Destination Excellence...Destination Gold Seal

Learn more about the Governor’s Gold Seal Award
at FHCA’s Annual Conference

By Carol Berkowitz

FHCA is holding an educational session at the 2015 Annual Conference & Trade Show on the Governor’s Panel on Excellence in Long-Term Care and the Nursing Home Gold Seal Award.

This one-hour session will address the Gold Seal requirements, qualifications, how to apply for the designation, the new criteria for ombudsman complaints for Gold Seal and the benefits for everyone involved, including the nursing center, its customers, employees and partners.

The Governor’s Panel on Excellence in Long-Term Care recognizes Florida nursing centers for meeting the highest standards, as well as displaying excellence in quality of care. Nursing centers considering the Gold Seal Award must first be recommended for the award, then submit an application with supporting documentation to the Agency for Health Care Administration. The application is then reviewed by the Governor’s Panel on Excellence in Long-Term Care (Panel).

The Panel considers the criteria listed below and makes recommendations for approval to the Governor. Gold Seal recipients must be in operation a minimum of 30 months prior to the date of application and the center must:

• Meet a quality of care scoring and ranking that places them in the top 10 percent in their region or top 15 percent in the state and be a five-star facility in the Nursing Home Guide;
• Have no Class I or II deficiencies within 30 months preceding application;
• Provide evidence of financial soundness and stability;
• Participate in a consumer satisfaction process involving residents, family members, and guardians;
• Involve families and members of the community in the facility on a regular basis;
• Have a stable workforce;
• Have an outstanding record with the State Long-Term Care Ombudsman Council within the 30 months preceding application; and
• Provide targeted in-service training to meet training needs identified.

The Gold Seal Award program was established in 2002. The program is implemented by the Governor’s Panel on Excellence in Long-Term Care, which is comprised of persons appointed by the Governor’s Office and representative of the Agency for Health Care Administration, Department of Health, Department of Elder Affairs, Florida Health Care Association, LeadingAge Florida, Florida Life Care Residents Association and the State Long Term-Care Ombudsman.

Currently there are 21 nursing centers that carry the Governor’s Gold Seal designation. Many more nursing centers are eligible, but they don’t consider applying for various reasons. Please join us for this informative session. FHCA Past President and long-time Gold Seal Panelist Bobby Rosenthal, President of 21st Century Health Group, and Theresa Felicione, Executive Administrator at Tierra Pines Center and a three-time Governor’s Gold Seal Award and AHCA/NCAL Bronze and Silver National Quality Award recipient, will each share strategies and tips for applying for the Gold Seal Award.

“I wanted to take this opportunity to thank you and your staff from the bottom of our hearts for the care you provided to Maria. From day one, we knew this was a special place and the care she would receive there would be different, and closer to what we, her family, wanted for her...We have created bonds with the staff [her ‘angels’]...it’s that family atmosphere you’ve created at Hawthorne that sets you apart.”

— Miguel A. to Vernon Zeger and the staff of Hawthorne Village of Brandon