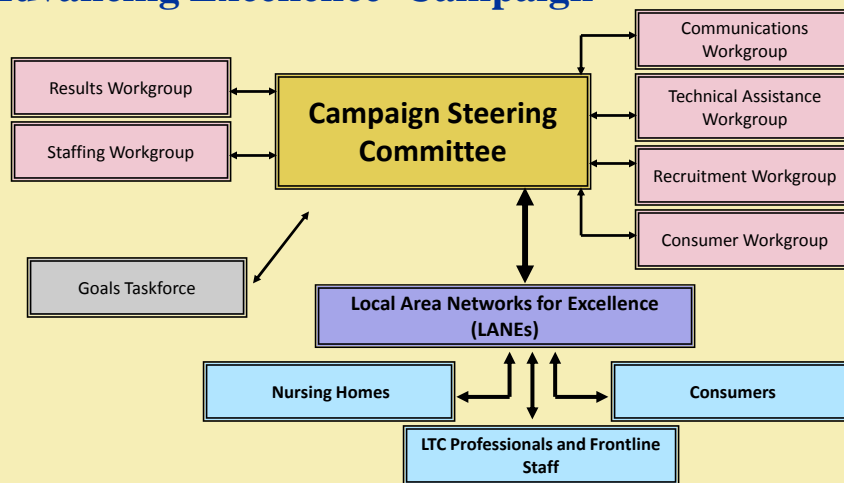
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Other Coalition Myths

- Coalitions don't get stuck...
- Coalitions are about love, joy, peace, brotherhood.....
- Coalitions don't accomplish anything...
- Coalitions are easy...

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Advancing Excellence Campaign



Organizational Chart

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Core LANE Members

- Members
 - Nursing home associations (AHCA and AAHSA affiliates)
 - Quality Improvement Organizations (QIOs)
 - State Survey Agencies
 - Ombudsmen
 - Consumer Advocacy Groups
 - Others (DONs, Medical Directors, Administrators, CNAs)
- Conveners

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CA LANE

- Ombudsman
- CA Department of Public Health Survey & Certification
- CMS Region IX
- CAHF, CA Aging Services
- CA Coalition for Compassionate Care
- Culture Change Coalition
- CALTCM, GAPNA
- Individual members
- Convener, HSAG – Jennifer Wieckowski



www.nhqualitycampaign.org

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LANE Roles and Responsibilities

- Provide statewide Campaign leadership
- Pull and keep stakeholders together
- Raise awareness about the Campaign
- Recruit nursing homes and consumers
- Provide technical assistance resources
- Respond to critical issues
- Communicate key Campaign messages

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The Eight Goal Areas

Clinical Quality Goals

- 1) To reduce high risk pressure ulcers;
- 2) To reduce the use of daily physical restraints;
- 3) To improve pain management for longer term nursing home residents; and
- 4) To improve pain management for short stay, post-acute nursing home residents.

Organizational Goals

- 5) To establish individual targets for improving quality (STAR);
- 6) To assess resident and family "satisfaction" for quality of care;
- 7) To increase staff retention; and
- 8) To improve consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers.

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Using the Goals for Success

1. Lay the organizational groundwork for improvement

- Stabilize your workforce: Increase staff retention (Goal 7);
- Improve efficiency by letting your staff get to know their residents: use consistent assignment so that residents regularly receive care from the same caregivers (Goal 8); and
- Know where you're headed: use STAR (on the CMS web-site) to set QI targets (Goal 5).

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Using the Goals for Success

2. Work on the really important problems

- Reduce the use of daily physical restraints (Goal 1);
- Reduce high risk pressure ulcers (Goal 2);
- Be sure people in your home aren't "hurting": Improve pain management for short and long stay residents (Goals 3 & 4).

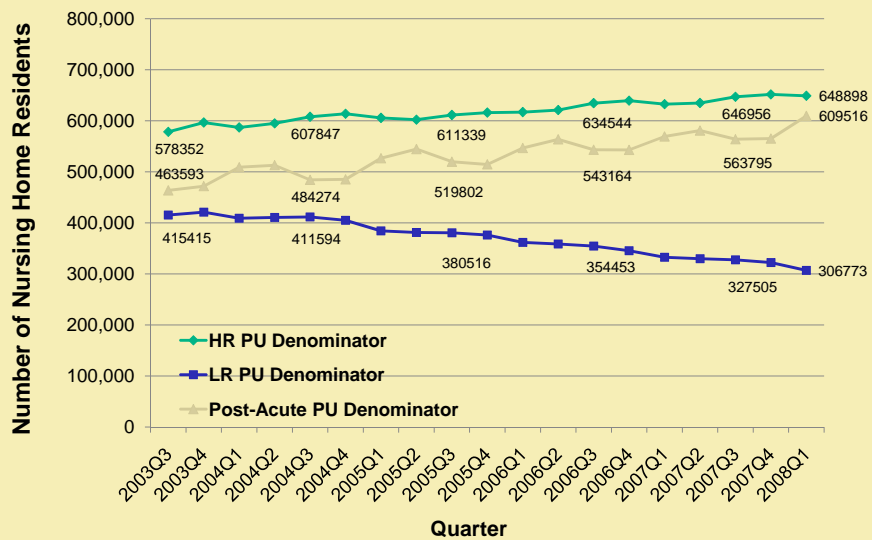
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Using the Goals for Success

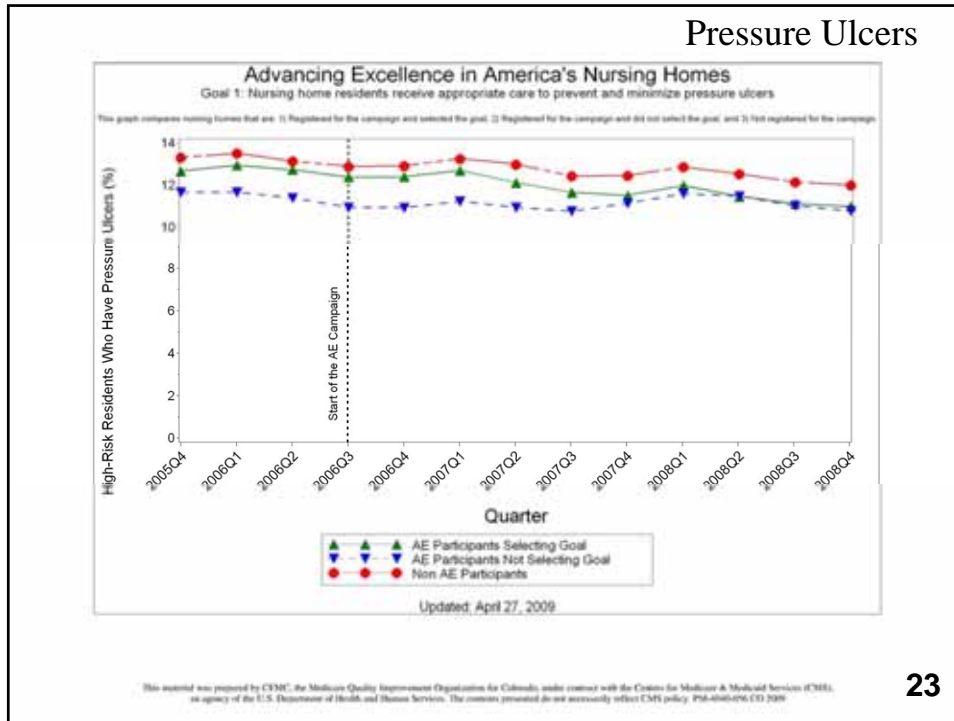
3. Find out what your “customers” think

Ask residents and families to tell you how you're doing: measure experience with care (“satisfaction”) (Goal 6).

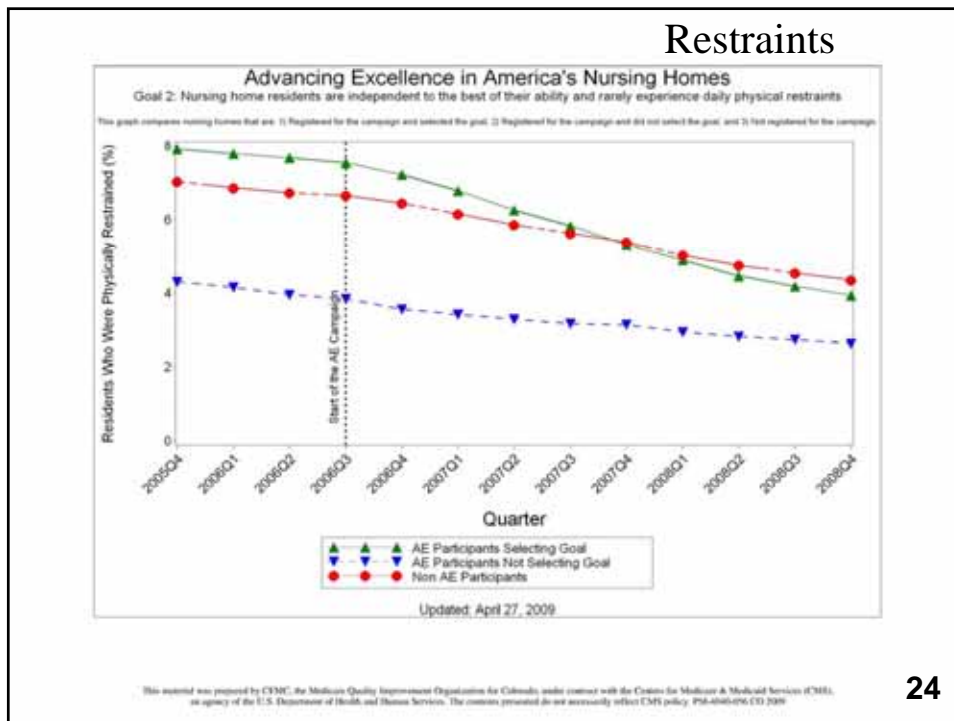
The Relative and Absolute Number of Residents at High Risk for Developing Pressure Ulcers is Increasing



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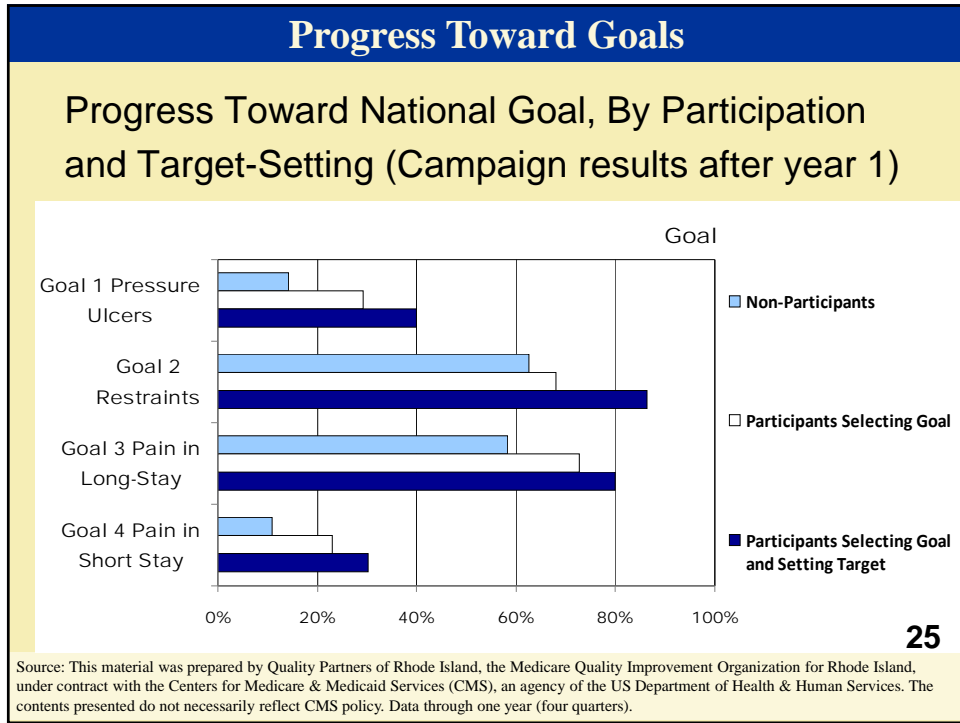


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Summary - Oklahoma

	National	Oklahoma (Rank)	List of 4000
Recruitment	47.2%	31.7% (44)	
Pressure Ulcers	11.5%	14.6% (48)	91 of 327 (27.8%) have pressure ulcer rates >20%
Restraints	3.9%	5.3% (43)	127 of 327 (38.8%) have restraint use rates >11.0%
Chronic Pain	3.9%	5.5% (46)	
Acute Pain	20.6%	22.9% (34)	
Target Setting	32.7%	22.8%	

Data is from the AE Campaign website (www.nhqualitycampaign.org) and the CMS list of 4000 nursing homes used by QIOs in the 9thSOW. Clinical measures are QMs from Q4 2008. The pressure ulcer QM is for residents at high risk for developing pressure ulcers. Recruitment is from the real-time clickable map and was extracted in July 2009. For the clinical measures, lower numbers are better; for recruitment and target setting, higher numbers are better. A rank score of "1" for each of the categories is the best.

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Advancing Excellence in America's Nursing Homes Campaign
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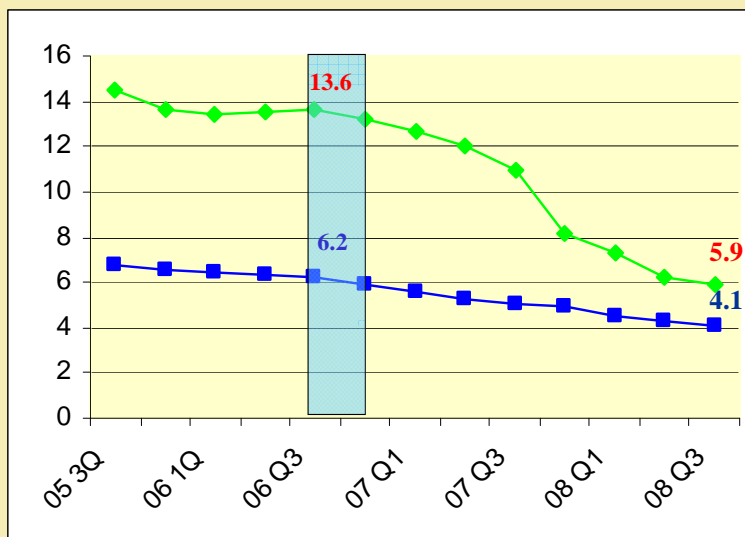
Summary – Arkansas

	National	Arkansas(Rank)	List of 4000
Recruitment	47.2%	104.3% (1)	
Pressure Ulcers	11.5%	10.8% (24)	28 of 236 (11.9%) have pressure ulcer rates >20%
Restraints	3.9%	5.6% (44)	114 of 236 (48.3%) restraint use rates >11.0%
Chronic Pain	3.9%	3.0% (13)	
Acute Pain	20.6%	17.9% (2)	
Target Setting	32.8%	44.7%	

Data is from the AE Campaign website (www.nhqualitycampaign.org) and the CMS list of 4000 nursing homes used by QIOs in the 9th SOW. Clinical measures are QMs from Q4 2008. The pressure ulcer QM is for residents at high risk for developing pressure ulcers. Recruitment is from the real-time clickable map and was extracted in July 2009. For the clinical measures, lower numbers are better; for recruitment and target setting, higher numbers are better. A rank score of "1" for each of the categories is the best.

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Arkansas Restraint Rate Q3 2005 through Q3 2008



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A campaign to improve quality of life for residents and staff.

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- ▶ For Nursing Home Staff
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Advancing Excellence in America's Nursing Homes

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The campaign's [unprecedented coalition](#) includes long-term care providers, caregivers, medical and quality improvement experts, consumers, government agencies and other quality-focused organizations.

The campaign will strengthen the public trust in nursing home care by focusing on quality improvement and self-regulation. The campaign acknowledges the critical role of nursing home staff and consumers in improving quality of care and quality of life for nursing home residents.

[Learn more](#) about the campaign and its goals.

Advancing Excellence News

- New Webinar Audio Recording Available** The audio from the May 12, 2009 webinar that focused on adult learning techniques, Training Staff for Greater Impact: From Ho-Hum to Dynamic, is now available. Download the [audio recording](#) [may take a few minutes to load], and the [PowerPoint presentation](#) (or [PDF version](#)).

Action Links

- [Join the Campaign](#)
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Live Updates

Participating nursing homes:
7419 (47.2% *)

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Participating

Google Search
Advancing Excellence News

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Website developed by:

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- Advancing Excellence in the News** When CMS released the Quarter 3, 2008, it completed the data period for the first two years of the Campaign. Read the [press release](#) and [article](#) that describe the first two years.
- May 2009 Newsletter Posted** Read the new [Advancing Excellence Newsletter](#). Articles include a review of the new goals and recently posted videos from the 2008 LANE Conference. Download the newsletter and send it to your colleagues!
- Restraint Webinar Audio Recording is now available** Download the [audio recording](#) [may take a few minutes to load], and the [PowerPoint presentation](#) (or [PDF version](#)).
- Interchange 2008 Videos are online!** During the 2008 LANE Conference, 10 sessions were video recorded. These videos are now available online. Topics vary from care of the resident with dementia to avoidable hospitalizations. These are excellent for in-service training programs. [View the list of available videos.](#)

Updates

Participating nursing homes:
7419 (47.2% *)

Participating consumers:
2214

(* - based on the latest available count of Medicare/Medicaid nursing homes)

NH Quality Campaign visitors currently online: 18

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Participating nursing homes:
7415 (47.2% *)

Participating consumers:
2212

(* - based on the latest available count of Medicare/Medicaid nursing homes)

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Advancing Excellence
in America's Nursing Homes

Nursing Home Participant Registration

There are three steps to becoming an Advancing Excellence in America's Nursing Homes Participating Provider:

- Commit to working on three or more of the eight [campaign goals](#), including at least one clinical quality goal and one organizational improvement goal. [Detailed explanations](#) of each goal and how it is measured are available.
- Join the campaign by filling out the provider registration form. Please have your six-digit Medicare/Medicaid provider number available, and remember to select three or more goals to qualify as a Participating Provider. **Important note:** Data collection and reporting for the clinical quality goals (Goals 1-4) is automatic; however, additional steps are required to collect data on the organizational improvement goals (Goals 5-8).
- Begin work on your selected campaign goals by using campaign tools and resources. Also, connect with your Local Area Network for Excellence (LANE) to find other local and regional community members committed to improving the quality of care and quality of life for residents and staff in America's nursing homes.

Yes, my nursing home wants to register to be a Participating Provider in the Advancing Excellence in America's Nursing Homes campaign.


[Proceed to Registration Form](#)

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Setting Targets - Achieving Results

Welcome

Join the more than 9,600 nursing homes who use STAR to help continually improve the quality of care they provide to their residents. The STAR site is a Web based tool that provides methods to set improvement targets, compare to national benchmarks, and track performance goals for six quality measures:

1. Physical restraints
2. High-risk pressure ulcers
3. Depression
4. Chronic care pain
5. Post-acute care pain
6. Post-acute care pressure ulcers


Login to your existing account or register using your Medicare/Medicaid provider number.

STAR registration is free and available to all Medicare- and/or Medicaid certified nursing homes. For instructions and other electronic resources, please click on [Help](#).

Did you know that setting STAR targets fulfills one of the eight Advancing Excellence Campaign goals? Visit www.nhqualitycampaign.org to learn more about the Campaign--and then sign up, so that your STAR targets can count towards your participation.

STAR was developed by [quality improvement organizations \(QIOs\)](#) under contract to the Centers for Medicare & Medicaid Services (CMS). As QIOs, we believe that achieving high quality is an on-going process. Our goal is to provide the tools and information you need to improve the quality of your services. We encourage you to raise the bar for quality by continually reevaluating your quality of care and identifying areas for improvement.

Note: This site is for your nursing home's internal use; as a result, your registration on this site is completely confidential. Your facility's name and targets will not be shared with state survey and certification agencies. CMS will only view aggregate or de-identified data.



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Advancing Excellence
In America's Nursing Homes

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Nursing Homes: Resources

These resources provide evidence-based information in support of all eight Advancing Excellence campaign goals. The purpose of this information is to help nursing homes:

- Identify and manage the problems, risks, and health related conditions of nursing home residents; and
- Provide individualized care and improved outcomes.

General Resources

Barbara Bowers Manual: *Implementing Change in Long Term Care* is a detailed guide for how to engage nursing home staff at all level in the change process.

- [Manual: Implementing Change in Long Term Care](#)
- [Case Studies](#)
- [Worksheets](#)

The Top [The Top Ten Ideas to Involve All Staff in Advancing Excellence](#) has ideas on how to engage staff, ranging from planning a campaign kick-off to providing sample newsletter articles to help you gather input from staff.

[View video presentations from LANE Conference \(December 2008\)](#)

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Advancing Excellence in America's Nursing Homes Campaign Overview: California

Campaign Goal-Directed Resources

The Implementation Guides are organized by campaign goal. Each guide includes the campaign goal; Flow Diagram; Process Framework; Process Review Tool; and Resources. These guides are designed to assist all nursing homes in meeting their selected campaign goals. For more information, please read the [Questions and Answers for Implementation Guides](#). (These materials are in PDF format.)

Advancing Excellence campaign webinars are listed with each goal's resources below, and can also be accessed on the [Webinars](#) page.

- [Goal #1: Reducing High Risk Pressure Ulcers](#)
- [Goal #2: Reducing the Use of Daily Physical Restraints](#)
- [Goals #3 & 4: Improving Pain Management](#)
- [Goal #5: Establishing Individual Targets for Improving Quality](#)
- [Goal #6: Assessing Resident and Family Satisfaction](#)
- [Goal #7: Increasing Staff Retention](#)
- [Goal #8: Improving Consistent Assignment of Nursing Home Staff](#)

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Goal #1: Reducing High Risk Pressure Ulcers

- [Implementation Guide](#)
- [Reducing Pressure Ulcers in Nursing Homes: An Interdisciplinary Process Framework](#) (PowerPoint or [PDF](#), with separate [audio](#) [may take a few minutes to load])
This presentation is from the popular Advancing Excellence Webinar/teleconference held on February 21, 2008.
- [Achieving Results in Pressure Ulcer Prevention Across Care Settings: Lessons from the NJ Pressure Ulcer Collaborative](#) (webinar or [PDF](#))
This presentation describes results from the New Jersey Hospital Association Pressure Ulcer Collaborative representing acute care and specialty hospitals, skilled nursing facilities, home health agencies and assisted living providers. This webinar/PDF may be helpful in your work in support of Goal #1.
- [Fact Sheet](#) for consumers

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Advancing Excellence in America's Nursing Homes Campaign
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AE Resources							
	Pressure Ulcers	Restraints	Pain	Target Setting	Resident Satisfaction	Staff Retention	Consistent Assignment
Care Guide	X	X	X	X	X	X	X
Audio Recording	X	X	X		X	X	X
Consumer Fact Sheet	X	X	X	X	X	X	X
Video	X		X			X	X ₃₉

How to Use AE Resources	
1. Choose an AE Goal	7. Use Audio Recording with all staff
2. Look at your Data	8. Reinforce with Care Guide
3. Set a Target	9. Distribute Consumer Fact Sheets
4. Involve staff to develop a plan	10. Reinforce with Video
5. Review AE resources	11. Monitor success
6. Finalize Plan	

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State Reports

[State enrollment, clinical goal, and organizational goal progress](#) (real-time clickable map)

[State Profiles](#), including data on clinical goals and ranking by states

Enrollment

- [State enrollment counts: nursing home, LANE, consumer](#) (updated monthly)
- [State nursing home enrollment summary](#) (updated monthly)
- [State nursing home enrollment](#) (graph, updated monthly)
- [State nursing home enrollment](#) (static map)

Campaign progress - Ranking of state means for clinical quality measures (updated quarterly - last update April 2009, reflects Quarter 4 2008 quality measure data)

- [Goal 1: High risk pressure ulcers](#)
- [Goal 2: Physical restraints](#)
- [Goal 3: Chronic care pain](#)
- [Goal 4: Post-acute care pain](#)

Clinical quality measures

- [Quarter 4 2008 clinical quality measures - state and national means](#)

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Campaign Data by State

Click on a state to see results for that state. (The data may take several seconds to display).

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A campaign to improve quality of life for residents and staff.

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California (CA)

08/06/2009 - Calculations below are based on real-time registration information and submitted data from campaign participants; therefore, the reported values will fluctuate over time.

[Enrollment Statistics](#)
[Goal 1-4 Progress](#)
[Goal 5 Progress](#)
[Goal 6 Progress](#)
[Goal 7 Progress](#)
[Goal 8 Progress](#)

Enrollment Statistics

	California (CA)	Nation
Participating nursing homes:	352	7431
Percentage of participating nursing homes**:	20.1%	47.3 %
Ranking of goals selected by nursing homes:	#1 = Goal 1 #2 = Goal 6 #3 = Goal 2 #4 = Goal 3 #5 = Goal 8 #6 = Goal 7	#1 = Goal 1 #2 = Goal 6 #3 = Goal 3 #4 = Goal 2 #5 = Goal 7 #6 = Goal 4

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CAMPAIGN GOAL		1	2	3	4
<i>Lower numbers indicate better performance</i>					
GOAL Topic ^a		High Risk Pressure Ulcers	Physical Restraints	Chronic Care Pain	Post-Acute Care Pain
Average QM score of CAMPAIGN NHs that selected the goal ^b	California (CA)	12.9%	7.1%	4.4%	28.5%
	Nationwide	11.2%	4.1%	3.9%	20.6%
Average QM score of ALL NHs ^b	California (CA)	12.8%	7.9%	4.2%	25.7%
	Nationwide	11.5%	3.9%	3.9%	20.6%
National campaign objective		<10%	≤5%	≤4%	≤15%
National 10th percentile [*]		3.6%	0.0%	0.0%	3.9%
		View Graph	View Graph	View Graph	View Graph

^a Quality measure data for clinical goals 1-4 are from 2008 Quarter 4 and are updated every quarter. Quality measure data for clinical goals for all states are also available in download format at www.medicare.gov/Download/DownloadDB.asp. Go to www.medicare.gov/NHcompare for further explanation of reporting periods and publicly available nursing home information.


^{*} National 10th percentile means that 10% of all NHs nationwide have a QM score of 10% or lower for that topic.

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State Reports

State enrollment, clinical goal, and organizational goal progress (real-time clickable map)

[State Profiles](#), including data on clinical goals and ranking by states 

Enrollment

- [State enrollment counts: nursing home, LANE, consumer](#) (updated monthly)
- [State nursing home enrollment summary](#) (updated monthly)
- [State nursing home enrollment](#) (graph, updated monthly)
- [State nursing home enrollment](#) (static map)

Campaign progress - Ranking of state means for clinical quality measures (updated quarterly - last update April 2009, reflects Quarter 4 2008 quality measure data)

- [Goal 1: High risk pressure ulcers](#)
- [Goal 2: Physical restraints](#)
- [Goal 3: Chronic care pain](#)
- [Goal 4: Post-acute care pain](#)

Clinical quality measures

- [Quarter 4 2008 clinical quality measures - state and national means](#)

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Advancing Excellence in America's Nursing Homes Campaign Overview: California

Summary – California

	National	California (Rank)	List of 4000
Recruitment	47.3%	28% (40)	
Pressure Ulcers	11.5%	12.8% (40)	190 of 1255 (15.1%) have pressure ulcer rates >20%
Restraints	3.9%	7.9% (51)	575 of 1255 (45.8%) have restraint use rates >11.0%
Chronic Pain	3.9%	4.2% (33)	
Acute Pain	20.6%	25.7% (39)	
Target Setting	32.7%	22%	

Data is from the AE Campaign website (www.nhqualitycampaign.org) and the CMS list of 4000 nursing homes used by QIOs in the 9thSOW. Clinical measures are QMs from Q4 2008. The pressure ulcer QM is for residents at high risk for developing pressure ulcers. Recruitment is from the real-time clickable map and was extracted in August 2009. For the clinical measures, lower numbers are better; for recruitment and target setting, higher numbers are better. A rank score of "1" for each of the categories is the best.

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State Reports

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- [Goal 3: Chronic care pain](#)
- [Goal 4: Post-acute care pain](#)

Clinical quality measures

- [Quarter 4 2008 clinical quality measures – state and national means](#)

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Advancing Excellence in America's Nursing Homes Campaign Overview: California



State Reports

[State enrollment, clinical goal, and organizational goal progress](#) (real-time clickable map)

[State Profiles](#), including data on clinical goals and ranking by states

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- [State enrollment counts: nursing home, LANE, consumer](#) (updated monthly)
- [State nursing home enrollment summary](#) (updated monthly)
- [State nursing home enrollment](#) (graph, updated monthly)
- [State nursing home enrollment](#) (static map)

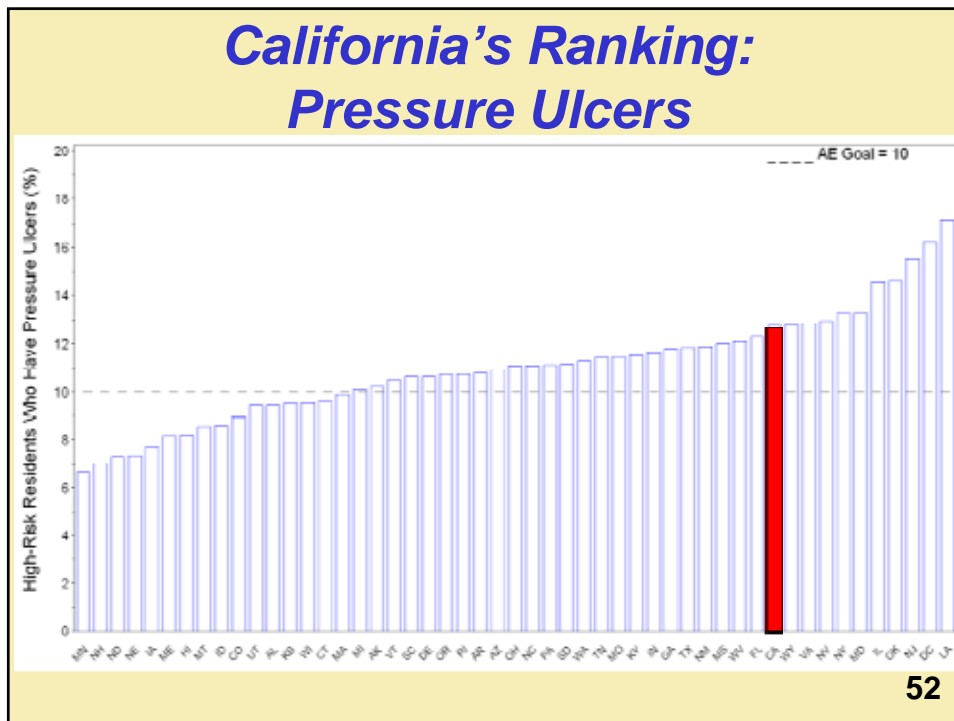
Campaign progress - Ranking of state means for clinical quality measures (updated quarterly - last update April 2009, reflects Quarter 4 2008 quality measure data)

- [Goal 1: High risk pressure ulcers](#) ←
- [Goal 2: Physical restraints](#)
- [Goal 3: Chronic care pain](#)
- [Goal 4: Post-acute care pain](#)

Clinical quality measures

- [Quarter 4 2008 clinical quality measures – state and national means](#)

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Advancing Excellence in America's Nursing Homes Campaign
 Overview: California



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in America's Nursing Homes

A campaign to improve quality of life for residents and staff.

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Advancing Excellence in America's Nursing Homes

[Advancing Excellence in America's Nursing Homes](#) is a coalition-based campaign to improve the quality of life for residents and staff in America's nursing homes.

The campaign's [unprecedented coalition](#) includes long-term care providers, caregivers, medical and quality improvement experts, consumers, government agencies and other quality-focused organizations.

The campaign will strengthen the public trust in nursing home care by focusing on quality improvement and self-regulation. The campaign acknowledges the critical role of nursing home staff and consumers in improving quality care and quality of life for nursing home residents.

[Learn more](#) about the campaign and its goals.

Advancing Excellence News

- New Webinar Audio Recording Available** The audio from the May 12, 2009 webinar that focused on adult learning techniques, Training Staff for Greater Impact: From Ho-Hum to Dynamic, is now available. Download the [audio recording](#) [may take a few minutes to load].

Action Links

- [Join the Campaign](#)
- [Enter Data](#)
- [Set Targets](#)
- [Find NH Resources](#)
- [Access Webinars](#)
- [Read Newsletters](#)
- [View State Progress](#)
- [Find Participants](#)

Nursing Home LANE

Participating nursing homes:
 7419 (47.2% *)

Participating **54**

Advancing Excellence in America's Nursing Homes Campaign Overview: California

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Nursing Home Participating Provider List

Choose your state from this list to display the participating nursing homes.

CA - California ▼

* - An Advancing Excellence Trailblazer is a nursing home that took the lead by registering for the Advancing Excellence Campaign by 5/14/07

Nursing Home Name:	*19th Avenue Healthcare Center
Address:	2043 19th Avenue San Francisco, CA 94116
Nursing Home Name:	*Air Force Village West
Address:	17040 Arnold Drive Riverside, CA 92518
Nursing Home Name:	*ALAMEDA CARE CENTER
Address:	430 Willow St Alameda, CA 94501

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Reasons to Join the Campaign

- Campaign provides resources to succeed
 - Campaign identifies areas that need improvement
 - Campaigns provides guidance and tools to meet goals
- Good care costs less
 - Reduction/elimination of pressure ulcers saves money
 - Reducing staff turnover and consistent assignment is efficient
 - Preparation for Pay for Performance
 - "Value based purchasing" will be rewarding high performance
- Increased customer satisfaction
 - Consumers that are more knowledgeable and better partners
- Success – *the data show that it works!*
- It's the right thing to do

To Join the Campaign

- Go to www.nhqualitycampaign.org
- In the upper right hand corner under Action Links, select Join the Campaign
- Input your Medicaid/Medicare Provider #
- Select the goals to work on (at least three):
 - 1 clinical
 - 1 organizational
 - One other goal, either clinical or organizational
 - Set performance targets for selected goals

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Moving Ahead: the Campaign Continues

Pressure Ulcer Goal

Original goal: Nursing home residents receive appropriate care to prevent and minimize pressure ulcers.

- Wording expected to remain essentially the same
- Campaign Goals Task Force is in process of establishing a national and state targets



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Moving Ahead: the Campaign Continues

Restraint Reduction Goal

Original goal: Nursing home residents are independent to the best of their ability and rarely experience daily physical restraints

- Wording expected to remain the same
- Campaign Goals Task Force is in process of establishing national and state targets



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Moving Ahead: the Campaign Continues

Pain Goals – Original

Nursing home residents who live in a nursing home longer than 90 days infrequently experience moderate or severe pain

People who come to nursing homes after staying in the hospital only sometimes experience moderate to severe pain



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Moving Ahead: the Campaign Continues

New Pain Goal

Nursing home residents will receive appropriate care to prevent and minimize episodes of moderate or severe pain

Two sections for this goal:

- Long stay and short stay residents

Campaign Goals Task Force in process of establishing national and state targets



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Moving Ahead: the Campaign Continues

Target Setting Goal

Original goal: Most nursing homes will set individualized targets for clinical quality

Proposed:

Target-setting will be eliminated as a separate goal; instead, target setting will be required for each goal selected.



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Moving Ahead: the Campaign Continues

Resident/Family Satisfaction

Original goal: Nearly all nursing homes assess resident and family experience of care and incorporate this information into their quality improvement activities.

- Wording expected to remain the same
- Proposed: Residents and families to be surveyed regarding their overall satisfaction
- We are going to provide an evaluation of existing tools including presence or absence of various domains



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Moving Ahead: the Campaign Continues

Original: Reducing Staff Turnover Goal

Original goal: Most nursing homes measures staff turnover and develop action plans as appropriate to improve staff retention

Proposed goal: Nursing homes will take steps to minimize staff turnover that will help maximize staff retention in order to maintain a stable workforce to care for residents



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Moving Ahead: the Campaign Continues

New: Staff Retention Goal

- Original goal measured only CNA turnover
- New goal expected to expand measurement to include LPNs and RNs
- New goal expected to include questions about longevity of DONs and Administrators
- Campaign will provide tool to collect data



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Moving Ahead: the Campaign Continues

Consistent Assignment Goal

Original goal: Being regularly cared for by the same caregiver is essential to quality of care and quality of life. To maximize quality, as well as resident and staff relationships, the majority of nursing homes will employ consistent assignment of front line staff.



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Moving Ahead: the Campaign Continues

Consistent Assignment Goal - continued

Original goal focused on the number of residents assigned to a specific staff member

New goal will focus on the number of caregivers assigned to each resident over the course of time with goal set at 7 or fewer

Campaign will provide a tool to enable nursing homes to collect and analyze data



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Moving Ahead: the Campaign Continues

New: Staff Satisfaction Goal

Proposed Goal: Almost all nursing homes will assess staff satisfaction with their work environment at least annually and upon separation and incorporate this information into their Quality Improvement activities.

- Series of questions expected to be asked regarding survey activity and use of survey results
- Evaluation of existing surveys



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Moving Ahead: the Campaign Continues

New Goal: Advance Care Planning

Proposed goal: All nursing home residents will have the opportunity to discuss preferences with an appropriate member of the healthcare team on Advance Care Planning and to have their decisions documented and followed

Educational resources to be provided about Advance Care Plan processes



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A Quick Recap . . . Where the Campaign Has Been

- More than 7,400 nursing homes have registered
- More than 2,200 consumers have signed on
- A national coalition of government, providers, staff, and consumers remain committed to the Advancing Excellence Campaign
- LANEs operate in states across the country



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Moving Ahead: Where the Campaign is Going

- Campaign staff working with LANEs to support their efforts to help nursing homes achieve their Campaign goals
- Robust Campaign website being redesigned to promote ease of use for participating nursing homes
- Historical data being used by National Steering Committee to identify meaningful goals and to set ambitious but achievable targets



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CA LANE GOALS

- Increase CA membership in AE campaign from 28% to 60% of nursing homes by August 2010
- Reduce physical restraint state average from 6.9% to 5% by August 2010
- Reduce pressure ulcer state average from 14% to 13% by August 2010



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Advancing Excellence in America's Nursing Homes Campaign
Overview: California

Alone we do so little;
together we do so much.

—Helen Keller



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Thank you!

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