

# Advancing Excellence Campaign Reaches One Year Milestone With Many Successes

As the Advancing Excellence in America's Nursing Homes campaign moves into its second year, over 6,100 nursing homes have enrolled and selected—and are reaching—several quality of care goals.

The nursing homes enrolled to date represent over 38% of all nursing facilities in the U.S.

"We encourage nursing home providers, caregivers and consumers alike to join the Advancing Excellence in America's Nursing Homes campaign," said Paul McGann, MD, geriatrician and Deputy Chief Medical Officer, Centers for Medicare & Medicaid Services. "The scale and breadth of this commitment is unprecedented and nothing like this has ever been done before in nursing home care. The campaign is truly a win for everyone, especially those who provide—or receive—care in nursing homes."

Participating facilities are required to select three goals to improve quality, although many are selecting four. To date, most facilities (69%) have chosen Goal 1, Reducing high-risk pressure ulcers, and Goal 6, Assessing resident and family satisfaction with the quality of care (64.5%). Many other nursing homes selected:

- Goal 2, Reducing the use of daily physical restraints (43%);

- Goal 3, Improving pain management for longer term nursing home residents (54%);
- Goal 4, Improving pain management for short stay, post-acute nursing home residents (39%);
- Goal 5, Establishing individual targets for improving quality (30%);
- Goal 6, See previous mention.
- Goal 7, Increasing staff retention (40%); and
- Goal 8, Improving consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers (31%).

A hallmark of the campaign is its original resource materials that provide staff evidence-based information for all eight Advancing Excellence goals. Implementation guides have been developed for each campaign goal. Each guide includes the campaign goal, flow diagram, process framework, process review tools and references. 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.

A second hallmark is tracking results. Never before have



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nursing homes been encouraged to set and reach goals on such a broad basis. Additionally, this is the



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in America's Nursing Homes

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first time such data has been collected, published and the progress tracked nationally.

In addition to the progress made in the accomplishment of data collection goals, the campaign has reached several milestones in its first year:

- Establishing 50 Local Area Networks of Excellence (LANEs) that encompass hundreds of volunteers working to make Advancing Excellence a success at the state and local levels.

- Receiving a \$354,000 grant from the Commonwealth Fund to finance a national field network coordinator, enhance campaign communications and help facilitate campaign goals.
- Recruiting Carol Benner, Sc.M., to serve as Field Director to assist the campaign's Local Area Networks for Excellence (LANEs) in expanding the campaign's reach and impact nationwide.
- Developing a deeply informative Web site to foster, guide and sustain continuous quality improvement programs at participating facilities.
- Scheduling a groundbreaking conference, Advancing Excellence in America's Nursing Homes Campaign Interchange: Empowering the LANEs.
- Continuing a broad-based coalition of providers, administrators, nurses, medical directors, quality improvement experts, government agencies and consumers.

In addition to the campaign leaders and numerous facilities, over 1,150 consumers are participating in Advancing Excellence.

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