

# News Release

**FOR IMMEDIATE RELEASE**

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## **Long-Term Care Leaders Recognize Nursing Home Quality “Trailblazers” for Leadership in National Campaign**

Albuquerque, NM – The New Mexico Medical Review Association (NMMRA) today praised 55 New Mexico nursing homes for their leadership and commitment to high quality nursing home care. The facilities, which represent 75.3 percent of all facilities in the state, have been named “Trailblazers” in the national *Advancing Excellence in America’s Nursing Homes* campaign.

The *Advancing Excellence in America’s Nursing Homes* campaign – an unprecedented, two-year national campaign that began in September 2006 – is aimed at accelerating quality improvement in nursing homes across the country. Already, more than 4,400 nursing homes nationwide have committed to work on at least three of the campaign’s eight measurable clinical quality and organizational improvement goals to create a culture of person-centered, individualized care and an empowered workforce.

“As we celebrate National Nursing Home Week May 13 – 19 and Older Americans Month in May, we are excited that so many New Mexico nursing homes are showing their leadership and commitment to quality by registering early for the *Advancing Excellence in America’s Nursing Homes Campaign*,” said Elayne Villa, nursing home quality improvement coordinator at NMMRA. “As the convener of the campaign’s Local Area Network for Excellence (LANE), we are providing support to the *Advancing Excellence Trailblazers* and urge every nursing home in the state to join this important campaign,” she said.

Members of New Mexico’s LANE also include the New Mexico Health Care Association (NMHCA), New Mexico’s Aging and Long-Term Care Services, as well as nursing home providers that are working together in the LANE capacity to support the campaign by lending leadership, organizational, technical, communications and other expertise. “That New Mexico is currently third in the nation demonstrates the high level of commitment from the state’s wide range of LANE participants,” said Lorri Eberlein, RN, LNHA, nursing home quality improvement manager at NMMRA.

(more)

## New Mexico Medical Review Association



Campaign members are enthusiastic about the opportunity to be part of a nationwide effort to improve America's nursing homes. Ramona Lenderman, director of nursing at Casa de Oro in Las Cruces said, "This initiative is productive because it is unifying the long-term care community. This sense of unity allows for the sharing of a wide range of ideas to improve quality of life and quality of care. The campaign has energized our quality improvement efforts," she said.

Linda Sechovec, executive director of NMHCA, noted that "signing on to the campaign is an important way for New Mexico nursing homes to demonstrate that high quality is a top priority. The *Advancing Excellence* campaign sets goals that operationalize and measure the improvements in quality that many nursing homes are already achieving," she said.

For a list of the campaign's *Advancing Excellence Trailblazers* in New Mexico, visit the campaign's official Web site, [www.nhqualitycampaign.org](http://www.nhqualitycampaign.org) and click on "Find Participating Nursing Homes," then search by state. Click on "Campaign Leaders" from the home page for a list of the national Steering Committee member organizations. Nursing home providers and consumers can learn more about the campaign and register to participate on the Web site.

More information about the *Advancing Excellence in America's Nursing Homes* campaign is available at <http://www.nmmra.org/providers/nursinghomes.php> or by contacting Elayne Villa, New Mexico's LANE Convener and nursing home quality improvement coordinator at NMMRA at (505) 998-9758 or via e-mail at [evilla@nmmra.org](mailto:evilla@nmmra.org).

NMMRA is an Albuquerque-based, non-profit, physician-sponsored organization. Serving as a resource to the state's health care community and to Medicare beneficiaries, NMMRA seeks to fulfill its mission to facilitate demonstrable and continuous improvement in the quality of health care and achieve its vision to be a premier and innovative leader in improving health care. NMMRA has served continuously as the state's only federally contracted Medicare QIO since 1984. NMMRA also serves as the state's Medicaid External Quality Review Organization.