

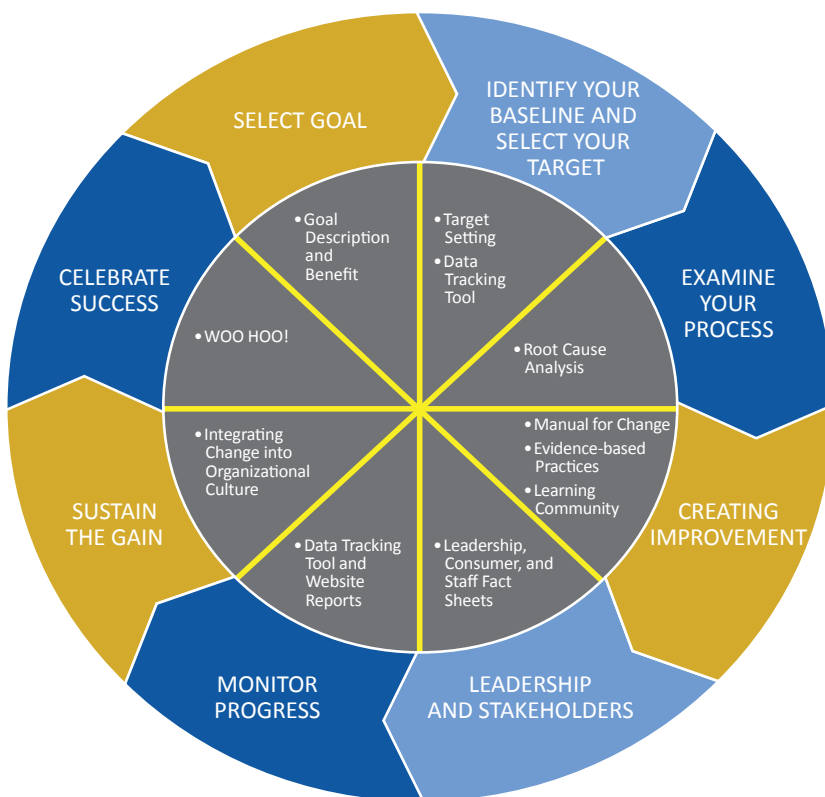
Advancing Excellence

in America's Nursing Homes

Making nursing homes better places to live, work and visit

The Campaign is led by an unprecedented coalition of long-term care providers, caregivers, medical and quality improvement experts, government agencies and consumers. It builds, complements, and strengthens the work of existing quality initiatives including the National Nursing Home Quality Care Collaborative (NNHQCC), QAPI, and the culture change movement.

The Campaign has set nine goals for improving quality in nursing homes. Nursing homes participate in the Campaign by committing to work on two of the goals. The four process goals and five clinical goals include:



PROCESS GOALS

- Improving Staff Stability
- Increasing Use of Consistent Assignment
- Increasing Person-Centered Care
- Safely Reducing Hospitalizations

CLINICAL GOALS

- Using Medications Appropriately
- Increasing Resident Mobility
- Preventing and Managing Infections Safely
- Reducing Pressure Ulcers
- Decreasing Symptoms of Pain

The Advancing Excellence Circle of Success demonstrates the process followed by nursing homes when selecting and implementing their goals.

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