



Home Health Quality Improvement
National Campaign

"Piecing the Puzzle Together... to Reduce Avoidable Hospitalizations."



How to Register Guide

Home health agencies can begin to register for the Home Health Quality Improvement (HHQI) National Campaign on January 11, 2007. Agencies that register will receive free monthly best practice intervention packages that include educational tools and resources, guidelines, success stories and best practice education that may be selected for use to assist agencies to reduce avoidable hospitalizations. Additionally, registered agencies will receive monthly reports including actual and risk-adjusted monthly Acute Care Hospitalization (ACH) rates, along with some characteristics of hospitalized patients.

To register, follow these few steps:

- 1) Visit www.homehealthquality.org
- 2) Click on "Home Health Agency Registration"
- 3) Fill out the form on the Web site – you will need your six digit Medicare provider number when you register
- 4) Click "Submit"

Your agency will receive an electronic welcome package within two to three weeks from registration. The welcome package will include an informational letter, the exclusive HHQI logo and a certificate of participation. Your first intervention package will arrive in March 2007.

If you encounter technical problems while registering, please contact the HHQI National Campaign Web site administrator, Laura Dugan, at ldugan@wvmi.org.

If you have questions about registering, contact your Quality Improvement Organization (QIO), your state home health association or Karen Michael at kmichael@wvmi.org.





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2007 Home Health Quality Improvement National Campaign – Info Sheet

Who: The Centers for Medicare & Medicaid Services (CMS), in conjunction with the Home Health Quality Improvement Organization Support Center (HHQIOSC), has launched a national home health quality improvement campaign targeting home health agencies and other key stakeholders.

What: The Campaign seeks to unite the home care community under the shared vision of reducing avoidable hospitalizations to improve patient quality of care. This will be accomplished through the distribution of tools and resources, guidelines, information and best practice education. Agency recruitment will occur locally through state and national home health associations and Quality Improvement Organizations (QIOs), which will combine to serve as Local Area Networks for Excellence (LANEs).

When: Campaign registration started January 11, 2007 and is ongoing. The campaign will provide home care agencies with a monthly intervention packet that includes educational tools and resources, information sharing, best-practice education and individual agency reports to assist with reducing avoidable hospitalizations.

Where: The Campaign Web site (www.homehealthquality.org) allows agencies to register and receive monthly intervention packets. Contact your state's Quality Improvement Organization (QIO) or state home care association for more information.

Why: Patients desire and prefer to stay at home whenever possible. Being hospitalized can unnecessarily create financial and emotional burdens for patients and their families, and can negatively impact the health care delivery system. Currently, more than one in four home health patient episodes will result in a hospitalization. This campaign addresses avoidable hospitalizations, and seeks to reduce them nationally.

**For more information, contact your state's
Quality Improvement Organization (QIO)
or state home care association.**





Why Participate?

- **Optimize performance** with support, free resources, networking and benchmarking based on CMS data.
- **Don't be left behind.** This is an unprecedented national initiative with support from key home health stakeholders, including the National Association for Homecare and Hospice, American Association for Homecare, Visiting Nurses Association of America, American Telemedicine Association, Hospice and Palliative Nurses Association, University of Colorado Health Sciences Center, American Occupational Therapy Association, American Physical Therapy Association, American Speech-Language-Hearing Association, and the Center for Home Care Policy and Research.
- Opportunity for **leadership to demonstrate commitment to quality** and improved patient care to staff, referral sources and the community.
- A "seal of recognition" **HHQI logo** will be provided to registered participants to use in marketing to showcase your quality improvement commitment.
- Participation is **FREE** for home health agencies and includes:
 - Individual agency reports
 - Monthly ACH educational resources designed for ease of implementation with opportunities to earn CEUs
- **Cope with staff turnover:** Monthly ACH Intervention Packages will be an efficient way to keep new quality improvement personnel, management and clinical field staff up-to-date with best practice strategies for reducing hospitalizations.
- **Continue to improve your ACH rate or sustain an exemplary ACH rate:**
 - Evaluate your current ACH rate and ask: Is this as good as you can get? Are you satisfied with your ACH outcome rate? If so, can you sustain that rate?
- **No data collection is required:**
 - HHAs may continue to monitor best practices, but no additional data collection is required.
- **Flexible program:**
 - HHAs can select what resources they want to use.
 - HHAs should find this complements their current workload, and NOT create an additional burden.