

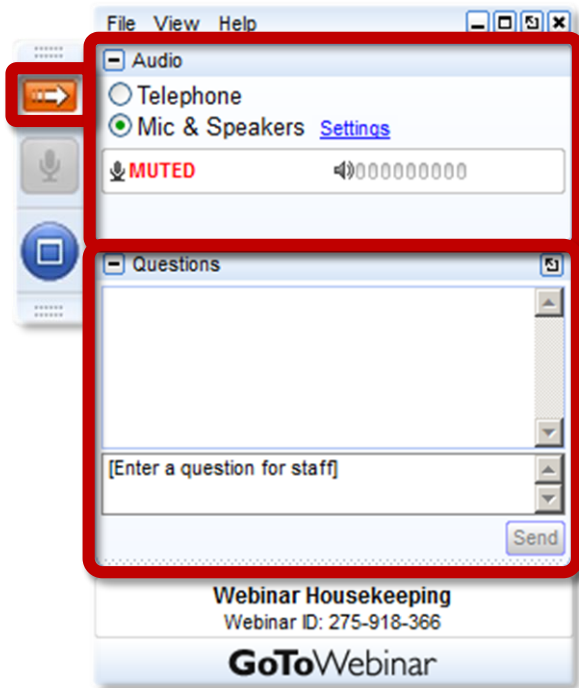


Leveraging Specialty Certifications to Grow Census

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GoToWebinar Housekeeping



Your Participation

Join audio:

- Choose “Mic & Speakers” to use VoIP
- Choose “Telephone” and dial using the information provided

Questions/Comments:

- Submit questions and comments via the Questions panel.

Note: Today’s presentation is being recorded and will be posted on the Joint Commission website.

Today's Objectives

- ▶ Describe advantages of specialty certifications for your nursing home
- ▶ Review the key components of the Post-Acute Care and Memory Care Certification requirements
- ▶ Describe the on-site survey process
- ▶ Discuss how to leverage your achievements to build business

The Joint Commission

- ▶ The leader in standards development promoting quality and safety in health care organizations for nearly 60 years
- ▶ Began accrediting nursing homes, including skilled nursing facilities, in 1966
- ▶ Largest and only full continuum accreditor; with more than 20,000 accredited health care organizations
- ▶ Currently accredit over 90% of the nation's hospitals
- ▶ Most Widely Recognized

Why Become Accredited and Certified?

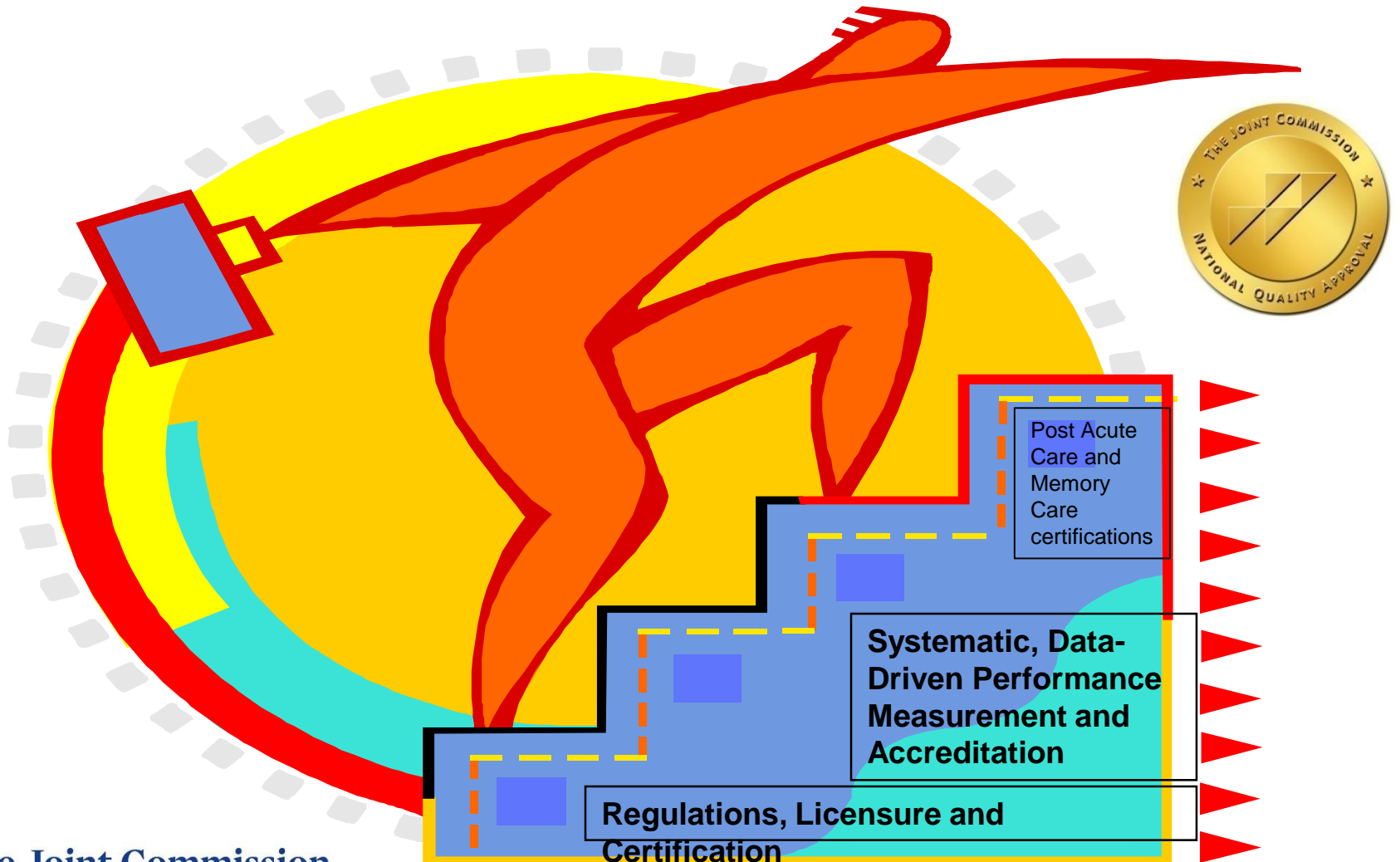
External Drivers

- ▶ Competitive Advantage
- ▶ Recognition
- ▶ Strengthen Improvement Efforts
- ▶ Become a High Reliability Organization

Internal Drivers

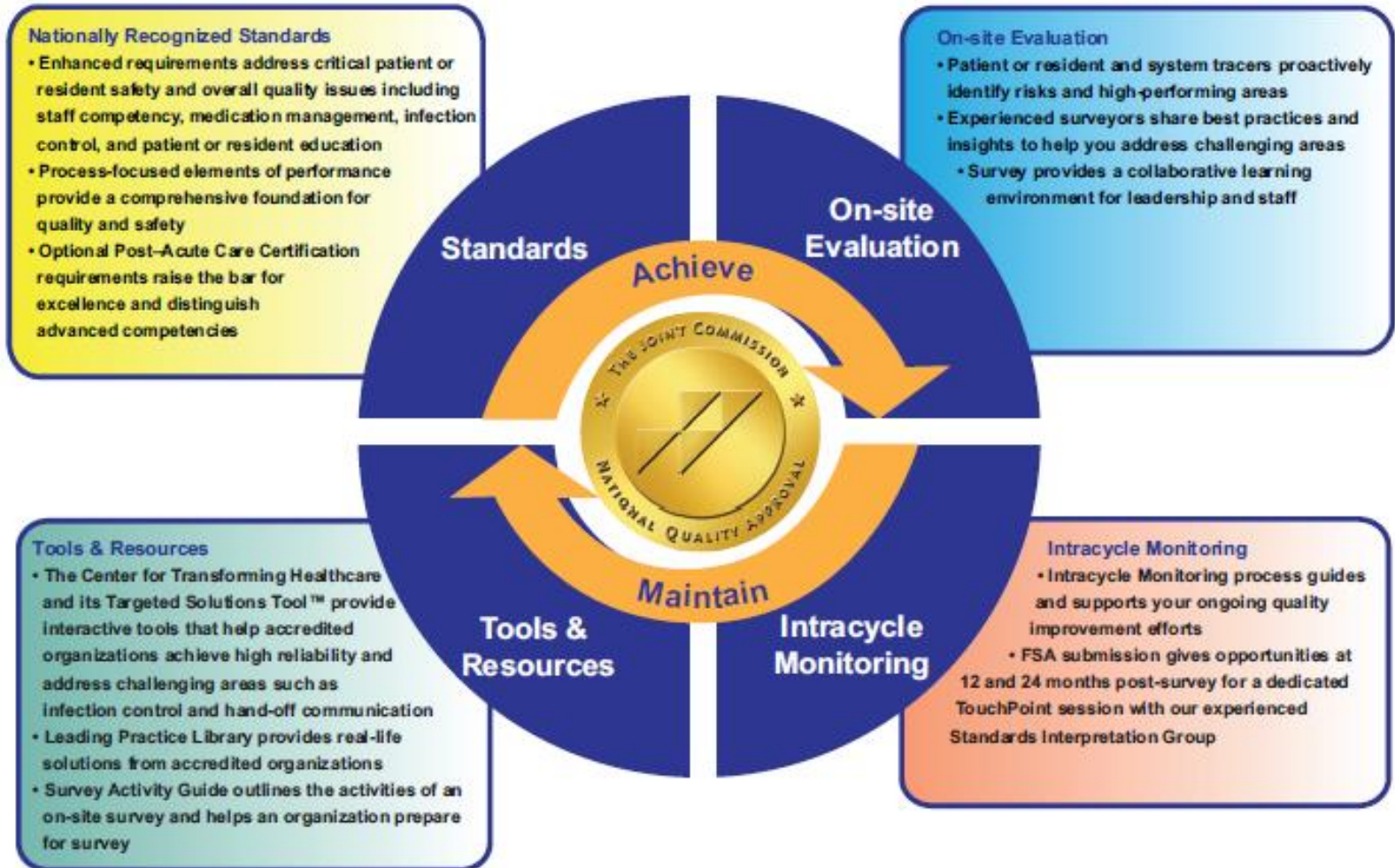
- ▶ Access to Experts
- ▶ Ongoing Performance Improvement
- ▶ Education

Builds a Solid Quality Foundation



Achieve, Maintain and Demonstrate Consistent Excellence

An Overview of the Joint Commission's Accreditation and Specialty Certification Process for Nursing Care Centers



Supports The Success of Your Ongoing Quality Efforts

- ▶ Accreditation is a proactive “preparedness” strategy
 - QAPI crosswalk
 - CMS National Dementia Initiative
 - State surveys
- ▶ Safeguards your patients and financial resources
 - Fewer deficiencies = less financial penalties
 - Penalties can also inhibit your ability to take new resident/patients
 - Addressing deficiencies take up valuable staff time that could be spent caring for patients/residents

Additional Impact of Accreditation

Joint Commission accredited nursing homes have better resident outcomes which continue to improve over time

SOURCE: Wagner, L., McDonald, S., & Castle, N. (2012). Joint Commission accreditation and quality measures in U.S. nursing homes. *Policy, Policies, & Nursing Practice*, XX(X), 1-9.

Additional Impact of Accreditation

***Better perceptions of patient
safety culture and
Fewer deficiency citations***

SOURCE: Wagner, L., McDonald, S., & Castle, N. (2012). Joint Commission Accreditation and Quality Measures in U.S. Nursing Homes. Policy, Politics, & Nursing Practice. 23 April 2012)), <http://ppn.sagepub.com/content/early/2012/03/27/1527154412443990> .

Additional Impact of Accreditation



http://www.jointcommission.org/liability_insurers/default.aspx?ps=25&b=43

Flexible Product Options To Meet Your Unique Quality Objectives

Nursing Care Center Accreditation

Provides a solid *foundational platform* upon which optional specialty distinctions may be built

VISION:

Accreditation requirements relate to high-value quality and safety issues affecting all patients and residents in Nursing Home Settings and include contemporary focus on person-centered care and cultural transformation.*

Optional Specialty Certifications

Accredited organizations may *elect optional specialty certifications* to highlight areas of additional competence based on their unique service offerings and market needs

+

Post-Acute Care Certification

+

Memory Care

Post Acute Care Certification



Post-Acute Care Certification Defined

▶ Care and services are...

- goal-directed
- time-limited (short-stay)

▶ Care is provided to patients...

- recently hospitalized (or require higher acuity care and services in lieu of hospitalization)
- Requiring medically complex care/rehabilitative services

▶ The goal...

- To help effectively transition the patient to a lower level of care setting or to their home

Post-Acute Care Certification

Eligibility Criteria

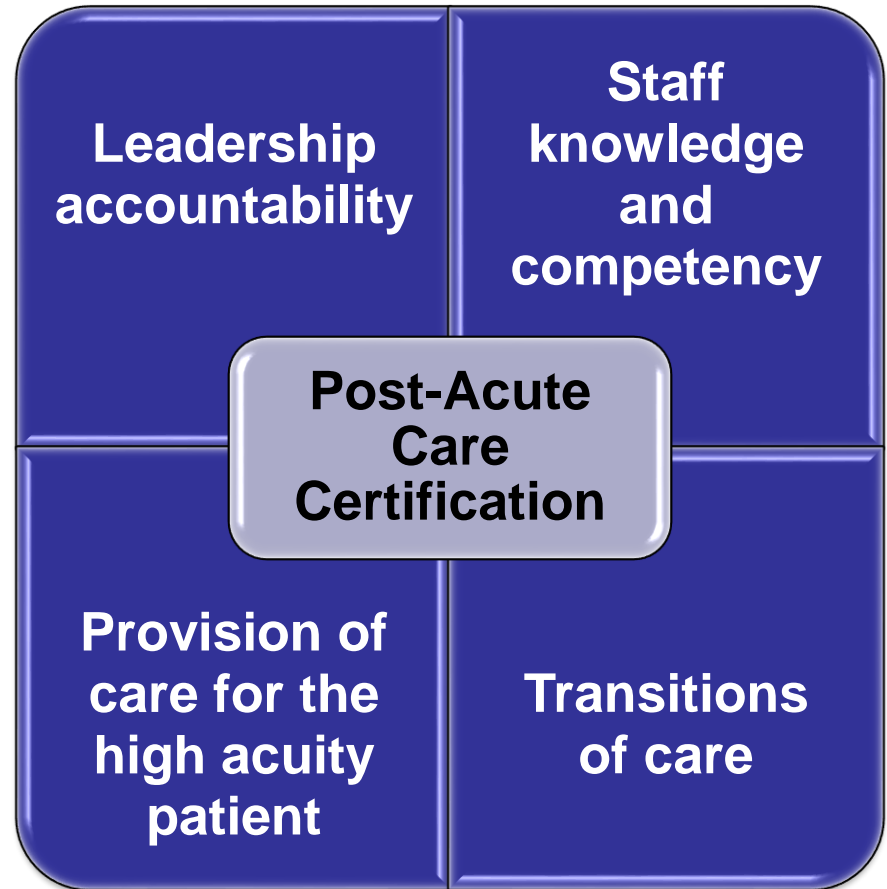
- Organization must be currently accredited or simultaneously seeking accreditation under the Nursing Care Center Accreditation Program
- Must have served a minimum of 5 patients within the program with a minimum of 2 active patients at the time of survey

Post-Acute Care Certification

Benefits of Certification

- Validates and expands the organization's capabilities to care for high acuity patients
- Provides an unmatched quality distinction by formally recognizing advanced care competencies
- Helps nursing homes strengthen or build quality-focused strategic partnerships within the care continuum
- An effective way to meet increasing demands for quality oversight
- Focus on minimizing risk of readmissions from nursing homes to hospitals and other care providers

Post-Acute Care Certification



Additional Post-Acute Care Certification Requirements

Human Resources

- RN 24-7
- Staffing Requirements
 - Patient acuity
 - Complexity of tasks
 - Staff experience
 - Facility layout
- Competent staff

Additional Post-Acute Care Certification Requirements

Leadership

- Medical Director oversight
- Clinical practice guidelines
 - <http://www.guideline.gov>
 - Approval
 - Evaluation
 - None Available

Additional Post-Acute Care Certification Requirements

- ▶ Provision of Care, Treatment and Services
 - Written Screening Criteria
 - Assessment and Reassessment
 - Time Frame
 - Medical history and physical exam
 - Initial assessment
 - Time frames in writing
 - Pain assessment
 - Diagnostic testing

Additional Post-Acute Care Certification Requirements

- ▶ Provision of Care, Treatment and Services cont'd
 - Care planning
 - Interdisciplinary Team
 - Attending/LIP availability
 - Process for what to do if unavailable
 - Life threatening emergencies

Additional Post-Acute Care Certification Requirements

Provision of Care, Treatment and Services cont'd

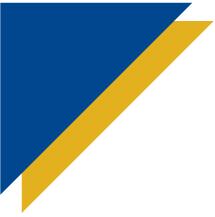
- Coordination of care
- Transition of care

Performance Improvement

- Data collection
- Opportunities for improvement

Challenging Post-Acute Care Certification Standards

- ▶ PC.01.02.03 - Assessment and Reassessment
- ▶ PC.02.02.07 – Pain Assessment
- ▶ PC.01.03.01 – Plan of Care
- ▶ PC.02.03.01 – Education
- ▶ PC.04.01.05 – Discharge Education
- ▶ HR.01.06.01 – Staff Competencies



Memory Care Certification

Memory Care Certification Distinction

Validates organization's capability to provide:



Person-centered care that honors lifelong routines and preferences



Activity programming that matches the resident's cognitive level



Alternatives to medication use for managing behaviors

Memory Care Certification Defined

- ▶ **Care is provided to patients or residents...**
 - Who have been diagnosed with memory-impacting conditions such as Alzheimer's disease or dementia.
- ▶ **The goal...**
 - To enable patients or residents with memory-impacting conditions to remain engaged in their environment at the level of their cognitive ability and to function at the highest level possible for as long as possible.



Memory Care Certification Defined

Memory Care focuses on...

1

Person-centered care that honors lifelong routines and preferences

2

Activity programming that matches the resident's cognitive level

3

Alternatives to medication use for managing behaviors

4

Physical environment that promotes function and independence

Memory Care Certification

Eligibility

Eligibility Criteria

- Organization must be currently accredited or simultaneously seeking accreditation under the Nursing Care Center Accreditation Program
- Organizations do not have to have a distinct memory or dementia care unit to be eligible

Memory Care Certification



Care coordination



Staff knowledge and competency



Activity programming based on abilities



Behavior management



Safe and supportive physical environment

Additional Memory Care Certification Requirements

Environment of Care

- Provision of safe and therapeutic outdoor space
- Unobstructed place for walking and exploring
- Points of interest
- Minimize overstimulation (noise, visual stimuli, limited use of overhead paging system)



Additional Memory Care Certification Requirements

■ Human Resources

- Annual education

■ Information Management

- Resources and tools

Additional Memory Care Certification Requirements

- Provision of Care Treatment and Services
 - Dementia specific diagnosis
 - Secured, distinct unit
 - Coordinator
 - Food and Nutrition
 - Social and recreational activities
 - Physical activities
 - Education and training

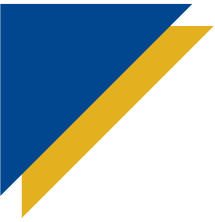
Challenging Memory Care Certification Standards

▶ PC.02.02.09

- Participation in social and recreational activities

▶ PC.02.03.01

- Patient and Resident Education



The Survey Process

What to Expect During a Survey

- ▶ On-site observations and interviews by Joint Commission surveyor
- ▶ Verbal and written information provided to the surveyor
- ▶ Collaborative approach, focus on best practices and information sharing
- ▶ Expectation for continuous compliance with standards
- ▶ Consultation

What to Expect During a Survey

- ▶ Compliance is evaluated using “Tracer” methodology
 - Surveyor “traces” care delivered within the organization
 - Individual patient and resident care Tracers
 - System Tracer, such as data management
- ▶ How a “Tracer” works
 - Start on care unit, record review, move through organization departments
 - Observations of environment and direct care
 - Interviews with patient/resident, family, and staff

Joint Commission Surveyors

- ▶ Masters-prepared nurse and/or administrator
- ▶ Practical industry experience in skilled nursing and other long term care settings
- ▶ Extensive initial and ongoing surveyor training
- ▶ Continual management support and oversight

How Nursing Homes Leverage Their Accomplishment

Provides differentiation of an organization in its market and among referral sources

Partners in the Continuum of Care



Payers

Often a requirement for contracting with managed care and other payers



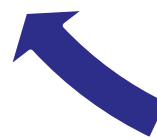
Within the Facility

Provides a framework for high-quality and safe practices to help organize and strengthen an organization's ongoing quality improvement efforts



Liability Insurers

Often leads to reduced insurance premiums



Community Recognition

Strengthens community confidence and validates quality care to patients, residents and their families

Linking Quality to Payment—The Time Has Arrived!

- ▶ Fee for service mentality is gone
- ▶ Trend is to reward quality and value of service, not volume
- ▶ It's coming from every direction, trend spans across all payer types

Your Partners are Looking for...

- ▶ Sustainable quality
- ▶ Cost efficiencies
- ▶ Data that proves outcomes
- ▶ Reduced hospital readmissions




...a partner in the continuum of care.

Investment in Accreditation and Certification



Example for an organization having an Average Daily Census of 100, including Joint Commission accreditation and Post-Acute Care Certification.



Investment in Accreditation and Certification

Accreditation Fees Equate to
\$0.11/bed/day for Three
Year Accreditation
for 100 Beds

Selecting the Certification Option that is Right for You

- ▶ If a Nursing Care Center is **within the 9-month re-survey window**, Certification can be pursued in the next FULL survey
- ▶ If a Nursing Care Center is **due for re-survey more than 9 months from now**:
 - The FULL re-survey can be moved forward to accommodate Certification OR
 - If the organization does not want to move the triennial re-survey forward, Extension Survey options are available
- ▶ If a Nursing Care Center is **preparing for an initial survey**, Certification can be pursued during the initial survey

7 Steps to Accreditation

#1



Obtain a copy of the standards

#2



Conduct a self-assessment of standards compliance

#3



Identify opportunities for improvement and develop action plans

#4



Implement standards compliance into daily operations

#5



Complete and submit an application for survey

#6



Use the package of performance improvement services on Joint Commission Connect, your organization's secure Joint Commission Website

#7



Facilitate the on-site survey

E-App: Selecting the Certification Option

Tab 2:

The screenshot shows a web application interface with a top navigation bar containing 9 numbered tabs: 1 Your Organization, 2 Programs/Services (active), 3 Federal/State, 4 Initial/Early Survey, 5 Site Information, 6 Survey Details, 7 Applicable Manuals, 8 Summary, and 9 Submission. Below the navigation bar is a breadcrumb trail: back to [My Dashboard](#). The main content area is titled "Programs/Services" and contains a sidebar on the left with a list of categories: Ambulatory Health Care (PCMH Certification), Behavioral Health Care (Certification), Critical Access Hospital (PCMH Certification), Home Care, Hospital (PCMH Certification), Laboratory, Nursing Care Center (Certification), and Office Based Surgery. The "Nursing Care Center" section is expanded. The main content area has a sub-header "Nursing Care Center" and a question: "Do you provide services within a skilled nursing facility and/or nursing home or unit?" with radio buttons for Yes (selected) and No. Below this is a "Certification" section with a text box stating "Certification is requested for the Nursing Care Center Accreditation program" and radio buttons for Yes (selected) and No. There are also checkboxes for "Post-Acute Care" and "Memory Care", both of which are checked. On the right side of the main content area, there are buttons for "Save", "< Prev", "Next >", and "Cancel". A "Help" button is also visible. A "Print Page | Tab" link is located near the top right of the main content area.

E-App Screens

Tab 5 Certification Section:

Certification

Certification is being requested for this site

Yes No

Select the certification(s) that is being requested for this site

Post-Acute Care

Memory Care

There is a designated unit where memory care services are provided

Yes No

How many designated units are at this location

1

Certification Volume

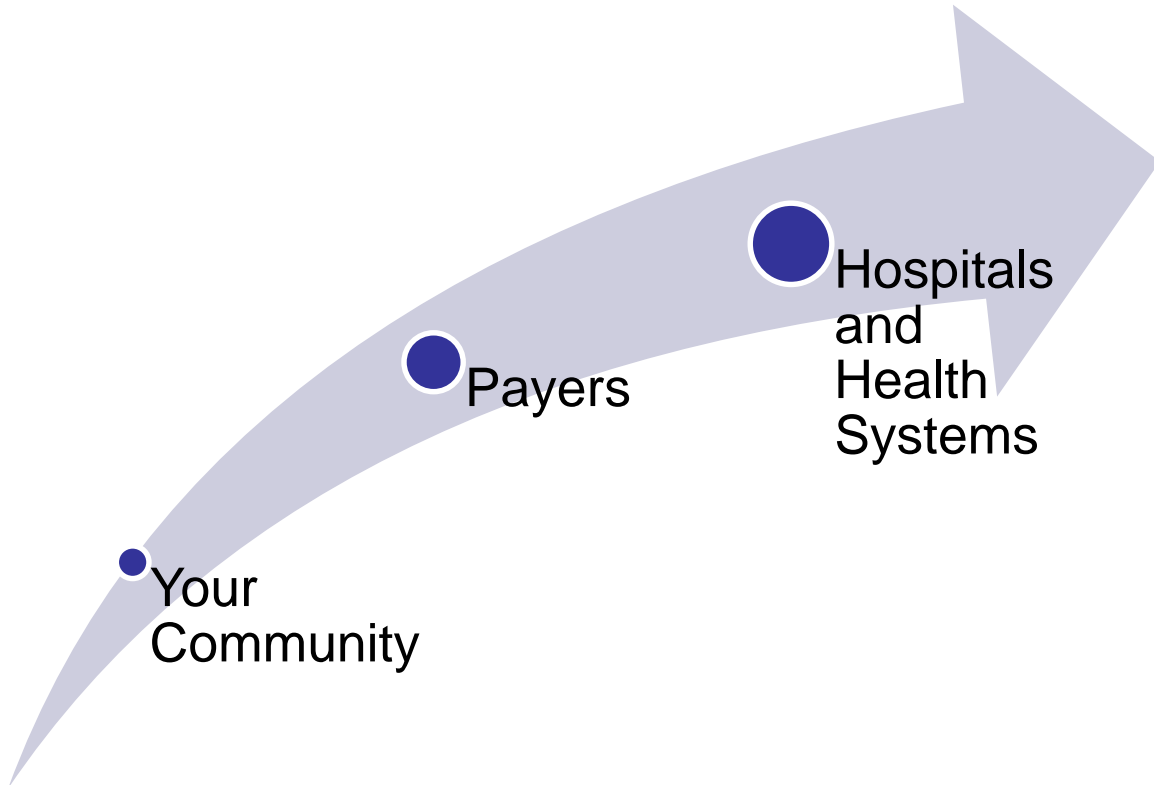
Enter the number of patients receiving Post-Acute Care services

10

Enter the number of patients receiving Memory Care services

8

Publicize Your Achievement!



Publicize Your Achievement

- Direct patients, residents or clients to your organization's Quality Report on [Quality Check®](#).

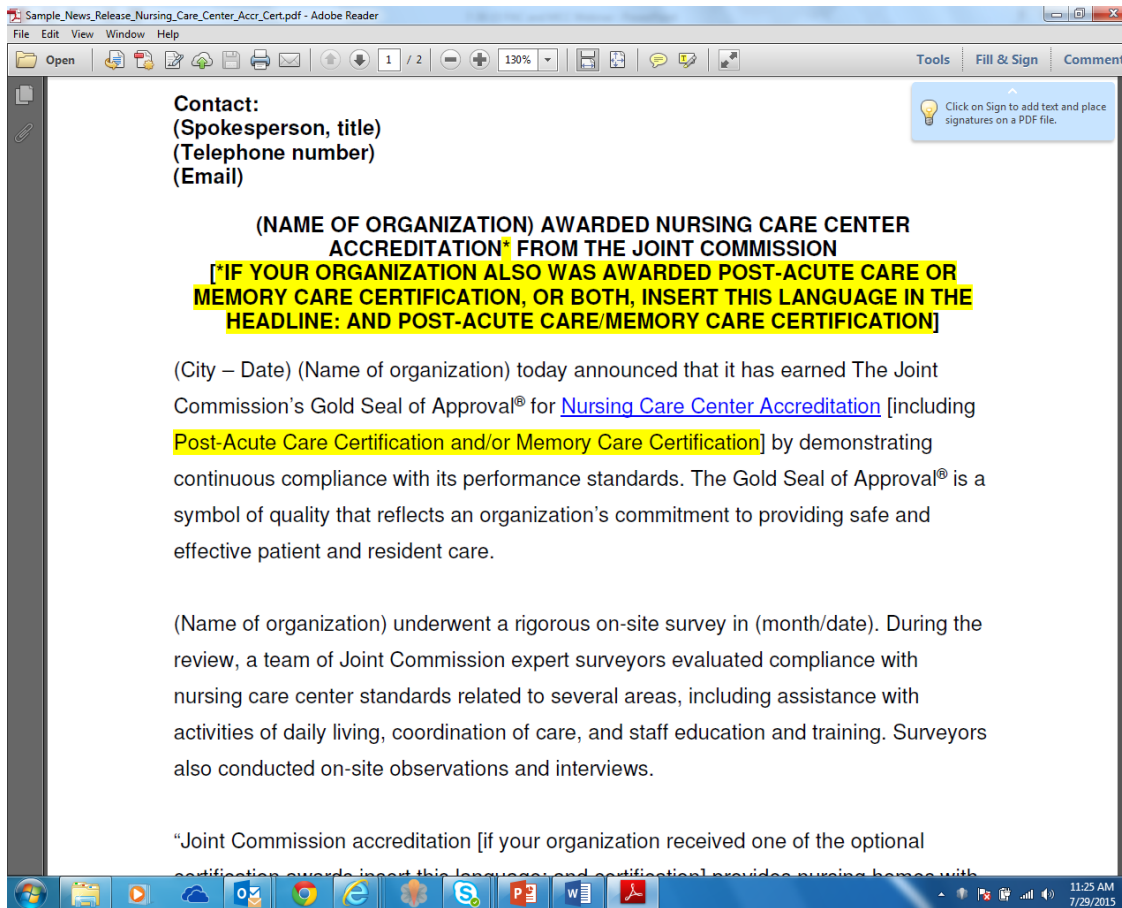


Joint Commission Quality Check

The screenshot shows a web browser window displaying the Joint Commission Quality Check website. The page features a navigation menu with options like 'SEARCH', 'ABOUT QUALITY CHECK', 'CERTIFIED ORGANIZATIONS', 'TAKE OUR SURVEY', 'QUALITY DATA DOWNLOAD', 'CONTACT US', and 'HELP'. Below the navigation, there is a search results section that indicates 'For name/number "Symphony", yielded 2 health care providers.' and includes a 'NEW SEARCH' button. The results are displayed in a table with columns for 'Organization', 'Accreditation/Certification', 'Special Quality Awards', and 'Services'. Two results are shown: 'Symphony of Evanston' and 'Symphony of Lincoln'. A red arrow points to the 'Symphony of Evanston' entry. The website also features the Joint Commission logo and the tagline 'HELPING HEALTH CARE ORGANIZATIONS HELP PATIENTS'.

Organization	Accreditation/Certification	Special Quality Awards	Services
Symphony of Evanston 820 Foster Evanston, IL 60201 847-492-7700 Directions WebSite	The Joint Commission The Gold Seal of Approval™ Accredited Programs • Nursing Care Center View Accreditation Quality Report Certification • Post-Acute Care - Nursing Care Center		View All Services
Symphony of Lincoln DBA: Maple Ridge Care Centre Lincoln, IL 62656 217-735-1538	The Joint Commission The Gold Seal of Approval™		View All Services

Publicize Your Achievement



- Send a news release to your local media
- Conduct a news conference
- Invite the news media to cover emergency drills

Publicize Your Achievement

- ▶ Display certificate of accreditation in a prominent location
- ▶ Have staff wear pins announcing your achievement
- ▶ Notify any state or metropolitan provider association of which your organization is a member
- ▶ Notify the benefit manager at insurance carriers and/or health plans whose clients use or might use your organization's services.
- ▶ Include information on the benefits of accreditation in your organization's newsletters and in presentations to staff, board members and community groups

Contact Us!

Nursing Care Center Accreditation Program

For more information about how to get started with accreditation, access our free standards or to request an application for accreditation:

Phone 630-792-5020

Email ncc@jointcommission.org


Website www.jointcommission.org/NCC

Standards Interpretation

For questions about standards compliance
630-792-5900, option 6



Coming Soon!



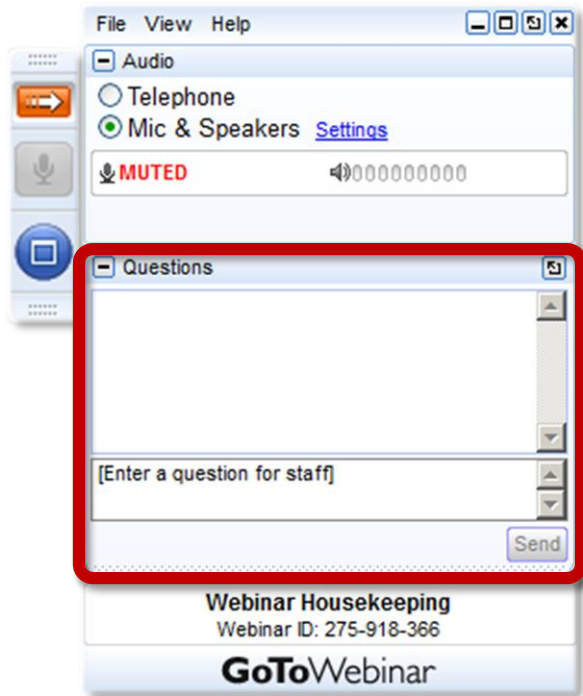
September 3, 2015, 12:00-1:00 central
Webinar: Emergency Management
Strategies for Nursing Care Centers

Register at

pages.jointcommission.org/NCC2015Webinars

Thank You for joining us today!

Questions?



Attendee Participation

- Please continue to submit your text questions and comments using the Questions Panel

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