



State Culture Change Coalitions Networking Call Summary June 24, 2011

Topic: Coalitions' experience doing group viewings of the "Integrating the MDS 3.0 into Daily Practice" webinars.

Present: Beth Green (Alabama); Kim Tackett (Arkansas); Penny Cook (Colorado); Sue Crane (Florida); Kim McRae (Georgia); Monica Perry (Idaho); Beth Hilliard (Illinois); Stephanie Gfeller, (Kansas); Linda Sadden (Louisiana); Bill Kubat (South Dakota); Ann Meckle (Texas); Cathy Lieblich (staff).

Linda Sadden shared that LEADER (the Louisiana coalition) is having group viewings in 7 sites including three libraries, two nursing homes, one vendor, and one hospital affiliated conference center. Linda is the state long-term care ombudsman and all of the ombudsmen are members of LEADER. LEADER teamed up with nursing home staff and ombudsmen to be the event managers, handling the equipment, set up, handouts, evaluations, etc. LEADER also got approval from the state board for CEUs for Administrators. LEADER has "chapters" in some areas and for those areas where there is no chapter, they sent out a sign up sheets for potential hosts. Registration for the webinars was done through Constant Contact and payment was made through Pay Pal. The ombudsmen emailed or hand delivered a flyer to providers in their area and some called providers as well to tell them about the event. Surveyors and ombudsmen were invited to the group viewings at no charge. Just under 200 people registered for the viewings and 160 (80%) actually attended. Participants included 33 out of the state's 275 nursing homes and 5 of the corporate management companies. More surveyors will be watching Parts 2 and 3. LEADER charges a modest (\$15) fee with no refunds. Sponsors came forward and paid the fee for some of the sites. LEADER expects to see a small "profit" or at least break even. LEADER is using the group viewings to start new chapters. The QIO is a major partner and plans to be more involved under the 10th scope of work.

Stephanie Gfeller shared that the Kansas Culture Change Coalition is in the process of merging with the LANE. The LANE had money so paid for the webinar registrations. An announcement was sent to the coalition and LANE email lists. The provider associations decided that they wanted to sponsor 3 additional sites as did two nursing homes so there are a total of 6 sites. The coalition doesn't have a system for collecting money so it was offered free to participants. 4 of the sites had a facilitated discussion after the webinar viewing. The nursing homes that sponsored did so because they wanted their employees to attend. One of the sites has planned a follow up brown bag networking lunch. Stephanie said it is "great to have something to offer providers." A total of 85 people attended across the six sites. The coalition is planning to get more

sponsors for additional sites. They are considering showing all three webinars on the same day which all agreed was a good idea.

Beth Green shared that in Alabama the QIO is planning to do all three on one day and offer CEUs. Kim McRae said that the Georgia QIO paid for a viewing by the coalition's Advisory Group which watched it together and discussed how to use the 5 additional archived viewings. Georgia's state surveyors will be coming together to watch it as well. Kim said it will be great for surveyors to hear the CNAs' perspectives, and all of the different perspectives that are represented in the webinars. It will help to put a "face" to the process. Georgia is also exploring how to fit it in with what the ombudsmen are doing. They are also looking at existing regional groups of other organizations as well as two big nursing home chains.

Cathy thanked everyone for sharing and then let the group know that the Coalitions Committee had a retreat on June 9th in Chicago and came up with recommendations on how to strengthen individual coalitions and strengthen national-state partnerships for the next generation of culture change work. Cathy also reported that the next day, during the Pioneer Network Board meeting, the Board affirmed its commitment to support the growth of coalitions and to strengthen partnerships between national and state efforts. The Board has decided to make discussion of these areas a key part of the strategic planning process to take place in October.

The next Coalitions Networking Call is scheduled for July 22, 2011 at 3 p.m. EDT.