



March 5, 2008

Dear Editor,

We would like to announce an exciting new quality initiative sponsored by the Illinois long-term care community called the *Road to Excellence*. Many of your readers have family and friends living in nursing facilities whose quality of life will be greatly enhanced by this groundbreaking program.

Through this collaborative statewide initiative, thousands of care professionals are working together to make a meaningful impact for our state's elderly nursing home residents by reducing chronic pain, preventing skin breakdown and improving customer satisfaction with our services. This wide-reaching initiative is designed to complement and enhance existing facility efforts in addressing these important care areas.

This first-of-its-kind Illinois program will involve state-of-the-art care practices, professional training seminars, and satisfaction surveys for residents and their families. Facilities will be collecting data about their care results and services, and comparing their outcomes with local, state and national averages to see how they measure up. They will be involved in systematic quality improvement programs to make their care results and programs become the best that they can be.

Those of us in the long-term care community are truly dedicated to providing the highest quality of care to the 100,000 individuals we serve. The *Road to Excellence* campaign is an energizing, measurable and unified way for professionals to work hand-in hand in optimizing the quality of resident care. For more information about this groundbreaking initiative, visit our Web site at [www.roadtoexcellence.org](http://www.roadtoexcellence.org). Ask your local nursing facility if it has joined the statewide march on the *Road to Excellence*.

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