

The ACCT Project: Advancing Culture Change Together

KEY INITIATIVES:

- In collaboration with The American Medical Directors Association, help physicians incorporate principles of resident-centered care into their medical practice in nursing homes by leading the development of explicit core competencies for resident-centered long-term care.
- Extend the reach of the Pioneer Network and culture change to other stakeholders in the nursing home industry by assisting new organizations or groups that influence nursing home culture to play a more active role in spreading and embedding the principles of resident-centeredness into practice.
- Convene, along with The Centers for Medicare and Medicaid Services (CMS), Creating Home in the Nursing Home: A National Symposium on Culture Change and the Environment Requirements so that stakeholders can come to a common understanding, national policies and practices can be considered, and recommendations for the future discussed.

BACKGROUND:

The transformation of the nursing home is long overdue. The existing product, building, service and system fail to meet the needs of frail older adults and the families who love them. Costs are high and communities and states struggle to support the existing model without compromising quality of care. To address these quality and efficiency concerns, organizations are seeking new and creative ways to “create home” for nursing home residents while still providing quality care to a medically complex population. In recent years, culture change and resident-centered care have emerged as critical initiatives of transformative nursing homes. The Pioneer Network has championed these values and has brought together professionals representing organizations from all disciplines of long-term care to create communities based on compassionate relationships. However, more work needs to be done for these elements to become normal, widespread practice for elder care in long-term facilities.

The ACCT Project focuses on this challenge through the efforts of the Pioneer Network, in collaboration with The American Medical Directors Association, The Centers for Medicare and Medicaid Services and with the support of The Commonwealth Fund.

THE ACCT PROJECT

“The ACCT Project: Advancing Culture Change Together” continues the pursuit of resident-centered care while engaging new partners to help establish these concepts more widely throughout the field. In its first decade, the Pioneer Network developed a strong framework to guide resident-centered care for frail elders. As the Pioneer Network begins its second decade, its focus is on nationwide adoption and on supportive implementation strategies involving more professionals in the field. The ACCT Project embarks upon this effort through three major activities:

- Developing core competencies in resident-centered care for professional staff, initially focusing on the needs of physicians caring for residents in nursing homes.
- Co-sponsoring *Creating Home in the Nursing Home: A National Symposium on Culture Change and the Environment Requirements*, with the Centers for Medicare and Medicaid Services.
- Identifying groups that influence nursing home culture and working to strengthen their support and inclusion of resident-centeredness.

The above activities of the ACCT Project affect a diverse group of stakeholders including medical professionals working in nursing homes, medical educators preparing the next generation of physicians to work with older individuals, regulators working to integrate resident-centered care with federal policy and new partners that affect change in the culture of aging. The project will also provide tools for nursing home boards and corporate entities as well as the medical profession to evaluate the effectiveness of resident-centered care. Ultimately, those most profoundly affected by this work will be residents of nursing homes, their families, and the staff who care for them daily.

Overseeing these activity areas is an Advisory Panel comprising a new and exciting *network* of professionals. All of the Panel members are authoritative and respected representatives of their fields, and have the ability not only to develop but also to disseminate and embed change into the nursing home industry. The Pioneer Network serves as an “umbrella” to gather these partners together in a shared agenda. This is what the Pioneer Network was created to do—without bias, develop interdisciplinary and transdisciplinary partnerships, collaborations, and networks to advance culture change. Thus, the name of this project—*Advancing Culture Change Together*.

Pioneer Network, based in Rochester, New York, is a center for thought leaders and innovators in the field of aging, although its primary focus remains building home and a sense of community for elders—in nursing homes, or wherever home may be. The Pioneer Network is a resource to the field of long-term and nursing home care, a clearinghouse for ideas, and a facilitator of partnerships focusing on issues of culture change and person-centered care. For more information about Pioneer Network, visit: <http://www.pioneernetwork.net> or call (585) 271-7570.



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