



A campaign to improve quality of life for residents & staff

A Brief Summary of the Campaign

As America's population ages and the first of the "baby boomers" turn 60 years old, a new coalition concerned about how we care for elderly and disabled citizens is reinvigorating efforts to improve the quality of care and quality of life for those living or recuperating in America's nursing homes. Health care providers, caregivers, medical and quality improvement experts, government agencies, consumers and others are joining the two-year *Advancing Excellence in America's Nursing Homes* campaign that will build on the success of other quality initiatives like Quality First, the Nursing Home Quality Initiative (NHQI), and the culture change movement.

The voluntary campaign, which will monitor key indicators of nursing home care quality, promotes excellence in caregiving for nursing home residents and acknowledges the critical role of nursing home staff in providing that care.

Advancing Excellence in America's Nursing Homes will assess progress toward achieving the following measurable goals:

1. Reducing high risk pressure ulcers;
2. Reducing the use of daily physical restraints;
3. Improving pain management for longer term nursing home residents;
4. Improving pain management for short stay, post-acute nursing home residents;
5. Establishing individual targets for improving quality;
6. Assessing resident and family satisfaction with the quality of care;
7. Increasing staff retention; and
8. Improving consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers.

Nursing homes participating in the campaign will work on at least three of the eight goals and can access technical assistance and guidance from quality experts in reaching their targeted goals. Consumers participating in the campaign will help to create greater awareness of quality care and the resources available now, and encourage providers to improve the care they deliver. The campaign will report on providers' continuing quality improvement progress overall, and those reports will inform consumer choices for future long term care needs. For more information about the campaign, or to register for the campaign, visit the campaign Web site, www.nhqualitycampaign.org.

The *Advancing Excellence in America's Nursing Homes* campaign was founded by key stakeholders: Alliance for Quality Nursing Home Care; 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); Centers for Medicare & Medicaid Services (CMS) and its contractors, the Quality Improvement Organizations (QIOs); The Commonwealth Fund; The Evangelical Lutheran Good Samaritan Society; National Association of Health Care Assistants (NAHCA); National Citizen's Coalition for Nursing Home Reform (NCCNHR), and the National Commission for Quality Long-Term Care. Organizations that share a commitment to continuously improving quality care in nursing homes are encouraged to join the campaign.



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How the campaign goals will improve quality

High quality nursing home care – where residents get the care that is right for them every time - is important for everyone. Nursing home residents, their families, and people who may someday choose a nursing home for themselves or a loved one should be able to expect the best possible care every time. The *Advancing Excellence in America's Nursing Homes* campaign is the first national effort to measure quality by setting measurable "clinical" and "process" goals.

In the *Advancing Excellence in America's Nursing Homes* campaign, nursing homes will voluntarily work on at least three of eight measurable quality goals. A provider must select at least one of four clinical goals and at least one of four process-related goals.

What is a "clinical goal?" It measures how well a nursing home cares for residents or patients with certain common conditions. Information for clinical goals for all nursing homes is collected by the Centers for Medicare & Medicaid Services (CMS), the federal agency that administers Medicare. You can read about these quality measures on Medicare's Nursing Home Compare Web site, www.medicare.gov/nhcompare/home.asp, and use them as one tool to help you evaluate the quality of a nursing homes' care.

Goal #1: Reducing pressure ulcers.

The campaign's first clinical goal (Goal 1) measures how nursing homes prevent or reduce pressure ulcers, also known as bed sores, for residents. Nursing home residents who cannot easily reposition themselves are often susceptible to this condition and need special care. Proven techniques can reduce and almost eliminate this uncomfortable and potentially dangerous condition. The campaign goal is for 50,000 fewer residents to suffer from bed sores by September, 2008¹.

Goal #2: Reducing the daily use of physical restraints.

The second clinical goal (Goal 2) will help residents to remain independent as well as safe. While physical restraints were once regarded as necessary for the safety of some residents, today the practice is to greatly reduce and even eliminate restraint use in nursing homes. Research has proven that restraints increase the likelihood of injury and may cause serious problems that jeopardize health and quality of life. The campaign will help nursing homes to learn the best ways to minimize restraints, and the goal is for at least 30,000 fewer residents to use restraints by September 2008¹.

Goals #3 & #4: Improving the management of pain in long stay residents and short-stay residents.

The next two goals will help residents with painful medical conditions to lead more comfortable, pain-free lives by treating them for pain. By September 2008, 40,000 fewer long-stay (Goal 3) and 130,000 fewer short-stay (Goal 4) residents will experience moderate-to-severe pain on a daily basis, due to efforts of the campaign¹.

¹ Based on an the 1999 National Health Statistics estimate of 1.6 million residents residing in an American nursing homes at any one point in time.

“Process” goals help measure the overall satisfaction and experience of nursing home residents and staff as well as the nursing home’s commitment to quality improvement. People in the nursing home field know a resident’s experience can be improved by assessing resident and family satisfaction, improving retention of nursing staff who work with residents, and assigning the same nursing staff to residents on a consistent basis.

Goal 5: Setting individualized targets for clinical quality improvement.

In order to stay on track of their efforts to improve quality, nursing homes can set improvement targets in the Advancing Excellence campaign. Nursing homes that regularly set quality improvement targets are more likely to be committed to improving the quality of care they provide to their residents. The first of four process goals (Goal 5) is for 90 percent of all nursing homes to set annual clinical quality targets, using a system designed and assisted by Quality Improvement Organizations.

Goal #6: Measuring resident and/or family satisfaction and incorporating this information to quality improvement activities.

The campaign has a process goal for more than 80 percent of nursing homes to assess resident and family experience of care (Goal 6) and incorporate this information into their quality improvement plans.

Goals #7 & #8: Measuring nursing staff turnover and developing action plans to improve staff retention, and adopting “consistent assignment.”

The last two campaign goals involve staffing issues. By September 2008, approximately 35,000 fewer staff will leave their jobs each year², and to improve quality of life, 80 percent of nursing homes will measure staff turnover and satisfaction (Goal 7). One-third of homes will adopt “consistent assignment” of CNAs to residents (Goal 8).

Regular campaign updates showing progress will be posted on the campaign Web site at www.nhqualitycampaign.org. In addition, the campaign will provide a listing of the homes participating to allow consumers, providers and organizations (such as state and national associations) to track which homes have enrolled.

² Based on a 2002 report by the American Health Care Association, current estimated total terminations for CNAs, RNs, & LPNs is over 574,000