

# 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.

#### Quick Links

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#### Consumer Corner

## **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](#).

## Events

### Thousands of Nursing Home Staff Participate in Advancing Excellence Webinars

The campaign has conducted two very successful Webinars:

- Reducing Pressure Ulcers in Nursing Homes [Click here for the PowerPoint and audio.](#)
- Improving Pain Management [Click here for the PowerPoint and audio.](#)

Additional Webinars are being planned. Check the "News" box on the [Advancing Excellence Web site](#).

## Nursing Home Success Stories

### Persistence Pays Off, Reducing Pain at Providence Extended Care

When pain lifts, you feel you're getting your life back. At Providence Extended Care Center in Anchorage, Alaska, there's a lot more living going on now. The home's pain project has reduced the pain measure in long stay residents from 15% in Q3 2004 to 7% in Q3 2007. [Read how they did it.](#)

## LANE Happenings

### Finding a Solution to Low Reporting

The [Washington LANE's](#) commitment to increasing the nursing homes reporting on Goals 5-8 has paid off. First year reporting rose to 57%, the second highest in the country.

The LANE first sent e-mails to the primary contacts of the 115 nursing homes registered for the campaign, with instructions on entering the data online, only to find that many of the original contacts had left. The LANE called the administrator or director of nursing to get the right contact, developed a phone script and then called each contact to walk them through accessing and updating their goals.

Washington LANE Convener Susan Hausmann estimates the calls took 45 minutes per home but feels it was well worth the time. The LANE has provided guidance to other states. Contact [Susan Hausmann](#), (800-949-7536 x2890 or 206-364-9700 x2890), to learn more.

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