AHCA/NCAL National Quality Award Program

Lyn Bentley
Vice President, Quality & Regulatory Affairs
Brief History

- Launched in 1996
- Approx. 12,000 applications and 4,700 awards
- Criteria based on the Baldrige Performance Excellence Program
- The mission of the program is to promote and support the application of continuous quality improvement in AHCA/NCAL member organizations

Program Criteria

Framework for Performance Excellence
- Organizational Profile
- Leadership
- Strategy
- Customers
- Measurement, Analysis and Knowledge Management
- Workforce
- Operations
- Results
Three Levels of Distinction

- Organizations must achieve the award at each level to continue to the next level

1. **Bronze** – *Commitment to Quality*
2. **Silver** – *Achievement in Quality*
3. **Gold** – *Excellence in Quality*

Number of Recipients

- **3,405**
- **495**
- **28**
VALUE OF THE PROGRAM

Why Should Members Participate?

• Baldrige criteria is a tool for organizational performance
• Changing regulatory/payment landscape requires performance and outcomes from centers
• The Baldrige criteria is the solution
Relationship to the Quality Initiative

• Systems based approach to performance improvement
• Both look at entire organization; not just clinical aspects
• QAPI regulations focus on performance improvement activities and the importance of data and feedback
• Requires strong approaches, continuous learning and appropriate deployment and integration
• Recipients are better prepared to meet the demands of QAPI regulations
It’s all in the DATA

• Silver and Gold recipients demonstrate better results than peers in the following areas:
  – Health Outcomes
    • 30-day hospital readmissions
    • Off-label antipsychotics
  – Five Star Rating
  – Financial Performance
    • Occupancy
    • Gross Margin

HOW YOU CAN HELP YOUR MEMBERS
How Can State Affiliates Help?

• Understand the application process and policies
• Point members to key resources to assist in the development of the application
• Remind members of upcoming deadlines
• Encourage them to get started early!

Application Process Basics

• Visit ahcancal.org/qualityaward to download the application packet for each level
  – Note that members need to log in to access the application
• Application has two key parts:
  – How to Apply (policies, deadlines, logistics)
  – Criteria and Supporting Information
Application Policies

• Deadlines
  – No exceptions are made
  – All deadlines are at 8:00 pm EST

• Technical requirements
  – Applications that do not meet technical requirements will be disqualified (i.e. not reviewed)

Application Policies

• Originality
  – Application must be original to center and written by center staff
  – Applications cannot be written by corporate staff
  – Multiple applications from same corporation with same language are considered non-original
  – Applications that do not pass the originality policy will be disqualified
Application Policies

• Confidentiality
  – Applicant names are not released outside of applicant center/corporation

• Educational Requirements
  – All applicants must participate in an educational session focused on the program in the year that they apply

Eligibility

• Membership
  – Must be members at the time of application and award
  – Important note: States must log members into the system 24 hours before application deadline

• Organizational Requirements
  – Only single centers/communities can apply

• Survey requirements
  – No Immediate Jeopardy or Substandard Quality of Care tags in last three years
  – Average of three most recent survey is equal to or below three-year state survey average
Application Fees

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
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</thead>
<tbody>
<tr>
<td>Intent to Apply (ITA)</td>
<td>$75</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>Application Fee with submission of ITA</td>
<td>$425</td>
<td>$800</td>
<td>$1,800</td>
</tr>
<tr>
<td>Application Fee without submission of ITA</td>
<td>$700</td>
<td>$1,350</td>
<td>$2,800</td>
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</tbody>
</table>

Recertification Policy

- New policy implemented in 2014
- Recipients have 3-years to apply for next award level to continue as an active recipient
- Recipients who become inactive will be considered “past recipients” of the program
- Centers that received a Bronze or Silver award prior to 2014 have to apply for the next level by 2017
Free Member Resources

• Online webinar series
  – Bronze Criteria Series
  – Silver Criteria Series
  – Management Series
• Quality Award track at Convention
• Other electronic resources
  – Sample applications

Contact Information

• qualityaward@ahca.org
Florida Health Care Association

Koko Okano
Health Services Research Analyst

and

Carol Berkowitz
Senior Director of Quality Affairs

Florida Health Care Association Currently Has

• 295 Bronze Recipients
• 58 Silver Recipients
• 2 Gold Recipients

NOTE: Not double counted between levels and not including past recipients that are no longer FHCA members
Florida Health Care Association currently represent approximately 81% of 677 Skilled Nursing Facilities/Skilled Nursing Unit in Florida.

Communication Methods and Exposure to Potential Members:

- Annual Conference
- Monthly Newsletter PULSE
- Weekly e-newsletter FOCUS
- E-mail based promotion
- Press Release
- Website
- Social Media (Facebook and Twitter)
2015-2016 Examples

• Reception for Quality Award Recipients
  The night before the first day of FHCA annual conference.
  Invited guests include Gov. Parkinson
  Sponsored by Pruitt Health
  Award certificates and photos on stage
• Color-coded Award Ribbons for recipients from past 3 years at annual conference
• Announcement of recipients during general membership meeting at annual conference
• A flyer listing the names of recipients
• Publishing names of recipients in Pulse
• Recognition of recipients on FHCA website
• Recognition of recipients on FHCA Focus
• Announcements on social media
• FHCA press release
• Informal recognition such as acknowledgement of recipients at FHCA meetings such as board and committee meetings, conference calls, district meetings, etc.
FHCA’s Member Retention Efforts  
(Quality Award Related)

• Providing technical assistance to the award applicants at all levels
  ▪ Quality Award workshops
  ▪ Quality Award presentations at annual conference
  ▪ Quality Award examiner on staff and board

• Recognition programs/assistance for the award recipients
  ▪ Recognition of recipients (award ceremony, Pulse and Focus announcements, newsletter articles, ribbons at conference, etc)
  ▪ Press releases/media relations by communication department
  ▪ Introducing recipients’ experiences on Focus (celebration photos, comments, etc)
FHCA’s Member Retention Efforts
2016 Plans

• Refining and Expanding the **Quality Award Boot Camp for Silver and Gold applicants**
  - Webinars
  - Workshops
  - Designated website with interactive forums
  - Worksheets and tools
  - Onsite Q&A Sessions
  - Mini-workshops on specific topics (feedback reports, results, etc)
  - Regularly scheduled e-mail communication

Future Plans

• Showcasing of recipients for best practices or quality improvement cycles during annual conference (booth exhibit and presentation) Recipients will be chosen based on scores to showcase one of 7 areas of Quality Award/Baldrige Criteria
• Display Board in lobby/registration area at the annual conference to announce recipients
• Increasing state surveyors’ awareness and acknowledgement of the Quality Award Program.
• Recruitment of examiners to represent all membership segments (multi, independent, for-profit, non-profit, small, large, SNF, ALF, etc).
• Collaboration with “champions” of quality award among members.
Nebraska Health Care Association

Tracy Rathe
Senior Vice President

and

Pam Truscott
Director of Professional Development
training and resources

promotion of recipients

case in point

- Built training program over time
  - Oct 2014 – Tim Case provides Bronze training in Nebraska (co-presented with 2 NHCA team members + 1 master examiner member)
  - 2 NHCA team members become trainers through Tim Case’s AHCA/NCAL train-the-trainer
  - Nov 2015 – NHCA’s 2 trainers + master examiner member conduct Bronze training
  - Oct 2016 – conducting Bronze and Silver trainings
training and resources

Technical assistance as members complete applications

Panel of Bronze and Silver recipients at 2016 fall convention

Scholarships

Promotion of Recipients

Ads in recipients’ local newspapers
Promotion of Recipients

Recognize recipients at state fall awards banquet

NHCA articles

Social media

one example

- New larger member not fully engaged
- Because they’re focused on engaging team members to produce outcomes, Quality Awards piqued interest
- Hosted EDs at NHCA office for “how we can serve you,” including Quality Awards
- Conducting on-site Quality Award training at central office
Thank you!

New York State Health Facilities Association

Richard Patterson
Sr. Director of Business Development
The NYSHFA Experience

• Affiliate must have a Quality Award Champion – this is critical for success.
• Must have “buy-in” from State Exec.
• Support from BOD important / encourage BOD members to engage in process.
• Support from Affiliate staff is key.
• Consider Program as Member Benefit

Affiliate - Promote Quality Award Program

• Design Marketing Materials & Plan
  – Targeted E-mails.
  – Distribute at Meetings & Seminars.
  – E-Newsletters / Hard Copy Newsletter.
  – Specific Quality Award Resource page on Affiliate Website.
  – Provide links on Affiliate Website to AHCA / NCAL materials.
Affiliate – Workshop
Related Logistics

• Secure the “Teaching Team”.
• Secure a location(s).
• Secure Continuing Education Credits (NAB).
• Reasonable Costs & Registration Fees.
• Seek Sponsorships.

Affiliate – Be A Resource

• Be a resource to members prior to and following the workshop.

• Assist in review of applications if requested.
Impact of Bronze Workshops in NY

Quality Award Applicants from New York State

Impact of Bronze Workshops in NY

Quality Award Recipients from New York State
Quality Award Recipients
Affiliate – Provide Recognition

- Banner on Affiliate Website
- Article in Newsletter
- Press Releases (Statewide & Local)
- Printed in BOD Report
- Announced at in-person BOD Meetings
- Annual Convention – Awards Banquet

Quality Award Applicant Quote

“It would certainly be awesome to receive the Award, however, even if we don’t, we consider ourselves winners….. because this process has truly changed our facility culture.”
Questions
And
Answers