

January 2007

CONSUMER TOOL, SAMPLE

Dear Resident Council President,

Today I am writing to tell you about an exciting opportunity for you and the residents and staff at the nursing home you call home. It 's the Campaign for Advancing Excellence in America's Nursing Homes.

This is a voluntary two-year campaign for nursing homes. The campaign goals include creating a culture of person centered, individualized care and an empowered workforce in nursing homes. The campaign monitors key indicators of nursing home care quality, promotes excellence in caregiving for nursing home residents and acknowledges the critical role nursing home staff have in providing care.

When your nursing home signs up they will agree to work on at least three of the following eight measurable goals.

1. Reducing high risk pressure ulcers;
2. Reducing the use of daily physical restraints;
3. Improving pain management for longer term nursing home residents;
4. Improving pain management for short stay, post-acute nursing home residents;
5. Establishing individual targets for improving quality;
6. Assessing resident and family satisfaction with the quality of care;
7. Increasing staff retention; and
8. Improving consistent assignment of nursing home staff, so that residents regularly receive care from the same caregivers.

Please talk with your administrator today and ask them to visit the website www.nhqualitycampaign.org/ with you and to sign on to the campaign.

If you have additional questions about the campaign please talk with your local long-term care ombudsman or contact me at 1-800-288-1376.

Sincerely,

Patricia "Pat" Tunnell
Colorado State Long Term Care Ombudsman

CC: Administrator
Medical Director
DON
Long Term Care Ombudsmen