



Leveraging Quality Measures through Marketing Efforts to Increase Census

Katherine Balliet, LNHA, CALA



Our Flagship: Bridgeway At Bridgewater

- Built in 1981
- Family Owned and Operated
- 125 Long Term Care beds
- Expanded in 1997
- 23 Sub – Acute beds – All RN Licensed Staff
- Built relationships with hospitals and physicians
- Earned the trust of the community














How we established ourselves as a quality provider:

- 5 Star Rated from Centers for Medicare and Medicaid Services
- Therapy Services Provided by Kessler. Core 7 days per week
- Recognized as one of the best nursing homes by US News and World Report – 2011, 2012 & 2013
- High standards for credentialing and recredentialing of physicians
- Community Involvement
- Hospital Involvement
- Finalist for NJ Family Business of the Year by NJMonthly
- Voted "Best of the Best" by readers of the Courier News
- Recognized as a Healthcare Hero by NJBiz



Bridgeway at Hillsborough: Our Goals

- 50 Sub – Acute beds
- 70 Long Term Care beds
- Built in Oxygen and Suction
- Private Bathrooms and Showers
 - Fully Electronic – Using SigmaCare EMR
- Secured Memory Impairment Program
- Specialized Rehabilitation Programs

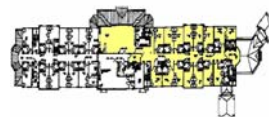
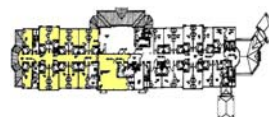





Building Upon Our Reputation

- **Employee Investment**
 - Leadership
 - Stability
 - Team Building
 - Training
 - Bridgeway Institute for Nursing Excellence
 - CNA/CHHA
- **Professional Investment**
 - Physicians
 - Hospitals
 - Liaison coverage
 - Ease in referral
 - Answer connect
 - Specialized Programs

BRIDGEWAY
Institute for Nursing Excellence



Zip Codes	# of Discharges	Towns
08831	1,454	Monroe Twp, Jamesburg
08816	774	East Brunswick
08873	749	Somerset
08902	556	North Brunswick
08901	503	New Brunswick
08857	372	Old Bridge
08817	368	Edison
08854	354	Piscataway
08904	298	Highland Park
08882	285	South River

Participation in Hospital Programs

- Transitions in Care
- Infection Prevention

How can we help you?

	Admitted	Discharged to SNF
Orthopedics		
Major Joint Replacement	185	141
Hip and Femur Procedures	98	77
Cardiology		
Syncope / Chest Pain	419	96
Heart Failure	541	141
Coronary Bypass	284	98
Cardiac Valve Issues	133	52
Respiratory		
Pneumonia	234	69
Respiratory Infection	97	56
Medicine		
Septicemia	233	97
Kidney and UTIs	230	107
Neurology		
Intercranial Hemorrhage/ Cerebral Infarc	205	43



NEUROLOGY **PROGRAM**

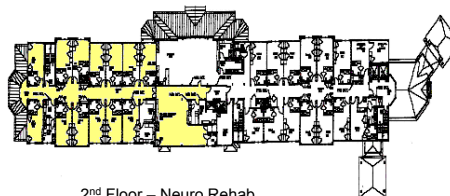
GOALS:

- To become a Center of Excellence for neurological rehabilitation
- To develop a comprehensive neurological rehab program that keeps staff highly educated and patient recovery and satisfaction very high
- To have dedicated staff specially trained in stroke care
- To work hand in hand with the best physiatrists and neurologists in the area

• Second Floor

- Developed detailed policies, protocols and critical pathways – reviewed by physiatrist and neurologist

Therapy Services Provided By:
Kessler.Core



2nd Floor – Neuro Rehab



ORTHOPEDICS **PROGRAM**

GOALS:

- To work hand in hand with University Orthopedics and other local orthopedists to establish a comprehensive, interdisciplinary rehab program
- To offer the best life skills training and occupational therapy available with our ADL suites, car, curb and ramp equipment

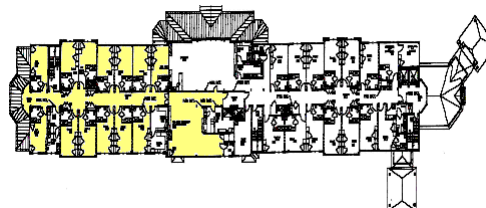
EQUIPMENT:

- ADL suites
- Omnicycle
- Ramp and curb training
- Car transfer training

• First Floor

- Designated Orthopedic Beds

Therapy Services Provided By:
Kessler.Core



1st Floor – Ortho Rehab



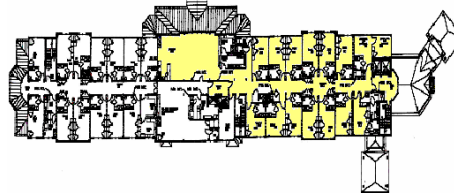
MEMORY CARE **PROGRAM**

Generations Village

GOALS:

- To have a highly trained interdisciplinary staff working exclusively with the program
- To have program director who is responsible for the management of the interdisciplinary team
- To have all direct care staff certified by the NDCDP
- To offer rehabilitation for individuals with memory or wandering issues
- To have an engaging activities program 7 days per week

- **Second Floor**
- **24 Beds**
- **Secured by keypad lock**



2nd Floor – Generations Village



Building Upon Our Reputation

- **Community Investment**
 - Players in Post Acute Cycle
 - Assisted Living/Senior Communities
 - Home Care/VNA
 - DME
- Expanding comfort and Family Feel to Community members





Evidence in the Numbers

- Census Build
 - April 2012- 10 February 2013- 106
- Improvement in Satisfaction Survey
 - Helping you with the admissions process ↑ 5%
 - Quality of care provided by the nurses ↑ 6%
 - Involving you and family in discharge goals ↑ 4%
 - Helping you make progress toward your goals ↑ 3%
 - Staff's respect and concern for you ↑ 4%
 - Management's responsiveness to your suggestions and concerns ↑ 3%
 - How would you rate your overall satisfaction with Bridgeway? ↑ 4%



Quality Established

- Deficiency Free Survey November 2012
- 5 Star Rated in Quality Measures

My family and I chose this facility because of its five stars rating by the Centers of Medicare and Medicaid Services plus the rehabilitation services provided by Kessler. Core. In addition, the personal encounter we had when we went to visit the facility for a tour. The multidisciplinary team approach which rendered the services to my mother and the collaboration between the medical, social services, rehabilitative and nursing care delivered enabled her smooth transition from an acute care setting at Robert Wood Johnson Medical Center to Bridgeway, Hillsborough.