

“Collaborative Care: Hospice in the Nursing Facility” Project Report

Date of Report: May 31, 2006

Report Submitted to: Barbara Dombrowski, AHCA

Organization Information

The Manor at Blue Water Bay
Name of organization

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Address

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City, State, Zip

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Grant Information

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| <u>Amount and support type:</u> <u>\$30,000 / \$6,500</u> | <u>Date grant issued:</u> <u>February 2005 / March 2006</u> |
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2-3 sentence description of grant:
The production and dissemination of a free educational video to all Florida skilled nursing facilities, hospital SNUs, and hospices for use in New Employee Orientation to increase the quality of life of Florida nursing facility residents by educating on the implications of collaborative end of life care.

Check one:
Interim Report Final Report

Report Narrative

Clear, concise communication on how a nursing facility and its residents can best benefit from hospice involvement is critical for the highest quality of compassionate and comprehensive end of life care. The committee established by The Manor at Blue Water Bay and Covenant Hospice set out to create a video-training to be made available, free and convenient to all Florida nursing facilities, hospital skilled nursing units, and hospices. In preliminary investigation, the committee discovered that no such professionally packaged video educational material on 'hospice in the nursing facility' seemed to exist, and that the financial feasibility of a broadcast-quality training video was more than the committee could provide. We then brought the idea to AHCA in search of financial support.

Our creative vision for this video included, but was not limited to, addressing: Coordination of care; the IDT care planning process; regulations; the impact of hospice involvement regarding Quality Measures; pain management; studies; emotional bereavement and support; the impact of hospice care on resident and facility finances; and on-going education. This video was scripted so as to be pertinent to facility Medical Directors, to hospital and family physicians, and to assisted living facilities whom may be considering referring their residents to nursing facilities for a new direction and level of care. Principally, the audience for this 19-minute video is nursing facility staff in new employee orientation, as well as patients and families who are beginning to learn about hospice in the facility. The primary purpose was to increase the quality of life of Florida nursing facility residents by educating nursing facility staff and residents/families on the implications of collaborative end of life care.

With the production guidance of Pete Winter of *Winterstone Productions* the project flowed easily from step to step. The process for completing and disseminating this video included: 1) writing the starting script; 2) video interviews; 3) creative footage; 4) digital mastering; 5) background audio recording; and 6) final production. Once the video was completed in final production, 900 copies were burned to DVD and 100 to VHS. We also used a computer program, DVD@ccess, to burn the handouts for the training onto the same DVDs so that additional CDs would not be necessary.

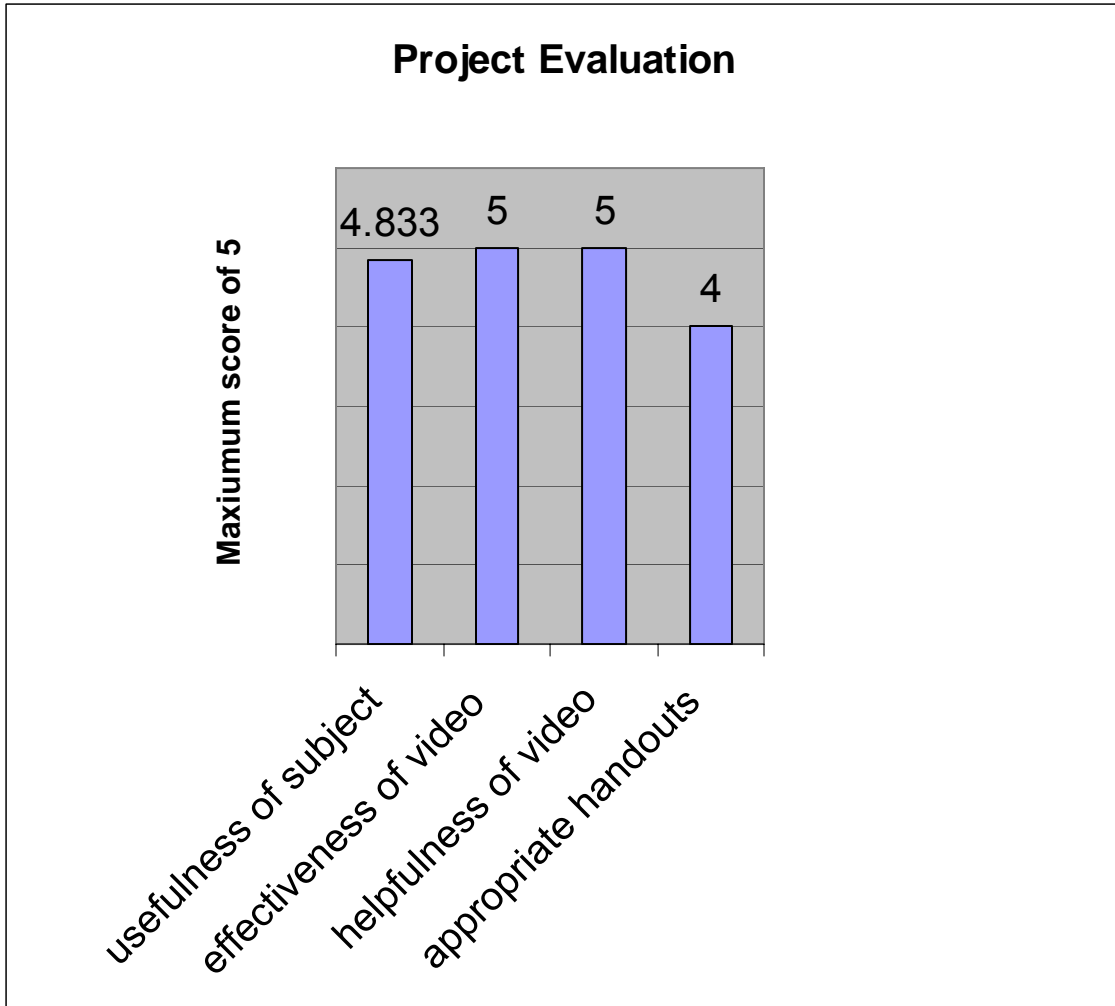
In an effort to generate community awareness that this video training existed and was soon to be sent out to the State, Covenant and The Manor participated at the 2006 FADONA Conference. The video was shown throughout two days in the Tradeshow on continuous loop and representatives manned the booth to inform FADONA members to be on the look out for the free video training to arrive in the mail within the next two weeks. Participants consistently expressed eager anticipation for using it in their facility for staff and resident education.

DVD covers/inserts and Master copies of handouts were printed. The Master handouts consisted on a variety of CMS memos, a quality measures aid, and a sheet covering some helpful tips as outlined by AHCA in the March contract. Together the DVD/VHS was packaged with the handouts and then mailed to each Florida nursing facility, hospital skilled nursing unit, and hospice in the State of Florida. Follow-up evaluations were also sent to each facility requesting the facility's feedback regarding the helpfulness and value of the materials provided to them. We have so far received very high marks on these evaluations as evidenced in the attached aggregation of scores. The committee especially pleased by the comments that were included in the suggestion section. Except for the DVD sent to AHCA for viewing, we have also had no feedback indicating technical difficulties with the DVD or VHS products.

This was a first-time endeavor for everyone on the video committee, except for Pete Winter of Winterstone Productions (who is cover-credited for his work on the Oscar-winning movie “Ulee’s Gold”). It has been an amazing learning experience that we would all do again if provided the opportunity.

So much went right with the video that there are only three things we would do differently if we could. We would have a more defined timeline for ourselves in accomplishing each step of the process. While it ran smoothly, there were frequent down times between stages, created mostly by the committee’s inexperience with such projects. Secondly, we would have a more intimate conversation with AHCA about videographic expectations. Due to our intuition, we did craft a very generic, “non-promotional” video script. However, due to our inexperience, we thought that leaving our name badges on would make the nursing home versus the hospice staff more easily identifiable. Instead, it draws attention to the company names instead of the identity. Next time, we would have a simple name badge that says only “nursing home” or “hospice” so as not to identify a particular company. Finally, the last change we would make is we would send the video out to at least twice as many recipients. Since every facility was receiving only one copy, we sent it to the Administrator of each facility. We would have liked to have had the foresight to see that an additional copy could have been sent to each facility’s Staff Development Officer as well.

Again, this project has been a wonderful learning experience. Covenant Hospice and The Manor have been partners for a long time, and yet, we had the chance to learn even more about how each kind of facility/service works. We learned the absolute importance of having senior leadership involved in collaborative efforts as a way of setting an example to other staff and fostering an atmosphere of quality. But most of all, it reminded us of our own passions regarding personalized compassionate healthcare. The patient, the family, the facility, and the hospice provider are a team whose #1 goal is the fulfillment of the patient’s own self-determined plan of care. We hope that message is carried throughout the video. This committee sincerely believes that the positive quality outcomes will continue from this project like ripples in water.



Did you have any technical difficulty with this DVD?

DVD did not play = **0, None reported**

DVD player does not work = **0, None reported**

Do not have a DVD player, need a VHS tape. Please send to (name and full address): = **0, None reported**

Comments and Suggestions?

“Excellent – We are using it for orientation and assembly.”

“I really enjoyed the DVD and find that it is and will be an excellent tool for families, staff and residents. Great idea! This DVD takes a step into the unknown (death, last stages of life) and reassures the resident and family members that there will be support – They are not alone. I feel this is the greatest contribution one can offer to a patient and their family members.”

“Excellent production. Kudos to all.”

“Excellent! Well done and informative, collaborative effort.”

Financials

Expense statement: February 2005 to December 2005

| Company | Description | total price | actual paid | budget line |
|-------------------------|--------------------|-------------|-------------|------------------------|
| Winterstone Productions | Pre Production | \$3,000.00 | \$3,000.00 | Video Production Costs |
| Winterstone Productions | Filming/Production | \$12,875.00 | \$12,875.00 | Video Production Costs |
| Winterstone Productions | Post Production | \$9,125.00 | \$9,125.00 | Video Production Costs |
| Winterstone Productions | Duplication | \$5,000.00 | \$5,000.00 | Product |

Expense statement: January 2006 to date

| Company | item # | Description | quantity | unit | unit price | before tax or discount | actual paid | budget line |
|--------------------|----------|-----------------------|-----------|---------------|------------|------------------------|-------------|------------------------|
| GCOP | WEVC0920 | White Envelope 9x12 | 9 boxes | 100/box | \$25.80 | \$232.20 | ↓ | Processing and Postage |
| GCOP | WEVC0920 | White Envelope 9x12 | 1 box | 100/box | \$25.80 | \$25.80 | ↓ | Processing and Postage |
| GCOP | AVE30610 | 1x2 5/8 labels | 2 packs | 750/pk | \$11.31 | \$22.62 | ↓ | Processing and Postage |
| GCOP | AVE30603 | 2x4 labels | 1 box | 1000/box | \$37.69 | \$37.69 | ↓ | Processing and Postage |
| GCOP | SPR60050 | 3/4x1000 clear tape | 1 pack | 12 rolls/pack | \$17.65 | \$17.65 | \$290.60 | Processing and Postage |
| Sam's Club | na | DVD slimline cases | 13 packs | 50/pack | \$12.57 | \$163.41 | \$172.78 | Processing and Postage |
| Sam's Club | na | DVD slimline cases | 5 packs | 50/pack | \$12.57 | \$62.85 | \$66.63 | Processing and Postage |
| NeoPost | na | Meter labels | 2 boxes | 300/box | \$17.80 | \$35.60 | <i>tba</i> | Processing and Postage |
| NeoPost | na | Meter labels | 1 box | 300/box | \$17.80 | \$17.80 | <i>tba</i> | Processing and Postage |
| NeoPost | na | Postage (1st batch) | 684 (dvd) | each | \$1.83 | \$1,251.72 | \$1251.72 | Processing and Postage |
| NeoPost | na | Postage (2nd batch) | 137 (dvd) | each | \$1.83 | \$250.71 | \$250.71 | Processing and Postage |
| NeoPost | na | Postage (2nd batch) | 94 (vhs) | each | \$2.55 | \$239.70 | \$239.70 | Processing and Postage |
| CCP Bayou Printing | na | DVD cover | 1,000 | each | \$0.80 | \$800.00 | \$800.00 | Processing and Postage |
| CCP Bayou Printing | na | DVD insert | 1,000 | each | \$0.125 | \$125.00 | \$125.00 | Processing and Postage |
| CCP Bayou Printing | na | Handouts (22pgs) | 1,000 | each | \$1.00 | \$1,000.00 | ↓ | Educational Materials |
| CCP Bayou Printing | na | Evaluation set (3pgs) | 1,000 | each | \$0.12 | \$122.00 | \$1,122.00 | Evaluation |

Postage-Paid return envelopes for surveys donated by Covenant Hospice

Product stock: February 2005 to date

792 DVDs mailed to facilities, AHCA, FHCA, FADONA, FHPC, or issued to Community Educators

108 DVDs remain in stock with accompanying handouts, evaluation, and postage

6 VHS tapes mailed to facilities or issued to Community Educators

94 VHS tapes remain in stock with accompanying handouts, evaluation, and postage

All remaining stock will be sent out on request from Florida facilities and/or given away at Florida facility Conferences.