

National Alzheimer's Project Act (NAPA)

The information that follows was included as an attachment to an email submitted by the public.

For more information about NAPA, visit the NAPA website at:

<http://aspe.hhs.gov/national-alzheimers-project-act>

NAHCA CAREFORCE™

MOTIVATING, EDUCATING, DEVELOPING FRONTLINE EXCELLENCE!



**Transform Your Workforce into a
Proud & Professional
CareForce™**

OUR MISSION

is to elevate the professional standing and performance of Certified Nursing Assistants through recognition, motivation, education, and development; building alliances with health care providers, reducing costs and improving the care for our frail and elderly population.

HISTORY

- Established in 1995 by Lori Porter and Lisa Cantrell
- Nearly 40,000 members
- Over 800 locations
- First and only national professional association for frontline caregivers
- Member facilities average 72% reduction in turnover



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MUTUAL MISSION

MOTIVATE, EDUCATE AND DEVELOP CNAs INTO A PROUD, PROFESSIONAL AND TRUSTED **CAREFORCE™** DEDICATED TO ACHIEVING EXCELLENCE:

- CARE DELIVERY/RESIDENT SATISFACTION
- PEER DEVELOPMENT/ACCOUNTABILITY
- TEAM CHAMPIONS/LEADERSHIP
- CENSUS DEVELOPMENT FROM THE FRONTLINE
- CUSTOMER SERVICE



ACHIEVED THROUGH:

- INDUSTRY EDUCATION (PEER DRIVEN PROGRAMS)
- DELIVERED IN LECTURE, DISTANCE LEARNING AND CONSULTING SERVICES FORMATS
- CNA LEADERSHIP TEAM DEVELOPMENT
- GAINING CNA SUPERVISORS' BUY-IN TO SUPPORT PROCESS



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HOW DO WE DO IT?

Peer Driven/Experience Based

- Compliance education
- Clinical education
- Developmental education
- Recognition
- Promotion of Trust
- Advocacy for our Members and Elders
- National, State, and Local Initiatives



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FACTS, FINDINGS & INDUSTRY PROJECTIONS

- CERTIFIED NURSING ASSISTANTS (CNAs) PROVIDE OVER 90% OF DIRECT PATIENT CARE
- CNAs ARE THE LARGEST GROUP OF EMPLOYEES IN HEALTH CARE FACILITIES TODAY
- U.S. POPULATION OVER THE AGE OF 65 WILL INCREASE BY 40% BETWEEN 2010 AND 2030
- NEED FOR NURSING HOME CARE WILL INCREASE BY AT LEAST 25% DURING THIS PERIOD



- TURNOVER NEGATIVELY AFFECTS THE QUALITY OF CARE AND INCREASES NURSING HOME LITIGATION LIABILITY
- NURSING HOME LITIGATION EXPENSES ARE MORE THAN DOUBLE THE AVERAGE NATIONAL RECOVERY AMOUNT FOR MALPRACTICE SUITS



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STATISTICAL DATA/TESTIMONIALS

NAHCA reduces turnover and that's a fact!

Centers integrating NAHCA CAREFORCE into their culture average a 72% increase in retention:

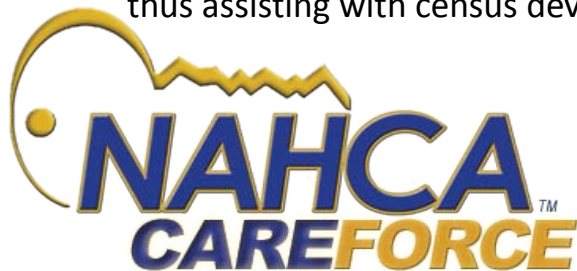
“When I partnered with NAHCA my CNA turnover rate was 200%, after the first year my rate was down to 23% and we have maintained it for 3 years running. I could not have done it without using NAHCA as a resource”Kathy Spangler, Administrator, Landsun Homes, Carlsbad, NM

“We reduced our agency use from \$150,000 a year to \$0.00 by partnering with NAHCA” Keary Dye, Administrator, Friendship Village, St. Louis, MO

Of NAHCA's CNA Leadership Teams (NLTs):

97% have established recruiting, welcoming, and retention activities with expressed goal of improving staffing

87% have participated in some form of community activity aimed at improving awareness of LTC and their facilities, thus assisting with census development



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STATISTICAL DATA/TESTIMONIALS

"NAHCA's Certified Preceptor Course is a must for any long term care facility. This training program focuses on teaching skills related to motivating self and others, building effective teams, communications, mentoring, etc. It provides an opportunity for upward mobility for CNAs and they become the experts in training and orienting new nursing assistants. In turn, it creates an environment conducive to improving morale and nursing assistant retention, as well as, promotes an understanding of the Certified Preceptor's role in creating and maintaining quality nursing assistant staff."

—Cheryl Lybarger, Administrator
Mexico, Missouri

"I thought this was a great course with a wonderful instructor. I left each day not only feeling more comfortable towards precepting, but feeling more confident and an over all good feeling about myself."

—Heather Crompton, CNA, Certified Preceptor
Fargo, North Dakota

"With Preceptors you have people who want to train, plus you have people with positive attitudes and are willing to give orientees a chance. Through this training, I now have a new perspective on training and have a new positive attitude. I truly enjoyed this experience."

—Dawn Shirkey, CNA, Certified Preceptor
West Virginia

"I had probably one of the worst attitudes at my facility. Supervisors and coworkers have been trying to get me to improve my attitude for years. NONE of them have had the impact that you have had on me. You have made me want to strive for something better! You have helped me more than you know."

—Crystal Ash, CNA, Certified Preceptor
Ohio

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OVERVIEW



- Each facility will receive services provided by NAHCA



- Professional Development
 - Ongoing development of a NAHCA CNA Leadership Team (NLT)
 - An assigned NAHCA Professional Development Coach (PDC) to ensure success at the center level
 - Continuing education management and support

- Each facility successfully completing set criteria by the company and NAHCA will earn a NAHCA “Standard of Excellence” award in professional development

- NAHCA will work with facility and corporate staff to capture opportunities:

- Marketing, public relations and advocacy
- Media releases
- Company/NAHCA events
- Recognition and recruitment



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IMPLEMENTATION PLAN

AT A GLANCE

STEPS	GOALS	OBJECTIVES
STEP 1:	Motivate the managers	<ul style="list-style-type: none">• Conduct webinar training for management to gain their buy-in and introduce them to the Company/NAHCA goals
STEP 2:	Information gathering	<ul style="list-style-type: none">• Key performance baselines per center• Contact information (operations roster)
STEP 3:	Motivate the staff	<ul style="list-style-type: none">• 4 – 1 hour motivational meetings
STEP 4:	Identify and develop a NAHCA Leadership Team (NLT). This is a group of CNAs who is charged with keeping the mission alive at the center level	<ul style="list-style-type: none">• ADM/DON will hand pick 4 – 7 CNAs who they feel can lead with guidance and formal direction• Administration will support the NLT by being available to evaluate their plans and proposals and assist them by providing guidance• Set up training webinars with NLTs. One corporate NLT call, followed by training webinars per center• NLT work plan developed, approved and implemented
STEP 5:	Select the CNAs (who meet program criteria) to become NAHCA Preceptors	<ul style="list-style-type: none">• Reduce short term turnover and increase retention• Provide new hires with excellent teachers, mentors and coaches.
STEP 6:	Set each center up on NAHCA's Virtual Campus of Care and program each with selected staff	<ul style="list-style-type: none">• Develop facility specific, tailored training calendar
STEP 7:	Documentation/Measurements	<ul style="list-style-type: none">• NAHCA will provide ongoing reports to demonstrate programmatic success• Data collection and analysis• Data reports to CI corporate by company, division, center

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THANK YOU!



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