



2010
AHCA/NCAL National Quality Award

A Benchmark of Distinction

Gold – Excellence in Quality
General Information,
Instructions & Criteria



ahca[®]
American Health Care Association

ncal[®]
National Center For Assisted Living

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CHAPTER 1: KEY REQUIREMENTS

New in 2010!

➤ **Award Level Name Change:**

The Board of Overseers has approved name changes for each of the Step awards.

- Bronze – Commitment to Quality (formerly Step I)
- Silver – Achievement in Quality (formerly Step II)
- Gold – Excellence in Quality (formerly Step III)

➤ **Mandatory Participation in a National Quality Award educational program:**

Participation in a National Quality Award educational program is required in order for an application to be considered by Examiners. This includes the free webinars for each award level held by the National Quality Award program in December and January of each year, and any other educational program that focuses on the National Quality Award process.

➤ **Acronym List:** If the application submitted uses a number of organization-specific acronyms, the applicant is strongly encouraged to submit a separate list, not counting against the total page limit, defining these organization-specific acronyms. The list should be included at the end of the application.

Application Policies and Procedures

- Applications will be accepted beginning February 1, 2010. Instructions for application submission and payment will be available on the National Quality Award website in January 2010: (www.ahcancal.org/quality_improvement/quality_award/Pages).
- Applications must be submitted by the designated deadline – see below. Late applications will not be accepted.
- Submit only one application – only the first version of your application will be accepted, duplicate or updated applications will not be accepted.

2010 Deadlines

- Bronze – Commitment to Quality: February 26, 2010
- Silver – Achievement in Quality: March 31, 2010
- Gold – Excellence in Quality: March 31, 2010

Application Fees

- Bronze – Commitment to Quality: \$300
- Silver – Achievement in Quality: \$500
- Gold – Excellence in Quality: \$600

Application Formatting Requirements Checklist

The following application format guidelines are very important. Failure to follow them will result in your application being disqualified (not considered for review by Examiners). Disqualified applications will not receive a feedback report. Please use this as a formatting checklist before submitting your application.

- The National Quality Award application system does not accept Microsoft Word 2007 documents. Microsoft 2007 applications must to be converted into 97-03 word prior to uploading to our application system. Please note though, that converting a document to 97-03 word can create problems with tables and graphs and possibly alter page limits. **Please check your document before submitting!** You are responsible for the application that is submitted.
- The page limit for Gold (Step III) applications is 55-pages.** Gold applications in excess of 55 pages will be disqualified.
- New in 2010**, if the application submitted uses a number of organization-specific acronyms, the applicant is strongly encouraged to submit a separate list, not counting against the total page limit, defining these organization-specific acronyms. The list should be included at the end of the application.
- Applications must be 8 ½ x 11” page size, and must be formatted in Times New Roman 12-point font, with one-inch side, top, and bottom margins.
- All pages must be numbered.
- Applicants must complete all sections of the application **and** must label responses to correspond to appropriate section and subsection numbers of the criteria.
- Applications should be written in prose style using complete sentences.
- Applicants are encouraged to include charts, tables, and graphs to present evidence and results. Graphics need not adhere to the 12-inch font requirement, but must be clear, legible, properly labeled for interpretation, and directly associated with the criteria.

CHAPTER 2: GENERAL INFORMATION

Thank you for your interest in the AHCA/NCAL National Quality Award. This award is a distinction given to AHCA and NCAL member organizations for applying and demonstrating the principles of continuous quality improvement. Participation in the program is a learning experience that supports our members in their commitment to the Quality First initiative (www.ahcancal.org/quality_improvement/quality_first_initiative) and their ability to excel in the Advancing Excellence in Nursing Homes Campaign (<http://nhqualitycampaign.org>).

Applicants will be evaluated based on criteria adapted from the Malcolm Baldrige National Quality Award (MBNQA) Health Care Criteria. These criteria provide a standard of quality for organizations seeking the highest levels of performance and competitiveness. In their totality, the criteria address all of the key requirements that long term care organizations must address to achieve excellence. By focusing on results and the conditions and processes that lead to results, the criteria offer a framework that organizations can use to guide their systems and processes toward ever-improving quality performance.

Mission

The mission of the AHCA/NCAL National Quality Award program is to support the application of continuous quality improvement in member organizations of AHCA and NCAL by promoting quality awareness and education and by recognizing significant achievements in quality improvement. The program also fosters networking among participating organizations by enabling them to share winning strategies and to communicate successful practices.

Application Levels

The AHCA/NCAL National Quality Award has been designed as a progressive, three step program. Organizations are able to apply for recognition and awards at three levels, each of which requires a more detailed and comprehensive demonstration of quality integration and performance:

Bronze – Commitment to Excellence (formerly the Step I award) – At the Bronze level, organizations describe their mission, characteristics, and key challenges that are embodied in the organizational profile section of the Baldrige criteria. The objective of this award level is to provide a context for understanding the organization and its approach to performance improvement. The criteria require that applicants provide a basic description of the organization, their mission/vision and how it is communicated across the organization, their stakeholder and key customer requirement, their supplier and partnering relationships, competitive factors, key performance measures, and their key challenges. Reviewed by independent examiners, applicants who receive the Bronze award are able to describe their mission, characteristics, and key challenges and to recognize the relationship of these factors to their ability to achieve performance improvement.

Silver – Achievement in Quality (formerly the Step II award) – At this level, organizations that have previously received a Bronze award describe the approaches they systematically use and deploy to address important elements of the core values and concepts of the Baldrige criteria. The Silver level award is a critical learning step for applicants. By becoming familiar with the core values and concepts of quality, they begin to see the importance of consistency and alignment of organizational processes and results. The objective of this level is to demonstrate that the organization's leaders are able to learn the principles of performance improvement and apply them to their operating and service delivery systems using the context of the mission, characteristics, and challenges described in their organizational profile. Applicants who receive the Silver award provide an extensive assessment of their systematic approaches, performance measures, and sustainable organizational and process results that are linked to the key

customer requirements, success factors, and challenges they identified in their organizational profile. Results do not have to be superior, but they must be good or improving and clearly linked to process improvements. Having been recommended by a team of three independent and trained Examiners, the application must meet the final approval of a larger group of Senior Examiners.

Gold – Excellence in Quality (formerly the Step III award) – At this level, organizations that have previously received the Silver award address the Baldrige Health Care Criteria for Performance Excellence in their entirety. The objective of this level is to demonstrate superior performance in health care, customer satisfaction, financial, market, workforce, process, and leadership outcomes over time. Responses to the criteria must demonstrate an effective, systematic approach to all of the requirements in each category that is well deployed with evidence of fact-based and systematic evaluation, improvement, learning, and innovation. Each approach should show how it is aligned or integrated with the organizations needs as described in the organizational profile and other process areas. Applicants who receive the Gold award are recognized as some of the best performers in the long term care profession. They are prior recipients of the Bronze and Silver awards. Applicants who receive the Gold award address the Baldrige National Quality Program Health Care Criteria for Performance Excellence to demonstrate by approach, deployment, and level and consistency of results that they are achieving high levels of performance in health care, customer satisfaction, financial, market, workforce, process, and leadership outcomes over time. Independent award Examiners conduct a site visit to verify systems and performance and the final decision is made by the Board of Master Examiners.

Benefits of Participation

The goals of organizations that commit to the pursuit of excellence are to deliver ever-improving value to customers, improve organizational effectiveness, and engage in organizational and personal learning. Applicants of the AHCA/NCAL National Quality Award program can expect to receive several benefits that will assist in the effort to become a high-performing organization. These benefits include:

- A heightened ability to improve services and internal processes;
- Peer recognition as a quality champion in the long term care profession;
- Public recognition for efforts and achievements;
- Increased customer loyalty resulting from a demonstrable commitment to quality;
- An understanding of how to use the Malcolm Baldrige National Quality Award criteria as an assessment tool; and
- Feedback reports that identify strengths in the organizations quality systems, as well as areas that need improvement.

Eligibility to Apply

- The applying organization must be a member in good standing of AHCA/NCAL.
- Only long term care organizations may apply – skilled nursing facilities (SNFs), assisted living facilities (ALFs), intermediate care facility for individuals with mental retardation (ICFs/MR), developmental disability (DD) residential services providers, or state veterans homes. Multi-facility corporations may not apply; however, their individual facilities (organizations) may apply.
- Applicants with multi-levels of care may elect to apply for the entire organization or may apply for a distinct part of the organization. The distinct part of the organization must be a separately licensed level of care serving a particular market segment in a clearly defined physical location. In addition, the organization must declare that any award received is for the distinct part rather than for the organization as a whole.

- Nursing facilities or intermediate care facilities for the mentally retarded (ICF/MR) that have been cited for a regulatory deficiency at the Immediate Jeopardy (IJ) or Substandard Quality of Care¹ level on any Medicare/Medicaid certification survey² in the past three calendar years or prior to award notification in 2010, are not eligible to receive an award at any level.
- In addition to the basic survey requirement cited above, nursing facility and ICF/MR applicants are not eligible to receive the Silver or Gold award if the average score for their three most recent standard surveys exceeds their state's average survey deficiency score for 2007-2009 using the formula defined in Chapter 4 of the Silver and Gold application packet. Note that this requirement covers the three most recent standard surveys rather than the three calendar years of being free from IJ and Substandard Level of Care identified previously. These calculations include standard surveys only, and exclude complaint surveys.
- Applicants must participate in a National Quality Award educational program in the year that they apply for the award. The National Quality Award program provides free webinars on each award level in December and January, which are archived on the National Quality Award website for ongoing access. In addition, any other educational programs that focus on the National Quality Award process will satisfy this requirement.
- Organizations are welcome to use the application process and Examiner feedback reports to support their improvement activities even if they are not eligible to receive the award because of the survey requirements.

2010 Schedule

Online Application Form available on the Quality Award web site	February 1, 2010
Bronze – Commitment to Quality Award Application Deadline	February 26, 2010
Silver – Achievement in Quality Award Application Deadline	March 31, 2010
Gold – Excellence in Quality Award Application Deadline	March 31, 2010
Application Assessment/Scoring	April – July, 2010
Silver Award Applicant Notification	June 15, 2010
Bronze Award Applicant Notification and Feedback	June 30, 2010
Gold Award Applicant Notification	August 30, 2010
Silver and Gold Feedback Reports Distributed	September 30, 2010

Confidentiality

All applications are confidential. Applicants are not expected to provide or reveal proprietary information regarding products, processes, or services. Examiners are assigned in a way to avoid conflicts of interest. All Examiners sign nondisclosure agreements. Information regarding participation, awards, or successful strategies may be released only after written approval from the applicant.

¹ **Substandard Quality of Care F-Tags:** An organization is marked substandard QOC if it receives a deficiency in Quality of Care (F309 – F334), Quality of Life (F240 – F258), or Resident Behavior and Facility Practices (F221 – F226) at scope and severity level of F, H, I, J, K, or L. "G" is excluded because it is isolated in nature.

² This includes any regulatory conducted according to federal "OBRA" regulations, including but not limited to standard (annual), complaint, federal surveys.

AHCA/NCAL National Quality Award Program Staff

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*Questions regarding award criteria,
deadlines, feedback reports, and the
application and evaluation process.*

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*Questions regarding deadlines, the
application submission and payment
process, technical requirements and
recognition.*

Chris Condeelis

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*General questions regarding the
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Program.*

Adrienne Riaz-Khan

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*Questions regarding application
submission and payment.*

AHCA/NCAL National Quality Award Board of Overseers

The AHCA Board of Governors established a Board of Overseers to oversee activities, ensure integrity, and sustain the vitality of the AHCA/NCAL National Quality Award Program. The 9-member Board includes the best quality expertise available in long term care. These individuals dedicate their time and service to providing continuous support and improvement to the National Quality Award program.

CHAPTER 3: STAFF TURNOVER

Evaluating Staff Turnover and Clinical Results

At the Bronze level, organizations will not be judged by the amount of turnover or the number of problems identified in their clinical indicator or improvement effort. The objective of this section is to demonstrate the capability to measure results from quality systems and processes. Silver and Gold applicants should address staff turnover as it relates to the specific criteria.

Calculating Staff Turnover Rates

The employee turnover rate should be calculated by dividing the number of employee terminations (regardless of cause) during the year by the average number of positions available during the year. This calculation is done without regard to whether the employee is full-time or part-time. The average number of positions available should be determined by counting the number of active employees on the payroll at the end of each quarter, and then computing the average for the four quarters. This method accounts for variation in the number of part-time and full-time employees (for example, some organizations have more students working during the summer). Applicants must count all terminations for a full 12-month period to compute an annual turnover rate.

Once complete, please enter your turnover rates for 2007-2009 in the *Survey and Turnover* section of your application.

	Number of Active Employees on Payroll 2007	Number of Active Employees on Payroll 2008	Number of Active Employees on Payroll 2009
Quarter 1			
Quarter 2			
Quarter 3			
Quarter 4			
Average of Quarters 1-4			

Number of Terminations in 2007	Number of Terminations in 2008	Number of Terminations in 2009

Staff Turnover Rate Calculation:

Number of Terminations per Year / Average Number of Active Employees per Year

2007: _____

2008: _____

2009: _____

CHAPTER 4: CALCULATING SURVEY RESULTS

NURSING FACILITY AND ICF/MR COMPARATIVE DEFICIENCY DATA – (SILVER AND GOLD LEVELS ONLY)

A. Nursing Facility Scope and Severity Comparative Data by State³

For your three most recent standard surveys (excluding life safety and complaint), please calculate your organization's score based on the following table. Your three most recent surveys may cover a 2-4 year time period, depending on the time between surveys. Once complete, please enter your scores in the *Survey and Turnover* section of your application.

1 point for each level A deficiency
 2 points for each level B deficiency
 3 points for each level C deficiency
 4 points for each level D deficiency
 5 points for each level E deficiency
 6 points for each level F deficiency
 7 points for each level G deficiency
 8 points for each level H deficiency
 9 points for each level I deficiency

Survey	Date of Survey	Organization Scores:	State Average Score ⁴ :
Most recent survey results			
First prior survey results			
Second prior survey results			
Three Survey Average Score			

³ Organizations with an average score exceeding the average score of their state, or organizations that have received an Immediate Jeopardy or Substandard Quality of Care level on any survey within the past three calendar years, may apply for but will not be eligible to receive a Silver or Gold award.

⁴ Refer to the table on page 10. The three year state survey average may not correspond directly with the dates of your three surveys. Even so, the program considers the data comparable for the purposes of determining eligibility for the National Quality Award.

Nursing Facility Three-Year State Average Deficiency Scores: 2007-2009

3-Year Average Deficiency Score		3-Year Average Deficiency Score	
Alabama	21.8	Montana	33.4
Alaska	27.9	Nebraska	30.1
Arizona	34.5	Nevada	31.4
Arkansas	37.6	New Hampshire	20.7
California	47.3	New Jersey	20.8
Colorado	45.0	New Mexico	32.6
Connecticut	35.0	New York	21.2
Delaware	52.1	North Carolina	16.5
District of Columbia	67.5	North Dakota	14.3
Florida	36.7	Ohio	24.4
Georgia	27.3	Oklahoma	48.3
Hawaii	32.0	Oregon	21.2
Idaho	37.8	Pennsylvania	20.6
Illinois	26.2	Rhode Island	12.5
Indiana	35.7	South Carolina	31.2
Iowa	25.0	South Dakota	20.2
Kansas	46.2	Tennessee	27.4
Kentucky	23.6	Texas	27.2
Louisiana	36.1	Utah	20.9
Maine	30.9	Vermont	30.3
Maryland	39.0	Virginia	33.8
Massachusetts	23.5	Washington	28.8
Michigan	39.0	West Virginia	37.3
Minnesota	42.3	Wisconsin	23.1
Mississippi	22.4	Wyoming	48.6
Missouri	37.3		

American Health Care Association, Health Services Research and Evaluation, September 2009

Source: CMS's Historical Online Survey Certification and Reporting System (OSCAR) Standard Health Surveys as of September 2009; reporting surveys conducted during the most recent three-year period.

Note: Weighted score computed by assigning values A=1, B=2, C=3, D=4, E=5, F=6, G=7, H=8, I=9, J=10, K=11, and L=12 based on the scope and severity of citations. The score on each standard survey conducted during the most recent three-year period was summed across all surveys within each state and this total was divided by the number of surveys during the period.

B. ICF/MR Conditions of Participation (COP) Deficiency Data by State⁵

For your three most recent standard surveys, please calculate your average organization deficiency score. Once complete, please enter your scores in the *Survey and Turnover* section of your application.

Survey	Date of Survey	Organization Scores:	State Average Score ⁶ :
Most recent survey results			
First prior survey results			
Second prior survey results			
Three Survey Average Score			

IFC/MR Three-Year State Average Deficiency Scores: 2007-2009

3-Year Average Deficiency Score		3-Year Average Deficiency Score	
Alabama	0.30	Montana	0.00
Arizona	0.24	Nebraska	1.71
Arkansas	0.09	Nevada	0.18
California	0.09	New Hampshire	0.00
Colorado	0.67	New Jersey	0.15
Connecticut	0.07	New Mexico	0.01
Delaware	0.00	New York	0.03
District of Columbia	0.33	North Carolina	0.10
Florida	0.37	North Dakota	0.03
Georgia	0.22	Ohio	0.06
Hawaii	0.07	Oklahoma	0.18
Idaho	0.14	Oregon	0.00
Illinois	0.11	Pennsylvania	0.04
Indiana	0.11	Rhode Island	0.00
Iowa	0.00	South Carolina	0.40
Kansas	0.12	South Dakota	0.00
Kentucky	0.33	Tennessee	0.21
Louisiana	0.03	Texas	0.08
Maine	0.08	Utah	0.14
Maryland	1.13	Vermont	0.00
Massachusetts	0.13	Virginia	0.07
Michigan	1.00	Washington	0.13
Minnesota	0.06	West Virginia	0.03
Mississippi	0.06	Wisconsin	0.09
Missouri	0.08	Wyoming	0.00

American Health Care Association, Health Services Research and Evaluation, October 2009. Source: CMS's Online Survey Certification and Reporting System (OSCAR) Intermediate Care Facilities for person with Mental Retardation/Developmental Disabilities standard health surveys as of October 2009; reporting surveys conducted during most recent three year period.

NOTE: Conditions of Participation citations are W102, W122, W158 W195, W266, W318, W406 and W459. The average number of COP deficiencies were computed by taking the total number of COP citations on each standard survey conducted during the most recent three-year period and summed across all surveys within each state and this total was divided by the number of surveys during the period.

⁵ Organizations with an average score exceeding the average score of their state, or organizations that have received an Immediate Jeopardy deficiency on any survey within the past three calendar years, may apply for but will not be eligible to receive a Silver or Gold award.

⁶ Refer to the table above. The three year state survey average may not correspond directly with the dates of your three surveys. Even so, the program considers the data comparable for the purposes of determining eligibility for the Quality Award.

CHAPTER 5: ON-LINE APPLICATION FORM

SUBMISSION: For application submission and payment instructions, please visit (www.ahcancal.org/quality_improvement/quality_award).

DEADLINES: Silver and Gold Applications will be accepted beginning February 1, 2010, and must be posted electronically prior to 11:59PM EST on March 31, 2010. Note that the deadline is at **11:59 PM EST**, (10:59 PM CST, 9:59 PM MST, 8:59 PM PST).

FORMAT: This is an on-line application process. You will be required to enter the information gathered on the following two pages prior to uploading your application into our database. Please print this form and complete it prior to initiating the on-line application process so that you have the necessary information to be able to complete your submission. **Create a separate Microsoft Word document to address all Gold criteria.**

APPLICATION FORMATTING REQUIREMENTS: The application formatting guidelines are very important. Failure to follow them will result in your application being disqualified. Please use the application formatting requirements checklist on page 3 before submitting your application.

ORGANIZATION: For the purposes of the application and criteria, *organization* means the single facility or center that is applying for the award, not a multi-facility organization.

AUTHORIZATION: Prior to submitting your application, you will be asked to agree with the following statements:

- > Submission of this document certifies that the attached application is an accurate and true reflection of the application of the AHCA/NCAL award criteria to this organization (facility). The contact person identified above certifies that the content of this application is original to this organization and was not supplied by others, including the corporate office or parent company or external consultants (mission and related statements exempt). Furthermore, the contact person identified above understands that if this application is deemed by AHCA/NCAL not to meet these requirements, it will be disqualified and the application fee will be forfeited. Applications will be compared against other current and previous applications to screen for originality.
- > By submitting this application, I also understand that in the interest of improving the quality of care provided to all long term care residents nationwide, I may be called upon by AHCA/NCAL to share success stories, lessons learned, or practices identified and/or implemented that have led to improved quality. I also may be asked to serve as an Examiner, or as an informal mentor to other National Quality Award applicants. I understand that I am not obligated to serve in any of these capacities, but that in the spirit of the mission of the AHCA/NCAL National Quality Award Program, I will assist to the best of my ability in advancing quality improvement in long term care.

All fields are required. If you do not complete all fields, your application will not be submitted.

1. CONTACT INFORMATION

Important — Please specify the name of your organization *exactly as you would like it to appear on your award*. If you are chosen as a recipient, the organization name you provide here will be used on your award and in all written publications; you will not be given the opportunity to make a change. If you are part of a multi-facility organization, please enter the name of the parent company. **Please double check for spelling errors.**

Name of Organization: _____	
Six-Digit Federal Medicare/Medicaid Provider Number ⁷ (if none, write n/a): _____	
Name of Administrator: _____	Email: _____
Contact Person: _____	Email: _____
Address: _____	
City: _____	State: ____ Zip: _____ Phone: _____

2. DEMOGRAPHICS

Is your organization independently owned <i>or</i> part of a regional or national company? (Please check only one)
<input type="checkbox"/> Independently Owned
<input type="checkbox"/> Regional/National (Name of Parent Company: _____)
Is your organization a Not-For-Profit or a For-Profit? (Please check only one)
<input type="checkbox"/> Not-for-Profit
<input type="checkbox"/> For-Profit

Put an "X" next to the primary service(s) your organization provides that will be the focus of your responses to the criteria:	
<input type="checkbox"/> Nursing Facility	<input type="checkbox"/> Assisted Living
<input type="checkbox"/> Nursing Facility/Assisted Living	<input type="checkbox"/> Residential Care for MR/DD

Please specify the scope of your application. Does your application cover a distinct part of your organization, or the entire organization?	
<input type="checkbox"/> I am applying for my entire organization	
<input type="checkbox"/> I am applying for a distinct part of my organization (please indicate below)	
<input type="checkbox"/> Nursing Facility	<input type="checkbox"/> Assisted Living
<input type="checkbox"/> Nursing Facility/Assisted Living	<input type="checkbox"/> Residential Care for MR/DD

⁷ Your six-digit federal provider number - often referred to as the "Medicare Number" - can be found on the top right corner of any recent CMS-Form-2567 (the statement of deficiencies). It can also be found on any recent OSCAR 3 & 4 Report.

Has your organization previously applied for a Gold (Step III) Award? Yes No

If yes, please list the year(s) in which you previously applied: _____

Please provide the year that your organization received its Silver (Step II) Award. _____

3. PUBLICITY RELEASE

AHCA/NCAL publicizes names of award recipients in printed materials and at events. Do we have your permission to publicize your organization’s name, as indicated in Item 1 above, if you are an award recipient? Yes No

4. ELIGIBILITY — You must answer “Yes” to the first two questions to be eligible for an award.

Please note that participation in Quality First and Advancing Excellence is no longer a requirement.

Is your facility a member in good standing of AHCA/NCAL? Yes No

Have facility staff participated in an educational program focusing on the 2010 National Quality Award Program? Yes No

Is your facility pledged to *Quality First: A Covenant for Healthy, Affordable and Ethical Long Term Care*? Yes No

Is your organization participating in the *Advancing Excellence in America’s Nursing Homes Campaign*?⁸ Yes No

5. SURVEY AND TURNOVER RESULTS

Has your organization been cited for Substandard Quality of Care or Immediate Jeopardy level on any type of survey (see Chapter 4) in any of the last 3 calendar years or in 2010 prior to submission of this application?⁹ Yes No

Please tabulate and report your regulatory survey results for the last three most recent standard surveys, per Chapter 4.

	Most Recent	1 st Prior	2 nd Prior	Facility Average	3 yr State Average
Results:					
Dates:					

Please report your organization’s staff turnover rate for the last 3 calendar years, using the formula in Chapter 3.

2007

2008

2009

⁸ Not applicable for ALFs, developmental disability (DD) residential services providers or other non-Medicare/Medicaid certified providers.

⁹ Not applicable for ALFs, developmental disability (DD) residential services providers or other non-Medicare/Medicaid certified providers. For all others, you are still eligible to apply and receive a feedback report if you answer “Yes,” but you will NOT be eligible to receive a National Quality Award.

CHAPTER 6: GOLD – EXCELLENCE IN QUALITY CRITERIA

Applicants for the Gold – Excellence in Quality Award must address the *2009-2010 Malcolm Baldrige National Quality Award Health Care Criteria for Performance Excellence* in their entirety. The page limit for Gold applications is 55 pages. The Malcolm Baldrige Health Care Criteria may be downloaded from the website (http://www.baldrige.nist.gov/HealthCare_Criteria.htm) or will be sent to you free of charge by contacting:

Baldrige National Quality Program
National Institute of Standards and Technology
Administration Building, Room A600
100 Bureau Drive, Stop 1020
Gaithersburg, MD 20899-1020
Telephone: 301-975-2036
Fax: 301-948-3716
Email: nqp@nist.gov
Web Site: www.quality.nist.gov

GOLD EXAMINATION PROCESS

The Gold Award is intended to recognize organizations with fully deployed, systematic approaches to quality that produce “best-in-class” results or significant improvement trends over time. There are no specific AHCA/NCAL National Quality Award criteria at the Gold level; rather, applicants are required to address the full health care criteria of the Malcolm Baldrige program.

Judging Criteria: The Examiners will recommend an award if an applicant (a) demonstrates that the organization has effective, systematic approaches that are responsive to the multiple requirements of each of the categories and subcategories of the Baldrige criteria; (b) explains how the approaches are well-deployed with no significant gaps; and (c) shows that many to most trends and/or current performance levels, evaluated against relevant comparisons and/or benchmarks whenever possible, will show areas of benchmark leadership, and very good to excellent relative performance in many key customer, market, process, and action plan requirements.

For the purposes of these criteria, *organization* means the single facility or center that is applying for the award, not a multi-facility organization.

The Gold award will go to organizations that are benchmark leaders in long term care quality results. Recipients of the AHCA/NCAL National Quality Award are encouraged to pursue either the Baldrige-based state quality award or the Baldrige National Quality Award as further evidence of their sustained success.

END OF GOLD - EXCELLENCE IN QUALITY CRITERIA