Silver and Gold Applicant Webinar Series
Silver/Gold Webinar #2

Tips for Writing an Application
Lance Reynolds, Alzheimer’s Services East Bay
Tim Case, National Quality Award Program
Courtney Krier, National Quality Award Program

Silver/Gold Applicant Webinar Series

- Silver Webinar #1: Understanding the new Silver criteria
- Gold Webinar #1: Introduction to the Baldrige Criteria
- Silver/Gold Webinar #2: Tips for writing an application
- Silver/Gold Webinar #3: Responding to Baldrige Process Criteria (Categories 1 – 6) and ADI
- Silver/Gold Webinar #4: Responding to Baldrige Results Criteria (Category 7) and LeTCI
- Silver/Gold Webinar #5: The Scoring of Applications
- Silver/Gold Webinar #6: Using LTC Trend Tracker™ to apply for the Quality Award program

Supporting Documents

Applicants must download these materials before listening to this webinar

- **Silver Applicants**: Silver Instructions, Application and Criteria Packet
  - Silver Application Policies and Procedures (page 7)
  - Silver Criteria (pages 23 – 40)
- **Gold Applicant**: Gold Instructions, Application and Criteria Packet
  - Gold Application Policies and Procedures (page 7)
- **Gold Applicants**: Baldrige Health Care for Performance Excellence Criteria
Learning Objectives

- Managing the Project
- Understanding Baldrige Work Systems
- Technical, Eligibility and Submission Requirements

The Applicants’ Task

- Prepare and provide clear organizational profile to give focus to the application for the Examiners
- Give clear and concise answers to all process questions and show Approach-Deployment-Learning-Integration
- Provide a full set of results covering most Aspects of the business over several years
- Keep the business running while doing this!

The Examiners’ Task

- In teams of three review up to ten applications
- Individually write and score complete feedback reports for three or four applications
- As a team revise and come to consensus on feedback reports and scores for the applications
- Select, and present, according to current AHCA guidelines, potential Award candidates for Examiner Board vote
- Vote on Award Candidates
Managing the Project

- Clear Objective
- Selecting and Authorizing the Project Manager
- Selecting the Project Team
- The Opening Meeting
- Clear Roles and Responsibilities

Why are we writing this application?

A. To clarify in our own minds how we are approaching organizational excellence
B. To explain to others, and to ourselves, in clear and concise language how we do this
C. To get a helpful feedback report to guide us on our performance excellence journey
D. To support our marketing efforts

Clear Objective

We will prepare an AHCA Silver Award application that accurately reflects our progress on our Performance Excellence journey for delivery to AHCA no later than March 1, 2012. Our budget for this is ### internal man hours and $500 total in Intent to Apply, (due January 12, 2012), and Application fees.
Team Roles

- Project Manager
- Project Planner
- Category Leaders
- Document Gatherers
- Results Gatherers
- Writers and Editors
- "Graphics Specialist"

The Project Manager

- Preferably a trained and experienced Examiner
- Sufficient organizational seniority
- Broad organizational knowledge
- Strong team skills
- Strong writing skills

Authorizing the Project Manager

- By the Administrator/CEO in person to all direct reports
- By department heads to staff
- Dotted-line reporting to CEO for the duration
- Ensure the whole organization is on board
- Announce to everyone at all staff meetings before the work starts
The Project Team

- Trained Examiners, if available
- Performance Excellence Enthusiasts
- Strong writing skills
- Strong team skills
- Coverage of all key areas
- One or two with strong (Office) software skills
- Graphics specialist

Team Requirements

- Secure Team Meeting and Work Room
- Printer and Copier
- Internet Access
- Current Criteria and Instructions
- Award Winning Applications e.g., Baldrige
- Document Storage Space
- "Walk the Wall" Space

Who Writes?

- Single Writer/Project Manager
  - Provides consistency and linkages
  - Avoids gaps or redundancies
  - But heavy workload for individual

- Team Approach with Editor/Project Manager
  - Use senior people as category leaders and writers
  - Gives message of commitment
  - Senior people are most knowledgeable
  - Senior people can find results
First Team Meeting

- Clear Roles and Responsibilities
  - Deliverables, owners, page allocations, milestone dates
- Instructions to Team
  - Font (12 point Times New Roman) and format
  - Examples of clear responses
  - Examples of clear and informative figures
  - Readable figure captions
  - Document control (Item4.1rev2Feb21)
  - Save all versions

Bar Chart Blues

Clear Line Charts
Understanding Baldrigese

- Get the Health Care Criteria Book from www.nist.gov/baldrige
- Use the Glossary of Key Terms p.57
- Refer to Criteria Notes (Under Each Item)
- Refer to Category and Item Descriptions p.33
- Refer to Core Values p.49
- Read Winning Applications

Understanding Work Systems

“Work Systems” refers to how the work of your organization is accomplished. Work systems involve your workforce, key suppliers and partners, contractors, collaborators, and others needed to produce and deliver your products and your business and support processes. Your work systems coordinate the internal work processes and the external resources necessary for you to develop, produce, and deliver your services to your customers and to succeed in your marketplace.

Key Work Systems

Your choice how your organize your work

- Leadership, Production, Enabling
- Emergency, In–Patient, Out–Patient, Support
- Clinical Care, Non–Clinical Care, Business
- Rehab, Long Term, Support
Eligibility Requirements

- Member of AHCA/NCAL
- No substandard quality of care or immediate jeopardy on any surveys within the last three years
- Three-year survey average state average
- Applicants with multi-levels of care apply for the entire organization or a distinct part of the organization, but make sure you are consistent throughout the application
- Applicants must participate in a Quality Award educational program

Technical Requirements

- 18-page (Silver) or 55-page (Gold) limit plus optional 1 page acronym list
- 1” margins
- Page numbering
- Responses to all criteria
- Criteria labeling
- Prose style writing
- Font requirements
  - 12–pt Times New Roman font in running text
  - 10–pt Times New Roman font within tables
  - Legible font within charts and graphs

Intent to Apply Requirement

- Mandatory $75 Intent to Apply payment
- Application fees have been reduced by $75
- Intent to Apply allows staff to better manage review process
- Deadline is January 12, 2012 at 8 p.m. EST
- Submit your Intent to Apply fee today!
Application Submission Process

- Applications must be submitted electronically via AHCA/NCAL website (www.ahcancal.org)
- Applications must be submitted by designated deadline
- Only first version of application accepted
- $725 Application Fee for Silver
- $825 Application Fee for Gold
- You are responsible for what you submit!

2012 Silver and Gold Deadlines

- Intent to Apply Process Opens: November 1, 2011
- Intent to Apply Deadline: January 12, 2012
- Applications Accepted Online: January 16, 2012
- Silver/Gold Application Deadline: March 1, 2012
- Silver/Gold Applicant Notification: July 16, 2012
- AHCA/NCAL Annual Convention & Expo: October 7 – 10, 2012

All deadlines listed are at 8 p.m. EST; applications submitted after 8 p.m. EST on the designated deadline will not be accepted.