

Tips for Local Ombudsmen on Involvement in Advancing Excellence campaign

The following tips were developed to assist local ombudsmen in identifying their role in the Advancing Excellence Campaign.

Ideas for Ombudsmen concerning involvement in the campaign:

- Utilize the campaign as a learning opportunity to educate yourself about quality care and resident directed care
- Utilize the campaign to promote quality practices in individual facilities and throughout the region served
- Utilize the campaign as an opportunity to do consumer education on each of the 8 goals
- Utilize the campaign to promote consumer & facility dialogue

The Local Ombudsman's Role in the Campaign:

- Talk with your State Ombudsman about their involvement with the Local Area Network for Excellence (LANE) & the campaign. Ask your State Ombudsman about his/her vision for how this campaign will be implemented in your state.
- Gather materials related to each of the 8 goals to educate yourself and others about quality practices related to each of the goals
- Utilize these materials to provide training for ombudsman volunteers & equip volunteers with information to share with residents & families.
- Request to provide training to resident and family councils – encouraging them to have discussions with the facility staff about the campaign measures
- Be sure to mention the campaign in all public education & training events – use the campaign as an opportunity to promote quality care.
- During visits talk to facility administration about their involvement in the campaign – if they are signed up, which goals they have chosen, progress on the goals – encourage facilities to choose the turnover & consistent assignment goals as NCCNHR believes these staffing related goals have the greatest impact on quality of care & life for residents.
- Ensure that facilities that have chosen the process goals are undertaking activities that realistically have potential to impact quality of care (ie. Consumer satisfaction surveys that accurately reflect resident and family concerns).
- Check quality measure data on the Nursing Home Compare website at www.medicare.gov for each facility and compare their measures to the state & national data. Use this information in your ombudsman advocacy with the facility.