



A campaign to improve quality of life for residents & staff

The Advancing Excellence Campaign in Numbers

The *Advancing Excellence in America's Nursing Homes* coalition represents:

11,000 nursing homes nationwide (Members of AHCA, AAHSA, Alliance associations)

~ 196,000 health care professionals, including

- 3,500 health care administrators
- 6,000 directors of nursing (DoNs)*
- 7,200 medical directors
- 7,500 nurse assessment coordinators*
- 1,500 gerontological nurses*
- 1,000 gerontological nurse practitioners
- 20,000 certified nursing assistants (CNAs)
- 150,000 caregiver/support staff (SEIU)

** Some overlap from nursing groups membership*

~ 20,000 consumers and consumer advocates

- Liaison to 665 local and state ombudsman programs

National Commission for Quality Long-term Care:

- 22 commissioners, including
 - 2 governors
 - 4 current members of Congress
 - Co-chairs: former Senator Bob Kerrey and former Speaker of the House Newt Gingrich

Leaders from health care research, academia and other sectors:

- Agency for Health Research and Quality (AHRQ)
- Commonwealth Fund
- The Hartford Institute

Most importantly,

- 1.5 million Americans being cared for each day and their families who rely on the care being provided by millions of compassionate long-term caregivers in America's nursing homes.



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Members of the Advancing Excellence in America's Nursing Homes Steering Committee

- Agency for Healthcare Research and Quality
- 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)
- Association of Health Facility Survey Agencies (AHFSA)
- Centers for Medicare & Medicaid Services (CMS) and its contractors, the Quality Improvement Organizations (QIOs) and State Survey Agencies
- Foundation of the National Association of Boards of Examiners of Long Term Care Administrators
- National Association of Directors of Nursing Administration in Long Term Care (NADONA/LTC)
- National Association of Health Care Assistants (NAHCA)
- National Citizens' Coalition for Nursing Home Reform (NCCNHR)
- National Commission for Quality Long-Term Care
- National Conference of Gerontological Nurse Practitioners (NCGNP)
- National Gerontological Nursing Association (NGNA)
- Service Employees International Union (SEIU)
- The Commonwealth Fund
- The Evangelical Lutheran Good Samaritan Society
- The John A. Hartford Foundation's Institute for Geriatric Nursing