



The QUALITY INITIATIVE

THE GOALS

1. Safely Reduce Hospital Readmissions
2. Increase Staff Stability
3. Increase Customer Satisfaction
4. Safely Reduce the Off-Label Use of Antipsychotics

THE BUSINESS CASE

Reasons why achieving this goal will improve your organization

TARGET: *Increase the number of customers who would recommend the facility to others up to 90 percent, by March 2015.*

QUALITY OUTCOMES

- ▶ Improves quality measures scores, indicative of less depression, less unplanned weight loss, and less complaints of pain.
- ▶ Research shows it improves quality of care and quality of life.
- ▶ Increases communication between customer and staff leads to earlier identification of issues and better care outcomes, and potentially less hospital readmissions.
- ▶ May also result in improved PHQ9 scores on the MDS, and reflect the resident's satisfaction with their quality of life.

STAFF STABILITY

- ▶ Nursing facilities with higher customer satisfaction tend to have lower staff turnover, and higher staff retention.
- ▶ Reduction in staff turnover results in better care for residents.
- ▶ When staff are engaged and understand the organization's mission, vision and values, they will strive to provide better care, seeking higher levels of customer satisfaction to substantiate their hard work and worth.
- ▶ Staff are more accepting of consistent assignment, which in turn results in more in-depth relationships with residents and improved satisfaction with care and services.
- ▶ Allows providers to attract better-qualified staff who seek an excellent work environment.

BUSINESS OPPORTUNITIES

- ▶ Attracts qualified physician groups to align with the facility.
- ▶ Supports participation in preferred provider plans, including Accountable Care Organizations, medical homes and other organizations in the health care continuum.
- ▶ Leads to creative facility culture changes based on the customer experience and their perceptions of what is important to them. Allows the provider to use marketing testimonials of satisfied customers to promote their organization.
- ▶ Helps the facility differentiate themselves from other providers.
- ▶ Generates positive press releases to further promote their services.

FINANCIAL STABILITY

- ▶ Can have a direct impact on increasing census and generating additional revenue from positive customer referrals.
- ▶ Providers may fare better as this information becomes publicly reported.
- ▶ Decreases the provider's risk of litigation related to complaints of poor care.
- ▶ Decreases liability and malpractice insurance premium costs.
- ▶ Educates legislators & policymakers as they redefine reimbursement strategies.
- ▶ Can be used when negotiating reimbursement rates with managed Medicare and Medicaid plans.

REGULATORY COMPLIANCE

- ▶ Correlates with improved survey outcomes.
- ▶ Correlates with a decrease in complaint investigations.
- ▶ Through improved survey outcomes and decreased complaint investigations, will likely lead to a decrease in survey actions and fines, such as civil monetary penalties.
- ▶ Will translate to an improved CMS Five Star rating on the public access website.

CUSTOMER SATISFACTION

- ▶ Results in improved census, primarily from word of mouth marketing in the community.
- ▶ Helps the provider expand into new niche markets or grow existing ones.

Learn more at qualityinitiative.ahcanal.org