



STATE OF MARYLAND

**DHMH**

Maryland Department of Health and Mental Hygiene

Office of Health Care Quality

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Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary

Date: December 10, 2009

To: All Nursing Homes

From: Margie Heald, Deputy Director, Office of Health Care Quality

**RE: Advancing Excellence in America's Nursing Homes Campaign**

The three-year-old Advancing Excellence in America's Nursing Homes Campaign is moving to a new phase and has launched a new and revised goals and an improved website [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org) to provide nursing home leaders like you with new resources and other materials to help advance your quality improvement activities. Because of the new phase starting, nursing homes that have been with the Campaign since the beginning will need to re-enroll by updating your facility profile, deciding if you want to choose new goals or stay with those you currently have and set targets. Nursing homes that re-enroll by January 31, 2010 will receive a special recognition and designation as an *Advancing Excellence Charter Member*, a badge of honor to show that you've been with the Campaign since the beginning and are continuing your commitment to quality improvement. We, of course, are also looking to sign up new members of the campaign. Experience has shown the value of the campaign to providers. We hope other nursing homes will join now and become part of a growing movement to identify and work on quality goals to keep your residents healthier and more satisfied. .

Why join? Nearly half of the nation's nursing homes joined the Campaign during its first phase and the results have been very promising. Campaign participants that chose to focus on reducing use of physical restraints, reducing the prevalence of pressure ulcers, and controlling symptoms of pain, improved at a significantly faster rate than other nursing homes. There are tangible benefits for homes as well: improving staff retention and maintaining staff stability saves money, improves efficiency as well as outcomes and contributes to better relationships between residents and their caregivers.

On January 1, 2010, we start a new phase of the Campaign. We added two new goals for you to select, Advance Care Planning and Measuring Staff Satisfaction, and have revised several of the existing goals, to make it easier for you to measure and track your progress. We also have updated the website's many resources, including a new best practice - CNA Fact Sheets - to help nursing homes more effectively engage certified nursing assistants in quality improvement activities. More hands-on tools will shortly be added.

Both new and existing participants will benefit from being part of the "new" Advancing Excellence Campaign, which neither duplicates nor conflicts with existing QI requirements or other QI initiatives. Please go to the improved website [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org) and explore what the Campaign has to offer. We hope you decide to join the Advancing Excellence Campaign. We look forward to working with you on achieving these important quality goals. If you have any questions, please contact [quality@aaahsa.org](mailto:quality@aaahsa.org).

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