

CMS and Culture Change
CMS Region 9 Activities 2007-2008

Culture Change is part of the CMS vision to achieve person-directed care in nursing homes. We support, through our Quality Assurance and Quality Improvement activities, Quality of Life, Quality of Care and Safety for our Medicaid and Medicare Beneficiaries.

CMS Region 9 Activities that demonstrate our support:

- Region 9 has collaborated with the state agency surveyors, quality improvement organizations, trade associations, Ombudsman program and many other partners through hosting a CMS Outreach Team that plans and promotes culture change.
- In 2007, the CMS Outreach team planned a Director of Nursing Conference with the California Healthcare Association, then hosted and presented a full day of meetings to promote resident rights to be free of restraints and resident quality of care by educating and advocating for pressure ulcer prevention and treatment. As part of this quality improvement designed conference, culture change was promoted and built into the day.
- Following the DON Conference, CMS continued to plan with the California Healthcare Association, Aging Services of California and the California Culture Change Coalition to present quality improvement designed workshops focusing on physical restraint and pressure ulcer reduction as regional trainings throughout California and featured a culture change expert, Joanne Rader. Presented at 7 different sites and involving more than 1200 surveyors, providers, and many other interested parties, these regional conferences were extremely well received. Participants were able to hear about “Best Practices,” explore barriers and plan for new endeavors. Participants commented that the level of CMS engagement and interest was most appreciated.
- CMS has an active representative participating with the California Culture Change Coalition and additional staff who participate as possible. More than merely observers, CMS works with other members to discuss and determine plans.
- CMS promoted and shaped the development of the first official and specific culture change project in California: “The Person Directed Dining Pilot.” With 12 provider participants selected, the pilot is underway and includes homes that are trying buffet style dining and snack centers for residents. With measurement criteria in place, education for participants and regulatory guidance supplied by CMS and California Department of Public Health is expected to yield valuable results. For more information go to: www.calculturechange.org.

Suggestions for Others:

1. It is all about relationships and collaboration. With continued collaborative efforts, with all team members working together, success is possible.
2. Avoid a focus on the issues such as limited resources or regulatory restrictions. Set a vision and attract others who want to be the change they wish to see in the world.