

National Campaign Founders Include:

- 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)
- National Association of Health Care Assistants (NAHCA)
- National Citizens' Coalition for Nursing Home Reform (NCCNHR)
- National Commission for Quality Long-Term Care
- The Commonwealth Fund
- The Evangelical Lutheran Good Samaritan Society

Who Else Can Get Involved In This Campaign?

Consumers and Consumer Groups

- Nursing home residents, family members, and friends
- Long-term care ombudsmen
- Concerned citizens
- Advocates
- Clinicians
- Caregivers

Champions

- Foundations
- Agencies
- Consumer organizations
- Labor unions

Supporters

- Organizations
- Businesses
- Researchers
- Academicians

Join Online.

www.nhqualitycampaign.org



Colorado Local Area Network for Excellence (LANE)

The Advancing Excellence in America's Nursing Homes campaign depends on dedicated, proactive leaders playing a central role in driving and coordinating nursing home improvement work at the local level. The campaign's Local Area Networks for Excellence (LANEs) will:

- Raise awareness and encourage/promote enrollment
- Act as the communications relay point for the campaign at the local level
- Coordinate provision of technical assistance for the interventions
- Each LANE will consist of a LANE Convener and multiple LANE Members

Nursing homes can volunteer as a Member of the Colorado LANE on the Nursing Home Registration form. The Colorado Foundation for Medical Care (CFMC), has volunteered to be the LANE Convener for Colorado. Contact the CFMC Nursing Home team at 303-695-3300, ext. 3345 or e-mail LKoski@coqio.sdps.org with any additional questions, or go to www.nhqualitycampaign.org to view all current Colorado LANE Members.



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Take a stand for quality.
Join the campaign.



**ADVANCING
EXCELLENCE
IN AMERICA'S
NURSING
HOMES**



www.nhqualitycampaign.org



As America's population ages and the first of the "baby boomers" turn 60 years old, nursing homes and stakeholders are coming together to improve the quality of care and quality of life for those living or recuperating in America's nursing homes.

Advancing Excellence in America's Nursing Homes is a two-year, coalition-based campaign concerned with how we care for elderly and disabled citizens. The campaign seeks excellence in the quality of life and quality of care for the more than 1.5 million American nursing home residents by enhancing choice, strengthening the workforce, and improving clinical outcomes.

This Voluntary Campaign:

- Monitors key indicators of nursing home care quality
- Promotes excellence in caregiving for nursing home residents
- Acknowledges the critical role nursing home staff have in providing care

The campaign builds on the success of other quality initiatives like Quality First, the Nursing Home Quality Initiative (NHQI), STAR, and the culture change movement. The campaign aims to create a culture of person-centered, individualized care and an empowered workforce in nursing homes.

Campaign Goals: By September 2008

1. 50,000 fewer residents to suffer from bed sores
2. 30,000 fewer residents to use restraints
3. 40,000 fewer long-stay residents will experience moderate-to-severe pain on a daily basis
4. 130,000 fewer short-stay residents will experience moderate-to-severe pain on a daily basis
5. 90% of all nursing homes to set annual clinical quality targets on www.nhqi-star.org
6. 80% of nursing homes to assess resident and family experience of care and incorporate this information into their quality improvement plans
7. 80% of nursing homes will measure staff turnover and satisfaction
8. 1/3 of homes will assign nursing assistants to a consistent group of residents

Goals for Nursing Homes

To participate, each nursing home must select one clinical quality goal, one organizational improvement goal, and at least one additional goal from the list.

Clinical Quality Goals

1. Reduce the prevalence of high-risk pressure ulcers
2. Reduce the use of daily physical restraints
3. Improve the management and treatment of pain in long-stay residents
4. Improve the management and treatment of pain in post-acute residents

Organizational Improvement Goals:

5. Set annual quality improvement targets on www.nhqi-star.org
6. Measure resident and/or family satisfaction
7. Measure and reduce workforce turnover
8. Adopt consistent assignment of staff



How To Get Your Nursing Home Involved:

1. Go to www.nhqualitycampaign.org to read more about the campaign and review the detailed explanation of each goal and how it is measured.
2. Choose at least three campaign goals that you would like to commit to working on between now and September 2008.
3. Register your nursing home on www.nhqualitycampaign.org by clicking "Join Today" under the Nursing Home Registration.
 - Enter your contact information
 - Select your goals
 - Indicate your interest in participating in the Colorado Local Area Network for Excellence (LANE)
 - Select your authorization level for publicly reporting your performance on the organizational improvement goals (your clinical quality goal performance is publicly reported on www.nhqi-star.org and www.medicare.gov/nhcompare)
4. Check campaign website often for supporting resources and educational opportunities.



"This is not a program, a model, or just for the long-stay resident. This is about a commitment to a set of values and principles that drive the organization."

-Mary Jane Koren
Assistant Vice President
The Commonwealth Fund