Leveraging Specialty Certifications to Grow Census

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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 accredditor; 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

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Builds a Solid Quality Foundation

- Regulations, Licensure and Certification
- Systematic, Data-Driven Performance Measurement and Accreditation
- Post Acute Care and Memory Care certifications

The Joint Commission
Accreditation
Nursing Care Centers
Achieve, Maintain and Demonstrate Consistent Excellence

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

Nationally Recognized Standards
- Enhanced requirements address critical patient or resident safety and overall quality issues including staff competency, medication management, infection control, and patient or resident education
- Process-focused elements of performance provide a comprehensive foundation for quality and safety
- Optional Post-Acute Care Certification requirements raise the bar for excellence and distinguish advanced competencies

On-site Evaluation
- Patient or resident and system tracers proactively identify risks and high-performing areas
- Experienced surveyors share best practices and insights to help you address challenging areas
- Survey provides a collaborative learning environment for leadership and staff

Tools & Resources
- The Center for Transforming Healthcare and its Targeted Solutions Tool™ provide interactive tools that help accredited organizations achieve high reliability and address challenging areas such as infection control and hand-off communication
- Leading Practice Library provides real-life solutions from accredited organizations
- Survey Activity Guide outlines the activities of an on-site survey and helps an organization prepare for survey

Intracycle Monitoring
- Intracycle Monitoring process guides and supports your ongoing quality improvement efforts
- FSA submission gives opportunities at 12 and 24 months post-survey for a dedicated TouchPoint session with our experienced Standards Interpretation Group

The Joint Commission
Accreditation
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

Additional Impact of Accreditation

Better perceptions of patient safety culture and Fewer deficiency citations

Additional Impact of Accreditation

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

Leadership accountability

Staff knowledge and competency

Post-Acute Care Certification

Provision of care for the high acuity patient

Transitions of care
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
- 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

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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

- **Partners in the Continuum of Care**: Often a requirement for contracting with managed care and other payers.
- **Payers**: Strengthens community confidence and validates quality care to patients, residents, and their families.
- **Liability Insurers**: Often leads to reduced insurance premiums.
- **Community Recognition**: Provides differentiation of an organization in its market and among referral sources.
- **Within the Facility**: Provides a framework for high-quality and safe practices to help organize and strengthen an organization's ongoing quality improvement efforts.

The Joint Commission Accreditation
Nursing Care Centers
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

Annual Fee x 3 + On-Site Fee = Total Fees

$7,650 + $4,285 = $11,935

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:

Programs/Services

Nursing Care Center

Do you provide services within a skilled nursing facility and/or nursing home or unit?
- Yes © No

Certification

Certification is requested for the Nursing Care Center Accreditation program
- Yes © No

- Post–Acute Care
- Memory Care

It is very important that this section is completed accurately. The program(s) selected impacts the information that is displayed on subsequent tabs. Your organization(s) customized standards used at the time of survey are based upon the program(s) and service(s) selected in your application.

Post Acute Care Certification - This additional distinction will allow organization to validate and better distinguish the caliber of their short stay, advanced care services to hospital referrers (such as those within the managed care community), and to the public. Organizations will be required to meet core requirements in order to seek the new certification.
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!

Your Community

Payers

Hospitals and Health Systems

The Joint Commission
NATIONAL QUALITY APPROVAL

The Joint Commission Accreditation
Nursing Care Centers
Publicize Your Achievement

Direct patients, residents or clients to your organization’s Quality Report on Quality Check®.
Joint Commission Quality Check

Search Results:

For name/number "Symphony", yielded 2 health care providers.

Results: 1-2 of 2

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<th>Organization</th>
<th>Accreditation/Certification</th>
<th>Special Quality Awards</th>
<th>Services</th>
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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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