



## Advancing Excellence in America's Nursing Homes Campaign Goals for 2012

In January 2012, the Board of Directors of Advancing Excellence announced that it will update the goals of the Campaign. The new goals (listed below) will be rolled out gradually throughout 2012, and include national targets for improvement, data gathering tools and other resources to help nursing home performance improvement in nine focus areas. New materials related to the goals will be posted on the Campaign website as they are developed. The Campaign has been working with CMS and other partners to assure that the new goal areas are in alignment with QAPI and other national initiatives. Nursing homes may continue to register for and participate in the Campaign during this transition period. **Check the AE website [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org) for developments!**

**Goal:** *Improve Staff stability*

**Description & rationale:** A stable workforce is fundamental to providing the highest quality care and life in nursing homes and sustaining performance improvement. Working on this goal will provide nursing home staff with resources and tools to improve staff stability, especially by reducing staff turnover. The result will be better care for the resident and a more satisfied workforce. Working on this goal may also reduce costs that are associated with high turnover rates.

**Goal:** *Increase Use of Consistent Assignment.*

**Description & rationale:** Consistent Assignment means that the same person takes care of the same resident every day he or she goes to work. Staffing this way lets meaningful relationships develop between the staff person and resident that in turn promotes person-centered care planning and individualization of care practices. Both staff and residents are happier; early literature indicates improved quality of care and life. Working on this goal will provide nursing home staff with a standard definition of consistent assignment, tips to implement consistent assignment and a method to measure it. The result will be improved relationships between staff and residents and increased quality of care and life.

**Goal:** *Increase Person-Centered Care Planning and Decision Making.*

**Description & rationale:** Person-centered care means that each resident of a nursing home has a choice about his or her daily routine, activities and healthcare. Staff places value on listening, learning and knowing each individual's background and personal preferences – regardless of the individual's cognitive ability or length of stay. Using the MDS 3.0, Artifacts of Culture Change and similar tools, the nursing home staff works with the resident and family to develop a care plan so that a person's daily routine mirrors the individual's aspirations, and can adapt to changing needs as they evolve. Working on this goal will ensure that a resident's needs are met according to personal preferences.

**Goal:** *Reduce Hospitalizations Safely.*

**Description & rationale:** Nursing home residents are often sent to emergency rooms or hospitals when a chronic condition worsens or from an acute illness such as pneumonia develops. When nursing home staff are prepared and have the skills to treat residents with more serious illnesses on-

site, residents benefit since they avoid transfer trauma and other negative consequences of hospital admissions. Working on this goal will enable staff to safely care for residents on-site using evidence-based tools and practices to reduce rates of hospitalization without compromising a resident's well-being or wishes.

**Goal:** *Use Medications Appropriately.*

**Description & rationale:** Medications, when used appropriately, help promote the resident's highest practicable mental, physical, and psychosocial well-being. Inappropriate use of medications can compromise a resident's well-being and even cause death. Initially this goal will focus on medications that are used to control behaviors such as anti-psychotic drugs. Working on this goal will provide the nursing home staff with alternative non-pharmacological interventions for residents who otherwise would be treated with anti-psychotic medications. The result will be better health for residents.

**Goal:** *Increase Resident Mobility*

**Description & rationale:** Enhancing and maintaining mobility as a part of daily care is important to maintain a person's physical and psychological well-being of the elderly. Immobility can result in complications in almost every body system, which can lead to further disability and illness. Working on this goal will help nursing home staff address mobility issues including walking, range of motion, transfer, use of restraints and prevention of falls. The result will improve the resident's health and quality of life with more freedom of movement and more activity.

**Goal:** *Prevent and Manage Infections Safely*

**Description & rationale:** Nursing home residents are vulnerable to infections. Implementing key practices such as hand hygiene and careful use of antibiotics can prevent the development and spread of more complicated antibiotic resistant infections in the nursing home setting. Working on this goal will help nursing home staff use evidence-based practices to identify, monitor and decrease the number of in-house acquired infections to protect residents, as well as staff, from such harm.

**Goal:** *Reduce Pressure Ulcers*

**Description & rationale:** A pressure ulcer is a painful wound that can lead to hospitalization and even death. A pressure ulcer can be caused by increased pressure on an area, poor nutrition and hydration, lying in a wet or damp bed or having many chronic conditions. Working on this goal will help nursing home staff identify residents who are at risk of developing pressure ulcers in order to prevent their occurrence and help to identify pressure ulcers in their earliest stages to heal them quickly. The result is better care for the resident. In addition, nursing homes will reduce the high cost of care associated with pressure ulcer care.

**Goal:** *Decrease Symptoms of Pain.*

**Description & rationale:** Pain is an unpleasant experience for anyone, but is particularly miserable for the elderly in nursing homes. Sometimes nursing home residents, especially those with cognitive impairments, don't know how to express their pain. Nursing home staff are sometimes unaware of medications and other interventions that will alleviate the pain. Working on this goal will help nursing home staff identify pain symptoms, and will give staff the skills to effectively treat pain. The result will make residents more comfortable and enhance their quality of life.