

Advancing Excellence in America's Nursing Homes: *An Overview*

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My Goals/Objectives

- Explain why the AE Campaign is important
- Show you what's happening nationally with the clinical measures
- Review two case studies (LANEs)
- Campaign highlights
- Answer questions



Why is this Campaign Different from other National Efforts?

- **First joint effort** by a diverse set of national organizations including government, advocates, consumers and nursing home associations to talk about **QUALITY with agreed-upon goals** that are measurable, reasonable, and achievable

National Steering Committee

- Agency for Healthcare Research and Quality
- Alliance for Quality Nursing Home Care
- American Academy of Nursing – Expert Panel on Aging
- 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 Conference of Gerontological Nurse Practitioners (NCGNP)
- National Gerontological Nursing Association (NGNA)
- NCCNHR: The National Consumer Voice for Quality Long-Term Care
- Service Employees International Union (SEIU)
- The Commonwealth Fund
- The Evangelical Lutheran Good Samaritan Society
- The John A. Hartford Foundation's Institute for Geriatric Nursing

New Steering Committee Members in 2008

- Alzheimer's Association
- American Association of Long Term Care Nursing (AALTCN)
- American Health Quality Association (AHQA)
- Centers for Disease Control and Prevention (CDC)
- National Association of State Long-Term Care Ombudsman Programs (NASOP)
- PHI (Paraprofessional Health Institute)
- Pioneer Network

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 long term nursing home residents, and
4. To improve pain management for short stay, post-acute nursing home residents.

These are publicly-reported Quality Measures.

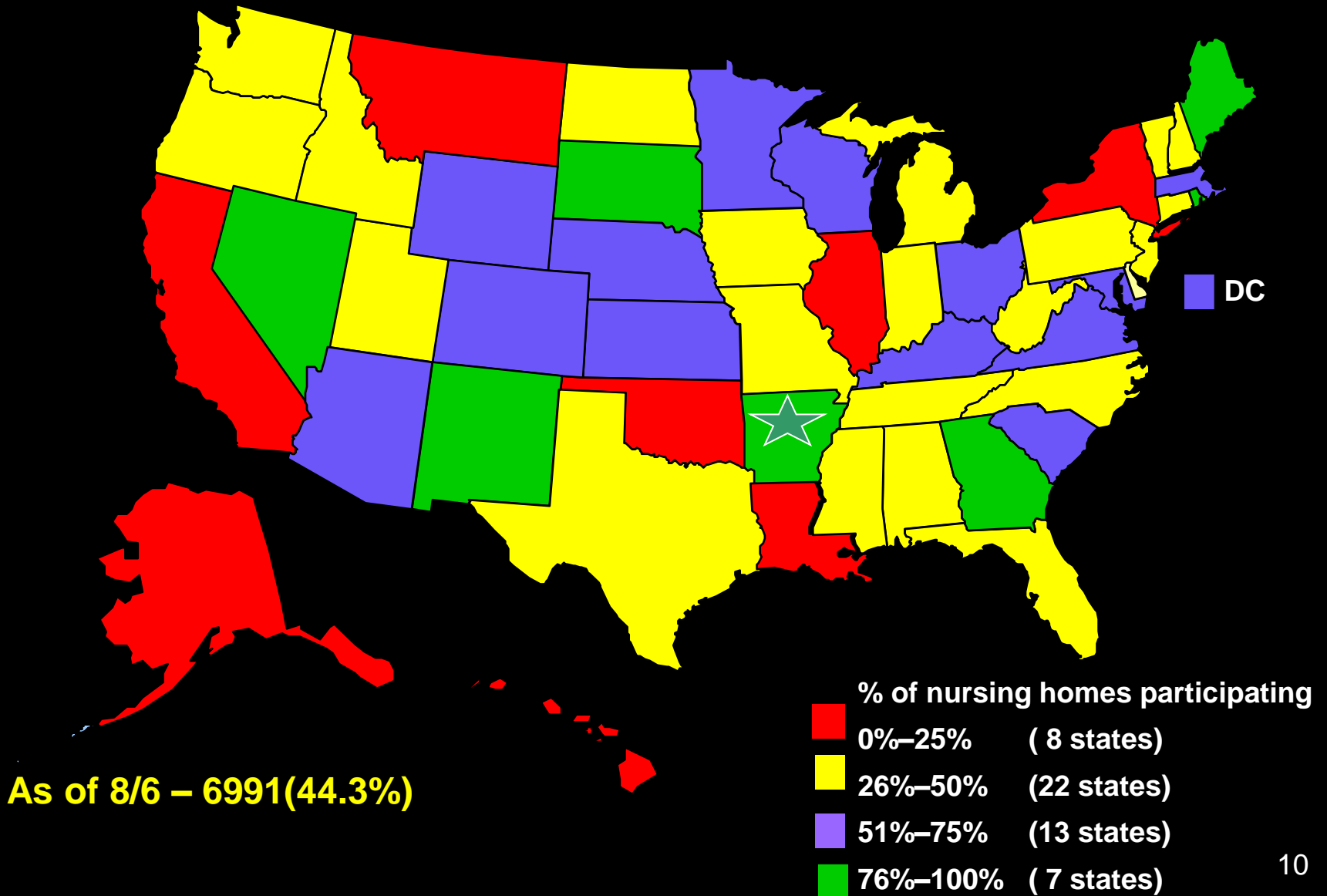
Organizational Improvement Goals

5. To establish targets for improving quality (STAR);
6. To assess resident and family satisfaction;
7. To increase staff retention; and
8. To improve consistent assignment of nursing home staff.

These are new goals that are not publicly reported.

Participation by State

May 5, 2008



Local Area Networks for Excellence (LANEs)

- Network of individuals and organizations across the state
- LANE members include QIOs, state survey agencies, nursing home associations, ombudsmen, consumers and other stakeholders
- Each LANE has one convener who serves as point of contact

LANE Roles and Responsibilities

- Raise awareness about the campaign
- Recruit nursing homes to participate
- Convene meetings on a regular basis
- Provide technical assistance
- Monitor statewide progress
- Communicate key campaign messages
- Respond to critical issues

LANEs

- 49 LANEs
- 37 include ombudsman (29 attend the meetings most or all of the time)
- 11 include consumer (9 attend the meetings most or all of the time)

Website

www.nhqualitycampaign.org

NEWS

Actions Links –

Join the Campaign

View Participants including Nursing Homes

Access Resources including Webinars

Consumer Fact Sheets

DATA and Progress

Advancing Excellence Highlights

- Recruited more than 6,900 nursing homes
- Attracted over 1,300 consumers to join the campaign
- Established broad-based coalition of government, providers and consumers
- Demonstrated commitment of nursing homes, with homes registering for 3.7 goals (a minimum of 3 is required)
- Established Local Area Networks of Excellence (LANEs) in 49 states
- Developed Web site with quality improvement resources
- Received two one – year grants from the Commonwealth Fund to strengthen LANEs and their functions and to provide outreach to nursing home workers, consumers and advocates
- ***Joint call with IHI to initiate hospital – nursing home partners***

Advancing Excellence

In America's Nursing Homes

The Campaign Advance

Issue: # 2

April 2008

Success Drives Decision to Continue the Campaign

The [Advancing Excellence in Nursing Homes](#) campaign will continue beyond the two-year period originally set forth for the campaign, according to the coalition's [Steering Committee](#).

Also, to highlight the health of the campaign, the Steering Committee welcomed new organizations to the campaign's governing body: Alzheimer's Association; American Association of Long Term Care Nursing (AALTCN); American Health Quality Association (AHQA); Centers for Disease Control and Prevention (CDC); National Association of State Long-Term Care Ombudsman Programs (NASOP); PHI (Paraprofessional Health Institute); and Pioneer Network.

Advancing Excellence Chair Mary Jane Koren of The Commonwealth Fund said, "When Advancing Excellence started we thought it would be a two-year effort. However, initial successes at measurably improving care for nursing home residents, combined with the positive feedback we've received from participants, including CMS, signaled the need to build on the solid foundation we've created and continue the campaign," Koren explained.

Consumer Corner

Quick Links

[Join the Campaign Newsletter Archive](#)
[More About the Campaign](#)
[For the Media](#)
[Reader Comments](#)

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New Fact Sheet Informs Consumers about Reducing Pressure Ulcers

The Consumers Workgroup of Advancing Excellence is developing a series of consumer fact sheets on the campaign's goals and the first one available is on [reducing pressure ulcers](#). The fact sheet describes pressure ulcers in consumer-friendly language, points out the best treatment for pressure ulcers, lets consumers know what staff should be doing to prevent and treat them and how residents and families can help.

Advancing Excellence Update

Campaign has Milestones on Several Fronts

Several positive developments fueled the decision to continue the Advancing Excellence campaign beyond its initial two years, including: [data analysis](#) shows that nursing homes participating in Advancing Excellence are outperforming non-participants in the clinical goals; the two Advancing Excellence-sponsored Webinars have collectively reached about 8,000 nursing home staff; and achievements of state-based [LANEs](#) in fostering local and state relationships within and outside of the long-term care community. The Campaign currently has nearly 6,800 nursing homes participating. Those participants are asked to encourage non-participants to [register](#) for the campaign.

Advancing Excellence in the News

An [Associated Press article](#) that was published by more than 100 newspapers across the nation referred to the Advancing Excellence campaign's goal of reducing the use of physical restraints in nursing homes and quoted campaign chair Mary Jane Koren.

Featured Resources

Videos Make Participating in the Campaign Easy for Nursing Homes

The Advancing Excellence campaign has produced three flash video demonstrations to show nursing homes:

- How to register for the campaign online
- How to view their progress on selected goals
- How to enter data for Goals 6, 7, and 8

See links to the videos on the tan-colored box on the [nursing home page of the campaign web site](#).

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Monthly electronic newsletter the Campaign Advance

Advancing Excellence Webinars

TCF Grant 2007

- Pain Management
- Pressure Ulcers
- Consistent Assignment

TCF Grant 2008

- Staff Stability (September 25, 2008)
- Restraints (October 2008)
- Resident Satisfaction (November 2008)

Webinars

- Average 1350 callers
- Average 4500 in audience
- Effort to increase number of CNAs on clinical webinars went from 5 to 32%
- More than 85% said Webinars are useful
- Between 60 and 90% said they would change a practice.

Consumer Fact Sheets

- Completed -
 - Pressure Ulcers
 - Consistent Assignment
- In the Pipe Line
 - Pain
 - Restraints
 - Targets
 - Resident Satisfaction
 - Staff Stability

Consumer Guide

- Commonwealth Grant Grant to Robyn Grant
- Purpose
 - Engage Consumers
 - Teach consumers
 - Empower consumers
- Available by December 2008

Interchange 2008

- December 2-3, 2008
- Dallas, Texas
- Stipend for each State Ombudsman
 - 2 nights Lodging
 - Travel to and from Dallas (*travel plans must be made by November 1!*)
- Registration is open now – go to www.nhqualitycampaign.org

Be There!

Next Steps

- Complete Fact Sheets and Webinars for consumers
- Outreach to nursing home staff (Top Ten Guides)
- Technical assistance Webinars for nursing homes (three for the fall)
- Maintain capacity and sustainability of LANEs
- Additional recruitment of nursing homes and consumers

Summary - Arizona

	National	Arizona (Rank*)	List of 4000*
Recruitment	43.2%	62.2% (13)	
Pressure Ulcers*	12.0%	10.7% (18)	10 of 135 (7.4%) have pressure ulcer rates >20%
Restraints*	4.9%	4.7% (33)	14 of 135 (10.4%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	6.0% (46)	
Acute Pain*	20.9%	26.9% (43)	
Target Setting	32.7%	34.3%	

Data as of August 08

Summary - Maryland

	National	Maryland (Rank*)	List of 4000*
Recruitment	43.2%	54.1% (16)	
Pressure Ulcers*	12.0%	13.8% (44)	29 of 233 (12.4%) have pressure ulcer rates >20%
Restraints*	4.9%	3.7% (24)	18 of 233 (7.7%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	1.6% (2)	
Acute Pain*	20.9%	13.6% (2)	
Target Setting	32.7%	35.6%	

Data as of August 08

Summary - Michigan

	National	Michigan (Rank*)	List of 4000*
Recruitment	43.2%	28.7% (9)	
Pressure Ulcers*	12.0%	9.3% (28)	49 of 425 (11.5%) have pressure ulcer rates >20%
Restraints*	4.9%	6.1% (34)	68 of 425 (16 %) have restraint use rates >11.0%)
Chronic Pain*	4.2%	3.7% (25)	
Acute Pain*	20.9%	20.4% (20)	
Target Setting	32.7%	30.4%	

Data as of August 08

Summary – New York

	National	New York (Rank*)	List of 4000*
Recruitment	44%	18.9% (46)	
Pressure Ulcers*	12.0%	13.7% (44)	118 of 657 (18.0%) have pressure ulcer rates >20%
Restraints*	4.9%	3.5% (22)	38 of 657 (5.8%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	2.8% (7)	
Acute Pain*	20.9%	17.1% (7)	
Target Setting	32.7%	36.5%	

* Lower is better

Data as of August 08

Summary - Oklahoma

	National	Oklahoma (Rank*)	List of 4000*
Recruitment	43.2%	22.9% (45)	
Pressure Ulcers*	12%	15.0% (47)	91 of 327 (27.8%) have pressure ulcer rates >20%
Restraints*	4.9%	8.5% (48)	127 of 327 (38.8%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	5.7% (44)	
Acute Pain*	20.9%	21.1% (25)	
Target Setting	32.7%	22.8%	

Data as of August 08

- Workforce goals – very low activity

Summary - Pennsylvania

	National	Pennsylvania (Rank*)	List of 4000*
Recruitment	43.2%	49.5% (22)	
Pressure Ulcers*	12.0%	11.5% (30)	65 of 713 (9.1%) have pressure ulcer rates >20%
Restraints*	4.9%	3.1% (21)	66 of 713 (9.3%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	3.7% (19)	
Acute Pain*	20.9%	20.4% (23)	
Target Setting	32.7%	29.3%	

* Lower is better

June 2008

Summary – South Dakota

	National	South Dakota (Rank*)	List of 4000*
Recruitment	43.2%	89.1% (4)	
Pressure Ulcers*	12%	9.0% (11)	8 of 110 (7.2%) have pressure ulcer rates >20%
Restraints*	4.9%	2.3% (15)	11 of 110 (10%) have restraint use rates >11.0%)
Chronic Pain*	4.2%	5.1% (37)	
Acute Pain*	20.9%	27.4% (44)	
Target Setting	32.7%	36.9%	

Data as of August 08

We have lots more to do.

We need your help!

Don't give up.

Give the Campaign time.

Change takes time.

Next Webinar

September 25, 2008

2:00 pm (ET) – 3:30 pm (ET)

Staff Stability:

*Recruitment, Attendance,
Turnover*

www.nhqualitycampaign.org

Thank You!



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