



A campaign to improve quality of life for residents & staff

September 25, 2007

Dear Nursing Home Administrator and Director of Nursing,

The Recruitment Committee of the Advancing Excellence in America's Nursing Homes Campaign is excited to announce the *50 Leaders Promotion*. Our recent *Trailblazer Promotion* was a huge success and has brought the campaign close to its first year goal of enrolling 6,000 nursing homes by September of 2007. This new campaign will start on September 25 and end on November 21, 2007!

The Advancing Excellence Campaign recruitment milestone is to enroll 8,000 nursing homes, or a minimum of 50% of all nursing homes in America by the end of 2007. Can you imagine the positive message it would send if we exceed that goal? The Steering Committee is asking each of you to support your State LANE by enrolling in the campaign TODAY! The attached flyer provides the steps you need to take to enroll.

There is no good reason NOT to sign up! The campaign goals are consistent with the quality improvement measures you are already working on! The difference in this campaign is that we can provide additional support to your nursing home, even if you are not a designated facility receiving State Quality Improvement Organization (QIO) assistance. **This is your chance to get help to reduce the incidence and prevalence of pressure ulcers in your facility!**

The *50 Leaders Promotion* is designed to focus on those states that have not enrolled at least 50% of the nursing homes in their state, and is also recognizing all individual nursing homes that enroll in the campaign! The campaign is structured with a variety of recognitions so that every state LANE has the opportunity to win in one or more categories. Recognition categories are as listed below:

- Leaders Board – The Advancing Excellence in America's Nursing Homes Campaign Web site will prominently display a list of "Leaders", those states that have achieved a 50% or higher participation (% of state nursing homes enrolled in campaign) level.
- Platinum – LANEs that achieve a 90% or higher participation
- Gold – LANEs that achieve a 75-89% participation
- Silver – LANEs that achieve a 50-74% participation
- Top Ten – LANEs with the top ten highest percentage of participation
- #1 Overall – LANE with the highest percentage participation
- Most improved LANE – LANE with the greatest increase in participation

As you see, we have opportunities for everyone to be a winner in the *Advancing Excellence Leaders Promotion*. The winners will be announced and recognized on the Advancing Excellence Web site, in press releases, and at the LANE Interchange conference in late November. All nursing homes that enroll will be recognized on our **Wall of Fame** at the conference and will receive a letter of recognition!

All we need now is your help. Tools and resources have been provided to your state LANE to help you work on campaign goals. Please join us in assuring that your LANE is one of *50 Leaders in Advancing Excellence!*

Advancing Excellence Steering Committee!

Agency for Healthcare Research and Quality

Alliance for Quality Nursing Home Care

American Academy of Nursing

American Association of Homes and Services for the Aging (AAHSA)

American Association of Nurse Assessment Coordinators (AANAC)

American College of Health Care Administrators (ACHCA)

American Health Care Association (AHCA);

American Medical Directors Association (AMDA)

Association of Health Facility Survey Agencies (AHFSA)

Centers for Medicare & Medicaid Services (CMS) and its contractors, the Quality Improvement Organizations (QIOs) and State Survey Agencies; Foundation of the National Association of Boards of Examiners of Long Term Care Administrators

National Association of Directors of Nursing Administration in Long Term Care (NADONA/LTC)

National Association of Health Care Assistants (NAHCA)

National Citizens' Coalition for Nursing Home Reform (NCCNHR)

National Commission for Quality Long-Term Care

National Conference of Gerontological Nurse Practitioners (NCGNP)

National Gerontological Nursing Association (NGNA)

Service Employees International Union (SEIU)

The Commonwealth Fund

The Evangelical Lutheran Good Samaritan Society

The John A. Hartford Foundation's Institute for Geriatric Nursing