



***Advancing Excellence in
America's Nursing Homes
Making Nursing Homes Better Places
to Live, Work and Visit!***

Campaign Overview



www.nhqualitycampaign.org

Campaign Website:

www.nhqualitycampaign.org



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Campaign Overview

- Largest national coalition (30 organizations) of nursing home stakeholders working together to help nursing homes improve care
- Voluntary for nursing homes (50% registered!)
- Based on measurement of meaningful goals
- Initially a two-year campaign started in 2006
- Slated to continue with new goals spring 2012

The data show that it works!



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Purpose of the Advancing Excellence in America's Nursing Homes Campaign

*Helps make nursing homes
better places to live,
to work, and to visit.*



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What the Campaign Does..

- Provides free, practical and evidence-based QA/PI resources to support quality improvement efforts in America's nursing homes.
- Commits support to those on the frontlines of nursing home care and encourages engagement of frontline staff.
- Promotes open communication and transparency among families, residents, and nursing home staff.



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How It Works

- Nursing Homes register
- Pick at least 3 Goals – 1 Clinical, 1 Organization and 3rd of your choice (may pick all 8 goals)
- Set targets
- Use the resources and tools
- Track and Trend your data – Share the results
- Enter Data for selected organizational goals at prescribed intervals (monthly/quarterly)
- Consumers and Direct Care staff can register as well



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Advancing Excellence

Phase 2 Goals

**1. Staff
Turnover**

**3. Physical
Restraints**

5. Pain

**7. Resident
Satisfaction**

**2. Consistent
Assignment**

**4. Pressure
Ulcers**

**6. Advance
Care
Planning**

**8. Staff
Satisfaction**

New Goals for 2012

- **An *AE Campaign* task force is working on a slate of new and updated goals**
- **Person Centered Care Focused**
- **Tools and Resources should be in place on website by late spring 2012**



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Resources

Advancing Excellence

in America's Nursing Homes

Helping nursing homes make a difference in the lives of residents and staff.



HOME

ABOUT THE CAMPAIGN

RESOURCES

PROGRESS

FOR PARTICIPANTS

SEARCH POWERED BY GOOGLE

UPDATES BY STATE



- Campaign Results
- Recruitment Levels

LIVE UPDATES

Participating nursing homes in Phase 1:
7481 (47.6%)

Advancing Excellence in America's Nursing Homes

Advancing Excellence in America's Nursing Homes is a [national campaign](#) to encourage nursing homes to improve the quality of care.

Comprised of long-term care consumers, employers, the largest and fastest growing setting clinical and community organizations.

The coalition stimulates nursing homes with [resources](#), empowers education, and helps them can compare their performance. View the list of [COA members](#).

- By Goal
- Implementation Guides
- Newsletters
- Webinars
- Videos
- Top Ten Guides
- Manual for Change
- CNA Fact Sheets
- Consumer Action Plan
- Consumer Fact Sheets
- Glossary

Advancing Excellence in America's Nursing Homes

Advancing Excellence in America's Nursing Homes is a [national campaign](#) to encourage nursing homes to improve the quality of care.

Comprised of long-term care professionals, employers, and agencies, AE is committed to ensuring quality by encouraging nursing homes to improve the quality of care.

The coalition stimulates nursing homes with [resources](#), empowers education, and helps them can compare their performance. View the list of [COA members](#).

Register today to help advance excellence!

Why register as a nursing home?

Why register as a consumer?

Why register as staff?

RE-ENROLL NOW!

FIND RESOURCES

FIND PARTICIPANTS

SET TARGETS

GET HELP

NEW!

[Download the Updated Staff Turnover Calculator Tool](#)

[Fact Sheets for Certified Nursing Assistants](#)