



**Quality Improvement
Organizations**

Sharing Knowledge. Improving Health Care.
CENTERS FOR MEDICARE & MEDICAID SERVICES

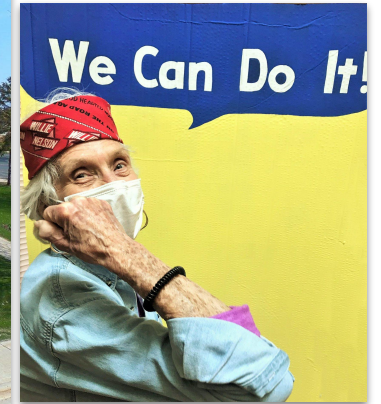
SUPERIOR HEALTH
Quality Alliance

Nursing Home Leadership COVID-19 Roundtable and Office Hours

Tracy Field, Ecumen Corporate Infection Preventionist
September 29, 2022

When the World Fell Apart, Ecumen Pulled Together

Tracy Field, Ecumen Corporate Infection Preventionist



COVID-19 Low Cases and Vaccination Success: Through Engagement, Staying Connected and Transparency.

Learning Objectives

- Review and learn strategies for engagement with team members to maximize compliance
- Review and learn strategies for engagement with residents and families to maximize compliance
- Review and learn strategies to continue strong connections with team members, residents and families to maintain compliance
- Review and discuss how connection and transparency can create trust and respect, leading to compliance

Staying Connected and Focused on Safety: Support

- Created a resource line
 - Ecumen nursing leadership team
 - On call team every weekend available to support communities with COVID communication to residents, families and team members. This included support from people services, clinical and operations.
 - Staffed 24 hours a day
 - Answering every question imaginable about COVID and to help with resources
 - For residents, families and team members
 - Offered a stable line of communication
 - Instilled trust
 - Upholding responsibility to the population served and employed
- Corporate response during crisis
 - Securement of PPE supplies, ensuring communities had the supplies they needed to keep residents, families, team members safe. Weekly submission of supplies on hand.

Staying Connected and Focused on Safety: Transparency

Staying connected and focused on safety

- "COVID-19 update" newsletter

"We are updating you weekly with the number of confirmed COVID-19 cases among residents or team members in our community. We also will continue to update you on evolving public health guidance. We thank each of you for continuing to follow our stringent safety protocols, which are in place to help keep us all safe and well. We continue our dedicated focus on reducing the transmission of this virus."

Staying Connected and Focused on Safety: Communication

- Weekly newsletter
 - For residents, families and team members
 - Transparency creates trust and respect
 - Each community newsletter was individualized
 - COVID cases per week and total (residents)
 - COVID cases per week and total (team members)
 - COVID recoveries and any loss of life
 - Vaccination efforts
 - Mitigation efforts
 - Testing requirements
 - Guidelines from CDC, CMS and MDH
 - Reinforcement on regulations and compliance
 - Visitation guidelines

Staying Connected and Focused on Safety: Use of Technology

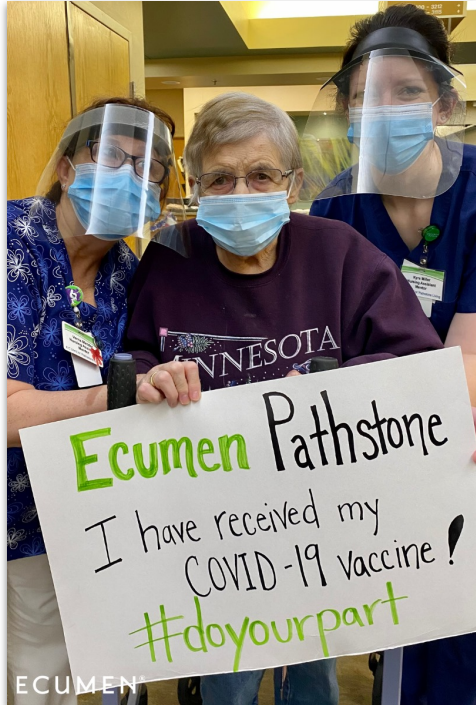
- “EcumenToday” app
 - Offered another format for team member communication
 - An avenue for quick messaging and up to date information to be shared
- COVID website created for team members with up-to-date information and tools for them to use with residents and families.
 - Smart Sheet developed for questions to be addressed with timely response from the Clinical Excellence team
 -
- Podcast with Ecumen Pharmacist and Clinical Education team to talk about vaccination hesitancy, safety, and science.



Staying Connected and Focused on Safety: Resources

- “Leader Huddle” on ZOOM
 - Hosted by the Ecumen COVID response team
 - Support for leadership teams at each community level
 - Clear communication to the leadership teams at every community
 - New guidance and protocols
 - Clear communication and expectations with ACTION ITEMS
 - Started twice daily and scaled back as time moved on
 - Huddle continues now every two weeks
- Continued support to the entire LTC community by the leadership team to maintain trust and respect, acknowledge the hardships they face daily, and to guide them through the pandemic as COVID caregiver warriors.

Staying Connected and Focused on Safety: Transparency and Trust



- Consolidated reporting
- Organization-wide dashboards to monitor case counts, PPE supplies, etc. This created the ability to monitor trends across all communities, respond to changes, and allocate resources.
- Information on efforts to vaccinate, importance of vaccination
- How the community is addressing staffing challenges that have been affected by COVID-19.
- “Family Helping Family” support for team members who have been severely affected by COVID-19

Vaccination Compliance

- “My Why” campaign
- Designating a vaccine ambassador at each community
- Partnering with pharmacy to collaborate - vaccine clinics were set up for all residents, essential caregivers and team members, contractors that also serve residents at community
- Pharmacy partner continues to support communities with COVID-19 vaccine deliveries for team members and residents. Bivalent vaccines are being administered currently with flu vaccines.
- Continuous review and education regarding COVID19 virus, PPE, vaccination, COVID testing, illness reporting, CMS and CDC and MDH guidance. Education and support are key in compliance.
- Panel review of all vaccination exemption requests were developed, supporting team members in a respectful manner.



Staying Connected and Focused on Safety: Consistency and Strength



- Ecumen’s consistent messaging throughout the organization on the importance of keeping residents, families and team members safe has not wavered throughout the pandemic.
- New program being designed and implemented to reinforce infection control practices, vaccination, all things COVID and beyond.
- “INFECTION PREVENTION IS MY INTENTION”
 - Consistent messaging on the importance of infection control
 - Vaccination importance

BARRIERS TO COVID-19 VACCINATION

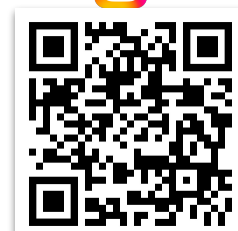
- Lack of education, knowledge, experience
- Fear, anxiety
- Staffing challenges
- PPE burnout
- Testing burnout
- Complacency
- Media
- Conspiracy theories / hoax
- Daycare/school age children

BARRIERS TO COVID-19 VACCINATION

- Religious beliefs, spiritual beliefs, body image concerns, adverse reaction concerns
- Record keeping, very high maintenance
- Loss of caregiver spirit
- Financial
- Mistakes, myths
- Body autonomy

Questions?

Follow Ecumen on Social Media!



Continue the Conversation in Superior Health Connect

Connect is a shared learning environment for Superior Health participants to come together to foster and promote an all-teach-all-learn climate that provides the framework to improve and sustain mutual health care quality improvement initiatives locally, regionally, and nationally.

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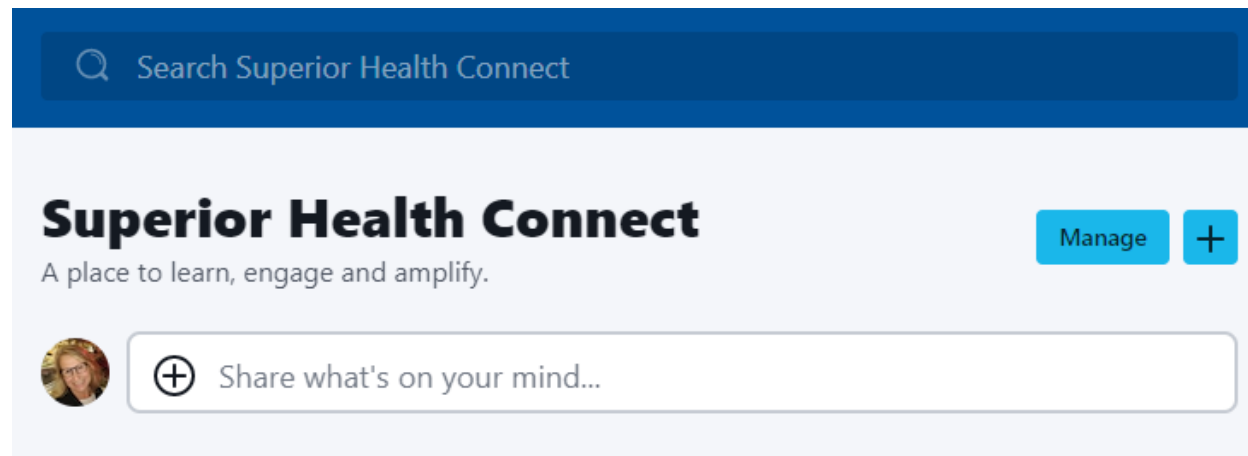
Upcoming Roundtable Events

- Combatting Vaccination Myths
- Motivational Interviewing: COVID-19 / Influenza Vaccination Coadministration
- How to Take a Blood Pressure - Educating Leadership on Training / Competencies
- Quality Reporting Program (QRP) - Measure #12: Reporting Health Care Provider Influenza
- Emergency Preparedness Plan (EPP)

National Healthcare Safety Network (NHSN) Questions?

Superior Health Quality Alliance (Superior Health) has a team of experts that can help you with NHSN reporting.

Ask questions on **Superior Health Connect** and one of our team members will assist you.



Search Superior Health Connect

Superior Health Connect

A place to learn, engage and amplify.

Manage +

Share what's on your mind...

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