



The Campaign Advance

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Issue: # 7

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Presentation to Help Inform, Educate, Recruit

A new, 16-slide PowerPoint® presentation on the background, purpose and goals of the Advancing Excellence campaign will be posted in the News section on the [campaign Web site](#) soon. All campaign participants - providers, consumers and other stakeholders - will benefit from viewing the presentation. The Notes section on each slide provides additional valuable information.

There are many ways the PowerPoint® can be used to enlighten folks about the campaign and have a conversation about quality in nursing homes:

- Providers can show it to staff at staff meetings and to consumers at resident and family council meetings.
- Consumers can show the presentation to other consumers and to nursing home administrators.
- LANE Conveners and members of LANEs will find this resource a boon to recruiting, education and general speaking engagements.
- National organizations can use the presentation to educate their members, board and staff about Advancing Excellence.

We Welcome Your Ideas

If you have ideas for future articles for this e-newsletter or want to showcase your nursing home's successes, please send an email to tburke@ahca.org.

Consumer Corner

Two New Fact Sheets Inform Consumers about What it Takes to Relieve Pain and Reduce Physical Restraints

Two new consumer fact sheets address what consumers need to know about how to reduce the use of physical restraints (Goal 2) and how to improve the pain management of people receiving care in nursing homes (Goals 3 & 4).

The fact sheet on reducing physical restraints explains to consumers why restraints are harmful, debunks the myth that restraints keep residents safe and describes how good care can be accomplished without restraints and how to help the home plan restraint-free care.

The pain management fact sheet describes the best care for relieving pain, lets consumers know what staff should be doing to assess and treat pain and offers key questions consumers can ask staff about pain relief.

Both fact sheets are posted in the [Consumers section](#) of the campaign's Web site.

Advancing Excellence Update

Current Data Show Continued Improvement in Clinical Goals; Restraint Reduction Goal is Met

There has been progress in reducing the incidence of pressure ulcers in nursing homes, reducing use of physical restraints, managing pain for long-term nursing home residents, and managing pain for short stay, post-acute nursing home residents during the one-and-a-half-year period after the campaign was launched in September 2006. The campaign has also met its objective for the percentage of nursing homes with low use of restraints. See our [progress report](#).

Guides Help Homes Engage Staff in Quality Improvement

[The Top Ten Ideas to Involve All Staff in Advancing Excellence](#) is a resource full of ideas on how to engage staff, ranging from planning an Advancing Excellence kick-off to providing sample newsletter articles to help you gather input from staff on how best to achieve your quality goals.

Featured Resources

MedQIC Moves to QualityNet

MedQIC, the website providing quality improvement tools for healthcare professionals and Quality Improvement Organization (QIO) staff, has merged with [QualityNet](#). The move is intended to allow healthcare providers to verify their organizations' performance on various quality initiatives and access resources for improving that performance.

The July issue of [MedQIC Monthly](#) reports on the move. MedQIC is one of the information sites recommended by the Advancing Excellence campaign.

Events

Interchange for LANE Conveners and Members

This [conference](#) for LANE Conveners and LANE members on December 2-3 in Dallas will include a full range of general sessions with dynamic speakers and concurrent sessions that focus on long-term care, quality improvement or coalition-building. See details about conference sessions, hotel reservations, conference registration, airline discounts and shuttle discounts on the [Interchange 2008 page of our Web site](#).

Nursing Home Success Stories

Lutheran Home in Indiana Cuts Pressure Ulcer Rates By Involving Every Staff Member

[Click here](#) to learn how one nursing home involved every staff member, from the laundry staff to maintenance to nutritionists and the in-house beauty salon to collaborate to reduce pressure ulcers.

LANE Happenings

Arkansas LANE Uses CMP Funds to Achieve 100% Participation

The Arkansas LANE has been awarded a second year of CMP funding. The LANE has used these funds to: Achieve 100 percent participation of nursing homes in the Advancing Excellence campaign; develop a user-friendly How to Guide toolkit and five training DVDs on the campaign's process frameworks and implementation guides for participants; and launch a new Web site. [See LANE Happenings.](#)