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## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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### **My InnerView's Board Game Makes Nursing Home Quality a Winner**

WAUSAU, WI--- Improving the quality of long-term care is the focus of professionals throughout the profession and a serious effort, but that doesn't mean that learning how to do it better shouldn't be fun. And it is with a new board game, *Just Ask WHY?* The game was developed by My InnerView, Inc. (MIV), one of the nation's leading providers of online quality management tools for the long-term care industry.

Fun is just an added benefit of the game, MIV's Executive Vice President of Operations Janice Gulsvig said. More importantly, however, Gulsvig said playing *Just Ask WHY?* has proven to be a very effective way of training quality committees and staff on how to identify and respond to quality issues.

The game caused a stir with its introduction at the American Health Care Association (AHCA) and American Association of Homes and Services for the Aging (AAHSA) shows last fall. Since then, individual nursing homes have ordered the game for their quality committees,

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and corporate groups, and state associations have acquired it to use with their management teams to learn the *Just Ask WHY?* approach to quality improvement.

“The cause of quality problems in a nursing home environment can be elusive,” Gulsvig said. “In many cases, a problem is the result of several different contributing factors, none of which might be the reason you first suspect. Maintaining the nation’s largest private database of nursing-home quality metrics, MIV quality tools can help identify the existence of a problem, but combined with the right analytical process, MIV’s multiple levels of data can also help root out the causes of a problem. That is the first step in a meaningful evidenced-based continuous quality improvement effort.”

With a roll of the dice, *Just Ask WHY?* takes four to six players on a journey of discovery through the departments, systems, residents, and staff of a game-board nursing home. Along the way, they seek the reasons for the quality-issue scenario outlined in their game pack...drawing clues...questioning other players who might have hidden information...doing the detective work that leads to the right answer and an opportunity to make a real difference in care. Players learn how to use data to identify opportunities for improvement, identify underlying performance factors, evaluate the effectiveness of systems and processes, and develop analytical skills that lead to effective, systematic quality improvement.

“What makes the game so valuable is that the quality-issue scenarios and the manner in which information unfolds during the course of play are very realistic. It accurately reflects the nursing home environment,” Gulsvig said. “The analytical process and evidence-based quality improvement method experienced and learned by playing the game are universally applicable in

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our profession. In fact, we encourage clients to play the game using an actual quality issue from their facility.”

The game is available for \$34.95 (\$24.95 for MIV customers) at [www.MyInnerView.com](http://www.MyInnerView.com). Game owners can order accessories and new Journey Packs for use with their game board from My InnerView as they become available. Availability of new products will be announced on the My InnerView website. For additional information about *Just Ask WHY?* contact [game@myinnerview.com](mailto:game@myinnerview.com).

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About My InnerView: My InnerView™ is a Web-based quality management system that provides leaders in assisted living, senior housing, and the skilled nursing profession with tools to measure, benchmark, and improve performance. MIV is one of the nation’s leading providers of quality-management tools for long-term care facilities, serving 4,000 long-term care clients throughout the U.S. MIV maintains the industry’s largest private database of quality and customer satisfaction metrics. The My InnerView core product is the Quality Profile™, an on-demand, cost-effective report that screens customer satisfaction, employee satisfaction and commitment, quality of care, and quality of life. Conceived and supported by industry-leading practitioners, academics and technology professionals, My InnerView’s data outcomes are rigorously evaluated for accuracy. Additional information on My InnerView research, comparative data, and quality management tools is available at [www.MyInnerview.com](http://www.MyInnerview.com).

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