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Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

November 29, 2007

AFL 07-30

TO: Skilled Nursing Facilities

SUBJECT: **ADVANCING EXCELLENCE IN AMERICA’S NURSING HOMES
CAMPAIGN**

You have probably been hearing about an exciting campaign called *Advancing Excellence in America’s Nursing Homes*. This remarkable program grew out of a collaboration of healthcare providers, caregivers, medical and quality improvement experts, government agencies, and consumers. It promotes excellence in care giving for nursing home residents and acknowledges the critical role of nursing home staff in providing that care. I encourage you to demonstrate your commitment to quality by joining the campaign.

CAMPAIGN GOALS

CLINICAL OUTCOMES	ORGANIZATION CULTURE OBJECTIVES
Reduce incidence of pressure ulcers	Set targets for clinical quality improvement
Reduce use of restraints	Measure resident/family satisfaction and incorporate into care plan
Reduce pain in long-stay residents	Measure staff turnover and develop plans to improve retention
Reduce pain in short-stay residents	Adopt ‘consistent assignment’ of Certified Nursing Assistants

YOUR COMMITMENT

You voluntarily commit to track progress on at least three of the 8 campaign goals, with at least one goal that is a clinical outcome measure and one from the organizational culture column.

WHAT'S IN IT FOR YOU?

All nursing homes are committed to quality care, and many already participate in Quality First. Some may not know how to focus their attention on quality improvement around specific care or quality of life issues. The *Advancing Excellence in America's Nursing Homes* campaign enables facilities that want to improve to do so and highlight their commitment to quality of care and quality of life. The campaign will also raise the visibility of quality in nursing home care to increase public confidence.

WHAT KIND OF SUPPORT CAN YOU EXPECT?

Tools and technical assistance is available to help providers improve their performance and meet their targets. The campaign Web site provides access to tools and resources. And, you're encouraged to request Lumetra's support in your efforts. Their Web site, www.lumetra.com, has a special section devoted to nursing home quality improvement, including tools, recorded events, and valuable links.

HOW TO JOIN

A special Web site has been developed to enable you to sign up: www.nhqualitycampaign.org. You can also contact Lumetra for more information about Advancing Excellence by e-mail, nursinghomes@caqio.sdps.org, or by telephone, (415) 677-2015.

I acknowledge and value your hard work on behalf of California's frail, elderly, and disabled citizens. Please demonstrate your commitment by joining the *Advancing Excellence in America's Nursing Homes* campaign.

Sincerely,

Original Signed by Kathleen Billingsley, R.N.

Kathleen Billingsley, R.N.
Deputy Director