



A campaign to improve quality of life for residents & staff

A Brief Summary of the Campaign

As America's population ages and the first of the "baby boomers" turn 60 years old, a new coalition concerned about how we care for elderly and disabled citizens is reinvigorating efforts to improve the quality of care and quality of life for those living or recuperating in America's nursing homes. Health care providers, caregivers, medical and quality improvement experts, government agencies, consumers and others are joining the two-year *Advancing Excellence in America's Nursing Homes* campaign that will build on the success of other quality initiatives like Quality First, the Nursing Home Quality Initiative (NHQI), and the culture change movement.

The voluntary campaign, which will monitor key indicators of nursing home care quality, promotes excellence in caregiving for nursing home residents and acknowledges the critical role of nursing home staff in providing that care.

Advancing Excellence in America's Nursing Homes will assess progress toward achieving the following measurable goals:

1. Reducing high risk pressure ulcers;
2. Reducing the use of daily physical restraints;
3. Improving pain management for longer term nursing home residents;
4. Improving pain management for short stay, post-acute nursing home residents;
5. Establishing individual targets for improving quality;
6. Assessing resident and family satisfaction with the quality of care;
7. Increasing staff retention; and
8. Improving consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers.

Nursing homes participating in the campaign will work on at least three of the eight goals and can access technical assistance and guidance from quality experts in reaching their targeted goals. Consumers participating in the campaign will help to create greater awareness of quality care and the resources available now, and encourage providers to improve the care they deliver. The campaign will report on providers' continuing quality improvement progress overall, and those reports will inform consumer choices for future long term care needs. For more information about the campaign, or to register for the campaign, visit the campaign Web site, www.nhqualitycampaign.org.

The *Advancing Excellence in America's Nursing Homes* campaign was founded by key stakeholders: 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); The Commonwealth Fund; The Evangelical Lutheran Good Samaritan Society; National Association of Health Care Assistants (NAHCA); National Citizen's Coalition for Nursing Home Reform (NCCNHR), and the National Commission for Quality Long-Term Care. Organizations that share a commitment to continuously improving quality care in nursing homes are encouraged to join the campaign.