

# NAVIGATING UNCHARTED WATERS

Changing the Family Conversation: Ohio's Nursing Home Quality Navigator

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**Completion:** February 2024

State of Ohio  
Ohio Department of Aging  
Ohio Department of Administrative Services  
Data Management, Analytics & Visualization

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Department of  
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Services



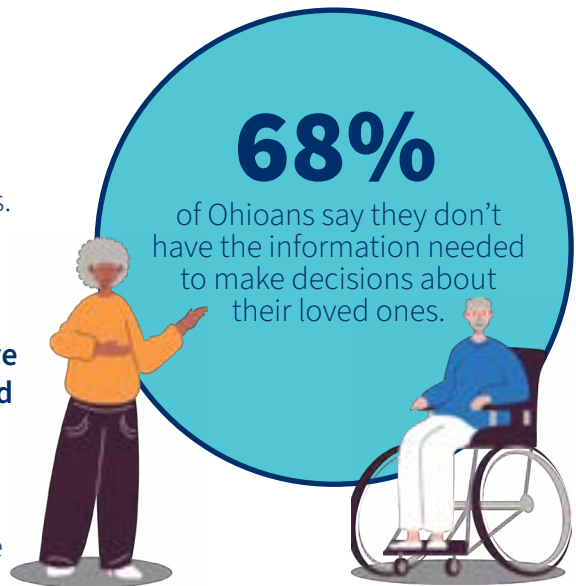
# Executive Summary

Finding a nursing home is one of the most important decisions a family can make, but it is often too difficult for Ohioans to get the information they need to make the right choice for themselves or a loved one.

In February 2023, Governor Mike DeWine formed the Ohio Governor’s Nursing Home Quality & Accountability Task Force, a group of leading experts in aging, long-term care, and other disciplines, as well as long-term care consumers and advocates. Their task: study opportunities to improve nursing home care throughout the state.

The Task Force found that **68% of Ohioans say they don’t have the information needed to make decisions about their loved ones**; and, if they do find the information, it’s typically spread across several locations and difficult to understand.

The Ohio Department of Aging (ODA) moved fast to address the need – and leveraged the state’s analytics tools to develop something truly remarkable. In partnership with the Ohio Department of Administrative Services’ (DAS) InnovateOhio Platform’s (IOP) Data Analytics team, the Department of Health (ODH), the Ohio Department of Medicaid (Medicaid), and ODA developed the [Ohio Nursing Home Quality Navigator](#). This accessible, mobile-friendly dashboard allows users to review quality data, map nursing home locations, and instantly share the results with family members.



“The Navigator combines the most relevant data about every nursing home in the state into one convenient digital location to help users make the most informed choice possible. We are changing the conversation around the nursing home selection process in Ohio.”

**Ursel McElroy**  
Ohio Department of Aging

The impact was immediate. The Navigator recorded 33,000 page views in its first month of operation.

## Idea

### THE OPPORTUNITY

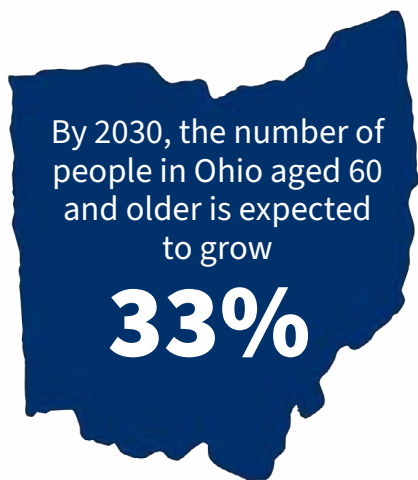
There is a great deal of information available about the quality and services of Ohio’s 940 nursing homes. Finding it was a challenge – the data was stored on different state and federal websites. Ohioans told the

Governor’s Nursing Home Quality & Accountability Task Force that information was scattered across a variety of sources and difficult to pull together. One listening session attendee said: “My brother and I struggled to find a place for our mom. Everybody said to look at websites, but we ended up putting her in the wrong facility.” In the era where you can find seemingly everything online, hearing that was unacceptable.



**Nearly 70 nursing home data points are drawn from four key sources:**

Centers for Medicare and Medicaid Services (CMS)	Ohio’s Long-Term Care Consumer Guide (LTCCG)	Resident Satisfaction Survey, Vital Research LLC	Family Satisfaction Survey, Scripps Gerontology Center at Miami University
Information on CMS-certified nursing homes, which is based on claims data, inspections, and self-reported measures (e.g., overall CMS 5-star rating, administrator turnover, health deficiencies).	Self-reported data from the nursing homes (e.g., religious affiliation, pet policy, special services).  Nursing homes can update this data at any point using the self-service Long-Term Care Consumer Guide Admin Portal.	Under contract with Aging, Vital Research surveyed and interviewed nursing home residents on a range of topics including facility activities, administration, meals and dining, and other factors that affect their lives, which was compiled into an overall resident satisfaction score.	Under contract with ODA, Scripps Gerontology Center at Miami University surveyed the families of nursing home residents about their perception on a range of topics including facility activities, administration, meals and dining, and other factors that affect their lives, which was compiled into an overall family satisfaction score.



**WHY DOES IT MATTER?**

In Ohio, **the number of people aged 60 and older is expected to grow 33% by 2030**. This population will live longer than any prior generation, often with complex and multiple chronic conditions which will require care. The most vulnerable among this population, as well as those who are younger and also in need, rely on nursing homes for long-term care, rehabilitation, or intensive medical care after an acute incident.

**WHAT MAKES IT DIFFERENT?**

ODA was the project sponsor and worked with the IOP Data Analytics program staff to develop the Navigator solution. Representatives from the ODH and Medicaid also participated as data owners.

# Implementation

## WHAT WAS THE ROADMAP?

The project had two broad phases: **1) curating and linking quality and nursing home licensure data from five sources** so they could present a single view of a nursing home, and **2) build a user-friendly Tableau interface for the public.**

**1.**

Curating and linking quality and nursing home licensure data.

**2 PHASES**

**2.**

Build a user-friendly Tableau interface.

Defining and curating data from the different source systems began in October 2023. Key development work was completed in just nine weeks with developers organizing their work into agile sprints to build mobile and tablet versions of the Navigator. The product was finalized in January 2024 and was announced by Governor DeWine and Director McElroy at a [February 2024 press conference](#).

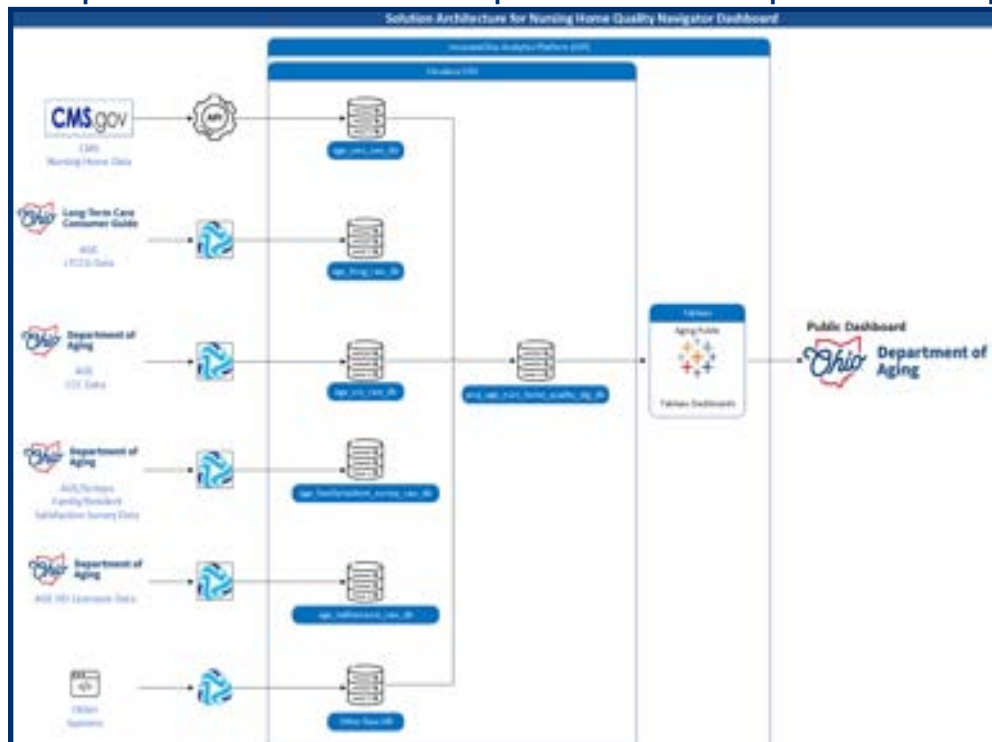
## WHO WAS INVOLVED?

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## HOW DID WE DO IT?

A key element of the project for IOP was using SQL to link data from existing sites onto a Tableau public dashboard where it could be further processed for ease of public consumption. The Navigator's data feeds are refreshed daily. Development work was conducted in nine sprints.

Ten subject-matter experts from the ODA tested the product at different points in development.

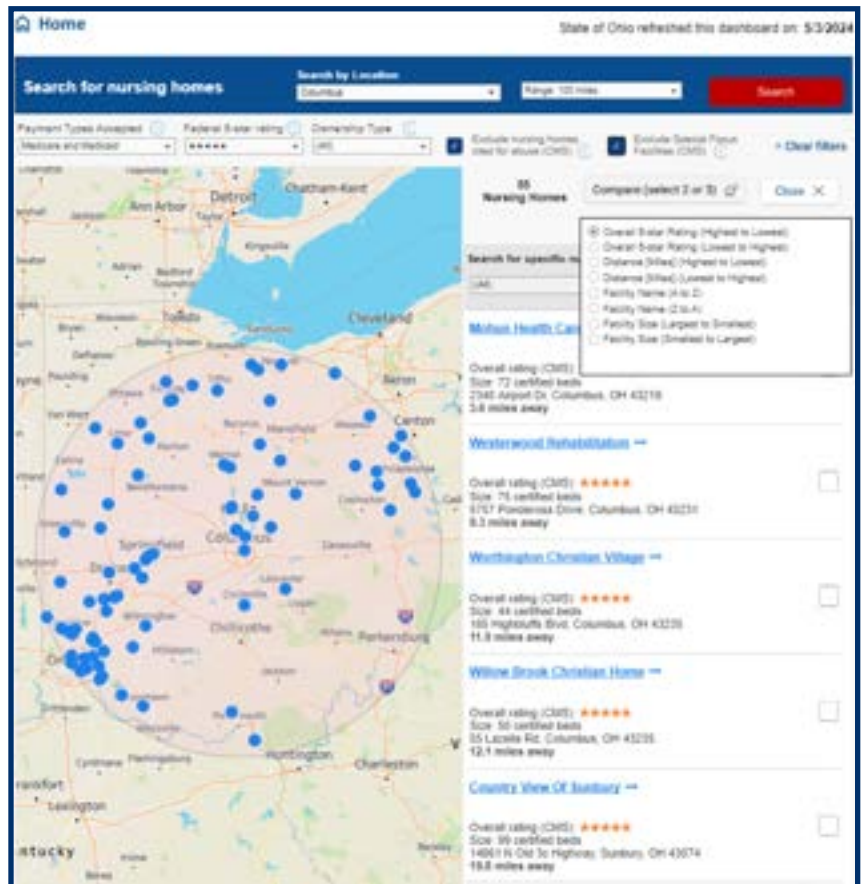


# Impact

## WHAT DID THE PROJECT MAKE BETTER?

### 1. Search by Geography and Criteria

- Users can **search by location up to 100 miles**.
- **Searches can be tailored by criteria** including payment types (Medicare or Medicaid) accepted, star rating, and ownership type.
- **Filtering search capabilities**, allow end users the ability to exclude Nursing homes that have been cited for abuse.



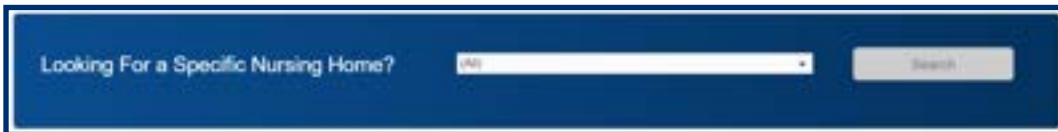
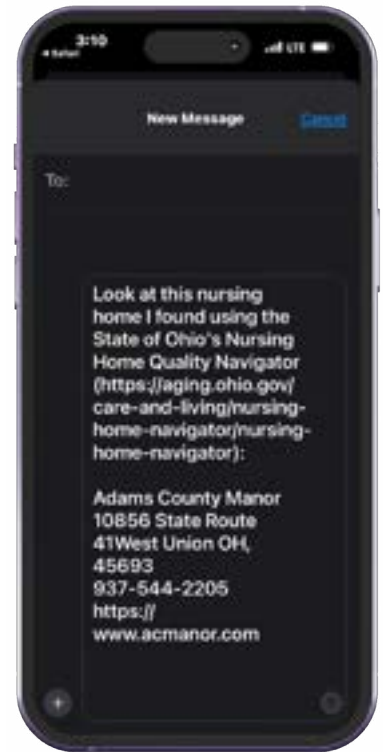
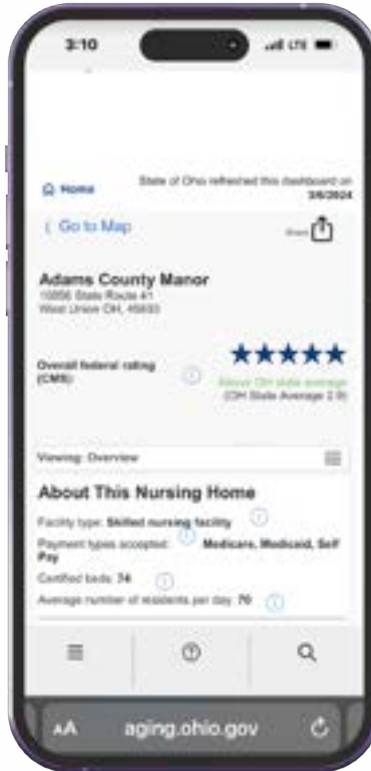
Compare nursing homes		
Selected nursing homes	Muhlen Health Care Center Columbus 3.8 miles away	Waterwood Rehabilitation Columbus 8.3 miles away
Facility type	Skilled nursing facility	Skilled nursing facility
Payment types accepted	Medicare and Medicaid	Medicare and Medicaid
Average number of residents per day	89	130
Number of beds	72 certified beds	145 certified beds
Overall rating (CMS)	★★★★★	★★★★★
Quality score (CMS)	★★★☆☆	★★★★★
Health inspection score (CMS)	★★★★☆	★★★★☆
Resident satisfaction score	Did not participate	76.7 / 100
Family satisfaction score	No information available	No information available
Staffing score (CMS)	★★★★★	★★☆☆☆
Nurse turnover	21.6%	47.7%
Total nurse hours per resident per day	3.1	3.4
	<a href="#">View full nursing home profile</a>	<a href="#">View full nursing home profile</a>

### 2. Compare Nursing Homes

- Allows users to **compare selected nursing homes** side by side.
- Can drill through to the actual nursing home page.

### 3. Text/Email

- Can send nursing home information via text (mobile) or email (desktop).
- Allows easy sharing of information with others involved in the decision-making process.

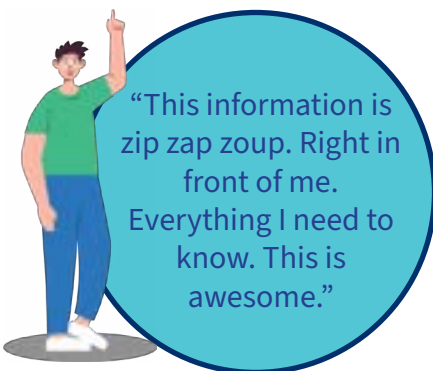


### 4. Geolocation

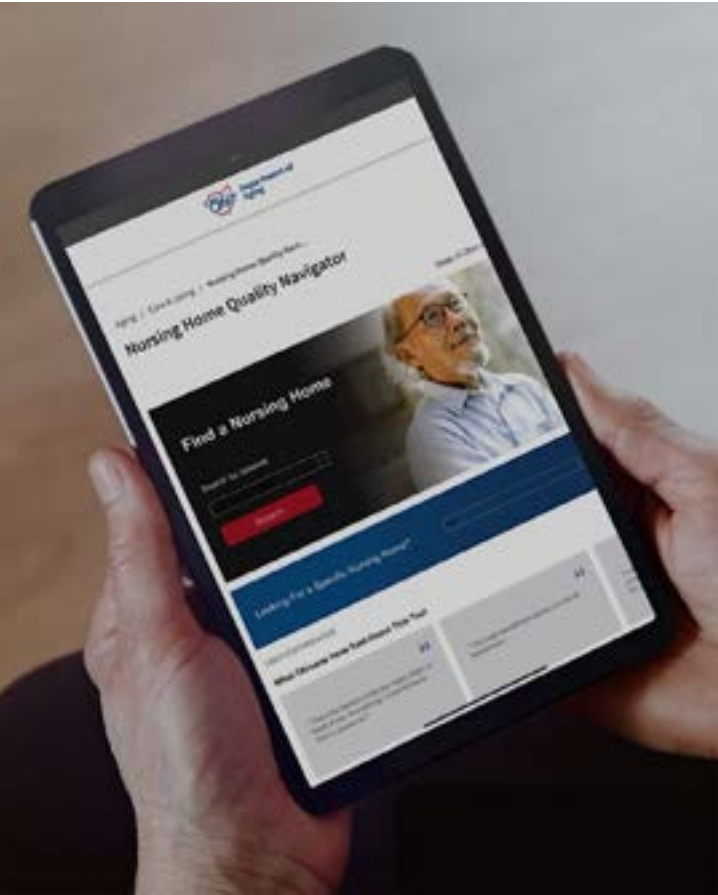
- Autodetects a user's ZIP code and fills it in.

## HOW DO WE KNOW?

### What Ohioans have said about the Nursing Home Quality Navigator:



- Within the first 30 days of its launch in February 2024, the Navigator was by far the most-visited page on the ODA website with nearly **20,000 page views**. The Navigator landing page had another **13,000 page views**. Combined in their first month, the Navigator’s two pages on the ODA website had **33,000 page views**.
- When people reach the Navigator page, they stay there. The average user session time is **1 minute and 42 seconds**, far exceeding the industry standard and also exceeding the average of 53 seconds that is spent on an ODA page.



## WHAT NOW?

The Ohio Department of Aging and the Ohio Department of Administrative Services’ IOP Data Analytics team are now working on a Command Center that will give policymakers a single view of the Ohio nursing home industry and progress toward the goals outlined in the Nursing Home Quality & Accountability Task Force

[Recommendations Report](#).

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Visit the [Ohio Nursing Home Quality Navigator](#) today!

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