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The National **Long-Term Care**
Ombudsman Resource Center



INNOVATIVE PRACTICES:

**Incorporating Person-Centered Care
in Ombudsman Training, Complaint
Investigation and Advocacy**

WEBINAR

OCTOBER 24, 2012

Overview of Webinar



- Ombudsman Role and Culture Change
- Applying Person-Centered Care Principles to LTCO Work & Role
- Innovative Practices from State Programs
 - What
 - Why
 - How
- Application & Implementation in Your Program
- Summary & Closing

Overview of Topic



Previous Work, Background

- LTCO Training and Resources on Culture Change practices, since 1995
- 2011 - 2012: Focused on Person Centered Care, Culture Change Principles
 - Consistent with Ombudsman Role and Practice
 - Application to Individual Advocacy

Ombudsmen, OBRA and Culture Change



Older Americans Act

- Support community efforts to improve long-term care
- Advocate for quality care and rights of residents at the individual and systemic level
- Resolve problems by representing the interest of the resident
- Act on residents' behalf in response to action or inaction by providers, public agencies and others that may adversely affect the resident

Culture Change

- Provide information to residents, families and providers regarding culture change and resident-directed care
- Promote resident-directed care and culture change during complaint resolution
- Collaborate with others for widespread change and promote culture change as systems advocacy

Ombudsmen, OBRA and Culture Change



OBRA

- Right to the highest practicable physical, mental, and psychosocial well-being of *each resident*
- Right to be treated with consideration, respect and dignity
- Right to self-determination and choice

Culture Change/ Pioneer Principle

- Respond to spirit, as well as mind and body
- Know each person
- Relationship is the fundamental building block of a transformed culture
- All elders are entitled to self-determination wherever they live

Complaints and Culture Change

Complaint

- D-26: Dignity, respect-staff attitudes

Culture Change Practice

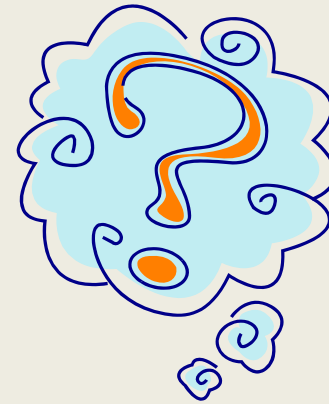
- Know each person, put the person before the task
- Build relationships (Guardian Angel Program)
- Create neighborhoods
- Involve residents in hiring
- Involve residents in training
- Consistent assignment
- Learning circles

Overview of Topic



- 2012 - 2013: Focus on Incorporating Culture Change Principles into
 - Ombudsman Training
 - Complaint Investigation
 - Ongoing Advocacy, Systems Approaches

Applying Principles: LTCO Work, Role



Application Scenario #1



- Brentwood Manor: PCC goal, CC Coalition
 - Hickory Hills: No time for Advancing Excellence or CC
 - Complaints regarding resident participation in care planning in both facilities
- Respondent: Sherry Culp, Executive Director,
Nursing Home Ombudsman Agency of the Bluegrass

Application Scenario #1



1. What do you do?
3. What statements would you make as you work on this issue with the facility and in talking with the resident?
4. In resolving this complaint, do you do anything differently than you do with Brentwood Manor?
 - ✦ If so, what and why?
 - ✦ If not, why not?
7. How do you ensure that residents and families in both facilities see you as their ally?

Application Scenario #2



- LTCO working diligently on CC, encouraging providers to participate in Advancing Excellence Campaign, consumer education
- CC Coalition gaining momentum
- LTCO has a leadership role
- LTCOP has newsletter article about good provider practices, featuring a provider
- Other activities
 - Respondent: Shannon Gimbel, LTCOP Manager, Denver, Colorado

Application Scenario #2



1. What is your response to allegations you are focusing on the “fun things” not on resident advocacy and the tough cases?

3. How do you respond to the allegations regarding a conflict of interest with your LTCO role?
 - Rationale?
 - Evidence?

Application #3



1. What LTCO actions, statements, or materials, may be interpreted as being *pro-provider*?
2. What ticklers may prompt you to ask if you are becoming too aligned with providers' perspectives in problem resolution?

Application #3



What LTCO actions, statements, or materials, may be interpreted as being *pro-provider*?

- Socializing with facility staff outside of the facility, hugging staff
- Criticizing residents/families
- Trying to lower a resident's expectations of the facility
- Participating in work groups with providers, being silent to avoid being viewed as negative
- Participating in care plan meetings upon staff request without asking the resident
- Spending more time with staff than with residents
- Volunteer LTCO becomes resident, then continues as a volunteer in that facility after discharge

Application #3



What ticklers may prompt you to ask if you are becoming too aligned with providers' perspectives in problem resolution?

Innovative Ombudsman Practices



- Selected State Examples
 - Alabama: Karen Guice,
Lead Ombudsman,
Jefferson County LTCOP
 - Texas
- *Your Program/State*



Innovative Practices: Texas



- Revised LTCO Curriculum to infuse resident direction throughout
- Includes a chapter on resident direction
- Why?
 - LTCO practice: what does the resident want?
 - Revised training to include culture change
 - Could do more to infuse giving residents control, option to speak for themselves
 - LTCO step up only when residents signal a need

Innovative Practices: Texas



- Results?
 - LTCO can help “talk the talk” and “walk the walk”, role models for providers
 - The LTCOP confronted issue: Easier to be paternalistic and “fix” people’s problems without them; Better to give residents control
 - Today, staff and volunteers describe their work differently than in the past.
 - More confident that the steps LTCO take are the right ones because they are driven by the person
 - Finding more partners in provider community who share the LTCO views

Innovative Practices: Your Program



1. What you're doing, why, and how– including training ombudsmen and the role of the LTCOP?
2. How are person-centered care or culture change principles applied to daily LTCO work?



Application, Implementation: Your Program



1. “New” ideas or application points that you will use in your work.
2. How will you share the info with other LTCO?



In Closing



- Seize daily opportunities to incorporate Culture Change principles and encourage resident-directed care in:
 - LTCO training
 - Complaint resolution process
 - Systemic advocacy
 - Program leadership
 - Resource allocation
- Remain sensitive to potential perceptions of conflict of interest in your role or the LTCO Program's integrity as a resident advocate.

Culture Change: Philosophy and Practice



- Culture change is a complete change in philosophy and practice creating a resident-directed approach to all aspects of life in long-term care
- Culture change includes changing how Ombudsmen communicate with residents, families and providers
- Supporting resident-directed care is important and meaningful at every level including collaboration in coalitions and daily advocacy

Resources



- The National Long-Term Care Ombudsman Resource Center (NORC)
www.ltombudsman.org
- The National Consumer Voice for Quality Long-Term Care
www.theconsumervoicel.org
- Pioneer Network www.pioneernetwork.net
- Advancing Excellence in America's Nursing Homes
www.nhqualitycampaign.org
- CMS (Centers for Medicare & Medicaid Services) www.cms.gov
- CMS: Four Part Series- From Institutionalized to Individualized Care (archived webcasts) <http://surveyortraining.cms.hhs.gov>
- Quality Partners of Rhode Island www.riqualitypartners.org
- PHI National www.phinational.org
- **YOU!** Please share your success and activities with NORC.

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Ombudsman Support

NORC applauds the daily efforts of all long-term care ombudsmen to promote residents' rights and quality of care. It is our hope that these documents and best practices will challenge ombudsmen to try new strategies in addressing on-going issues. In each category you will find center documents related to key ombudsmen topics, best practices used by ombudsmen around the country and additional relevant resources.

- [Program Management](#)
- [Program Promotion](#)
- [Ombudsman Training](#)
- [Systemic Advocacy](#)
- [Volunteer Management](#)

Additional Resources

[Training Videos Used by Ombudsmen](#) (Updated May 2011)

This list is a starting point for compiling effective training tools. Thanks to all of the local and state ombudsmen and volunteer coordinators who contributed information for the compilation of this list.

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Ombudsman Advocacy and Culture Change: Achieving Resident-Directed Care in Daily Advocacy

As advocates for residents living in long-term care facilities, ombudsmen have long promoted individualized, resident-directed care. They incorporate culture change in their regular activities, advocating for residents, working with families, facility staff and administration and others through Culture Change Coalitions and state and national quality initiatives. This webinar demonstrates how long-term care ombudsmen can promote culture change practices at both the individual and systemic level during daily advocacy and complaint resolution. During this interactive webinar we will review tips for ombudsman advocacy, discuss the role of the ombudsman in culture change and review two case studies.

Webinar Materials

- PowerPoint Presentation:
 - [PDF](#)
 - [PPT](#)

- [Culture Change Resources](#)
- [10 No Cost Culture Change Ideas](#)
- [Case Studies](#)
- [Recording](#)

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Issues

[Advancing Excellence](#) – A national campaign to improve the quality of care in nursing homes that kicked off in September 2006.

[Assisted Living](#) – Strengthening assisted living standards is critical to protect vulnerable residents and ensure a reasonable quality of care. Follow the development of this issue as many seek to define assisted living in a meaningful way.

[Bankruptcy Law and the LTCOP](#) – The Bankruptcy Abuse Prevention and Consumer Protection Act of 2005 allows the appointment of a "Patient Care Ombudsman," which may be the State Ombudsman.

[Culture Change](#) – This movement promotes a person-centered model of care.

[Dementia Care](#) – Find resources and information achieving quality care for people living with dementia care.

[Elder Abuse/Elder Justice](#) – Sadly, older persons are not always treated with respect nor do they always get the care they need.

[Emergency Preparedness](#) – Resources are available for victims, their families and care providers that may be useful in preparing for, or in the aftermath of, an emergency event.

▶ Advocate Home

▶ Policy Tools & Information

▶ Affordable Care Act

▶ Citizen Advocacy Groups

▶ Fact Sheets

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Resident-Directed Care or "Culture Change"

Consumer Voice encourages all residents, family members and advocates to learn more about the resident directed/centered care, also called "culture change," that is in many ways the full implementation of the 1987 nursing home reform law.

July 23 Hearing: Person-Centered Care: [Reforming Services and Bringing Older Citizens Back to the Heart of Society](#)

Pioneer Network and Culture Change

Currently, there is a grassroots movement to transform the culture of aging in America; this movement is called culture change, the transformation of traditional institutions and practices into communities in which each person's capacities and individuality are affirmed and developed. To learn more about culture change and the Pioneer Network, visit their website at www.pioneernetwork.net.



The National **Long-Term Care** **Ombudsman** Resource Center

The National Long-Term Care
Ombudsman Resource Center (NORC)

www.ltcombudsman.org

The National Consumer Voice for Quality Long-Term Care
(formerly NCCNHR)

<http://www.theconsumervoice.org/>

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