

Media Release

Iowa Department of Inspections and Appeals, Lucas State Office Building, Des Moines, IA 50319-0083

For Information Contact:

David Werning (515) 281-7376

david.werning@dia.iowa.gov

CRESTVIEW NURSING & REHABILITATION CENTER
NAMED A GOVERNOR'S QUALITY AWARD-WINNER

DES MOINES, IOWA (June 18, 2015) – Iowa Governor Terry Branstad today announced that Crestview Nursing & Rehabilitation Center has been selected to receive the 2015 Governor's Award for Quality Care in Health Care Facilities. In making the announcement, Governor Branstad noted that the West Branch facility is a two-time Award-winner, having previously won in 2006.

The 65-bed long-term care facility was nominated for the Award by the family member of a former resident who cited the outstanding care and services provided by Crestview to its residents. "We feel our mother had a wonderful quality of life while she was at Crestview. It was not just mom; they treated every resident with dignity and compassion and knew what was important to all the residents."

As an example of the facility's attention to detail, the nominator detailed her mother's admission meeting. "From the moment we arrived at Crestview everyone made us feel like our mother was their number one priority," the nomination stated. "The environment is warm and homelike, the food was delicious and every staff member was sensational."

Singled out for special praise was the facility's activity coordinator. "The activity coordinator did an in-depth interview and found out mom was a big Hawkeye fan" as were several other residents, the nomination continued. "Imagine the smiles on their faces when the Hawkeye cheerleaders and Herky arrived, taking every resident's picture and sending them out to family members."

Facility administrator Cheryl Mercer credits community support for much of Crestview's success. Community support is a key component, Mercer explained, with many volunteers who organize veterans' events, church services, game nights, bingo, and one-on-one care. Many of the volunteers are family members of former residents. "The staff and I do our best to make Crestview a place to come to live with fun things to do and choices for the residents," Mercer added.

The truly caring nature of the staff and its approach to resident care also warranted comment by the nominator. "To my sister and I – both of us being in the health care field – what seemed so unique to us was the fact that everyone we encountered worked as a team. In the beginning, you

could not tell whose job was what as they would all respond to a call light; all staff was involved in housekeeping chores, etc. It never appeared that anyone had the attitude 'it's not my job,' and to us, that really set this facility apart from other facilities we have visited."

The Governor's Award for Quality Care was established to recognize long-term care facilities that provide – in the nominator's opinion – a high level of care to their residents. This year's Governor's Award recipient was selected from a field of 15 nominated facilities. Since the first awards were presented in 2001, a total of 51 awards have been presented to 44 individual facilities.

Once a nomination is received by the Iowa Department of Inspections and Appeals (DIA), it is evaluated by staff in the Health Facilities Division according to established criteria. Regulatory compliance is one of the specified criteria and Crestview Nursing & Rehabilitation Center has been deficiency-free for the past five years. In fact, the facility has not been subject to any state enforcement action for at least 15 years.

"What is most unique about the Governor's Award for Quality Care is the fact that facilities are nominated by those they serve or the family members of their residents," Governor Branstad explained. "All 15 nominated facilities should feel a sense of pride in knowing that their residents and family members take comfort in the dedicated service and quality of care provided. I congratulate Crestview Nursing & Rehabilitation Center on being selected for the 2015 Governor's Award for Quality Care in Health Care Facilities."

"Crestview Nursing & Rehabilitation Center has demonstrated to its residents and their families that it provides outstanding care and services in the community. Both Governor Branstad and I are delighted to have it selected as the recipient of the 2015 Governor's Award," the Lt. Governor added. "We congratulate Crestview, and thank the administrator and staff for their commitment to serving our state's senior citizens."

###