



Advancing Excellence in America's Nursing Homes

Excellent Ideas

SHOULD I REGISTER MY FACILITY FOR THE ADVANCING EXCELLENCE CAMPAIGN?

You've probably heard by now that the Advancing Excellence in America's Nursing Homes Campaign has released new goals. Some of the new goals are brand new, and other goals are revised topics from previous phases of the Campaign.

While registration in the Campaign is voluntary, consider the following benefits:

- 1. The Campaign's processes can assist facilities to make improvements in the quality of care and life for their residents. And it's free!**
Quality of resident care is everyone's priority; take advantage of the Campaign's free resources!
- 2. The Campaign goals align with other important state and federal initiatives.**
The Advancing Excellence Campaign fits hand in hand with the nationwide Partnership for Dementia Care, Ohio's Quality Incentives program, and the forthcoming Quality Assurance – Performance Improvement (QAPI) regulations. Don't get left behind!
- 3. A nursing home's participation in the Campaign is public record.**
Consumers are being directed to the Campaign website to gather information for nursing home selection. In fact, the Advancing Excellence Campaign is noted on Medicare's [Nursing Home Compare website](#).
- 4. The Campaign provides a structured quality improvement process.**
New tools and materials are being developed and added to the website, to give nursing homes the structure and support to make lasting changes.
- 5. Monitoring tools can help you effortlessly track and report data.**
The Campaign has developed tools to help nursing homes easily collect and analyze their own data.
- 6. Committing to the campaign shows a commitment to quality care and services.**
The campaign has materials to help educate staff, residents and family members about your commitment to quality!

For more information on how to access your facility's account, refer to the *Excellent Ideas*, Issue #2.