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Food For Thought



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Clint's new weekly Internet radio show, *Clint's Cures: Answers For Your Healthcare*, on VoiceAmerica.com is off to a great start!

For those who may have joined in the newsletter lately, Clint Maun is taking to the air waves to tackle the healthcare issues that matter the most to Americans today. *Clint's Cures* provides consumers with the clear-cut information and answers they need to make the right decisions about their healthcare.

Clint's Cures: Answers For Your Healthcare airs on the VoiceAmerica Variety Channel at www.voiceamerica.com. The weekly show is broadcast live on Mondays at 10-11am Central Time. Listen in directly at Clint's show page on the VoiceAmerica site at:



<http://www.voiceamerica.com/voiceamerica/vshow.aspx?sid=1717>

To learn more about *Clint's Cures*, be sure to visit the companion website at www.clintscures.com!



Stay up to date on the latest Clint's Cures news and receive automatic weekly episode reminders of upcoming episodes!

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Have You Looked at Your Website Lately? You Need to!

The Good News: People searching the Internet for healthcare providers found your Web site.

The Bad News: They found your site uninviting, hard to navigate, and/or lacking basic information, and quickly moved on in their search.

No doubt about it - your Web site is important. A bad first impression can easily cause someone to move on without really seeing what you have to offer and you may never get another opportunity to engage that client/patient again. We know what you're thinking. "I'm not a Web designer. I'm not responsible for my company's Web site." Although this may indeed be the case, it doesn't mean you shouldn't take any action or initiative. After all, with your knowledge and experience, you're a prime candidate to offer ideas and input to enhance your company's Web site.

Here are some key areas to focus on for your healthcare organization's Web site.

- **Look and feel:** Your Web site needs to convey who you are and what you do for your community. If your healthcare organization's main demographic is over 60, but you have pictures of younger people and a generally younger look and feel, you could be losing out on potential patients and clients. Your Web site should also include font size options, sample menus, a calendar of events, and photos.
- **Good information:** Once a potential patient is captured by your design, the content is what will keep them on your site. Is the information relevant and up-to-date? Is it easy to find and easy to read? Does it list all of your services and amenities? These are just some of the questions that need to be addressed when you look at content.
- **Direction:** Your Web site must contain clear directives and calls to action. Remember, a primary goal of your Web site should include attracting patients and customers to your facility. It really doesn't matter how pretty and informative your Web site is if people can't find you in the "real world." Never make someone search for your phone number. Give your potential patients a variety of options for contacting you, including a phone number and email address, with the invitation to schedule a tour or speak to a representative.

Even if it's outside your normal area of expertise, your healthcare organization could definitely use your thoughts and opinions when it comes to the corporate Web site. After all, as a valued employee, everyone's opinion counts! A few small changes can make a big difference in the sites' effectiveness. So, take a fresh look at your Web site.

"Do you realize if it weren't for Edison we'd be watching TV by candlelight?"

-Al Boliska

Meet The Maun-Lemke, LLC Team!

Greg Efta

For more than 25 years, Greg Efta has been helping healthcare organizations address and overcome their most critical problems and barriers. From an inspirational keynote address to an educational

seminar to a hands-on, skills-based workshop, Mr. Efta can quickly and effectively connect with audiences and clients in any scenario. He is a nationally renowned speaker and his programs have gained him widespread recognition as a leader in healthcare consulting, research, and training.

Mr. Efta is the co-author of *Recruitment, Selection and Retention of Quality Staff*, which is a leading resource for long term care leadership. His passion and knowledge for healthcare spans a spectrum of topics and subject matter. Regardless of the topic or engagement a healthcare organization selects, he combines energy, knowledge, and humor to make the experience memorable with down-to-earth tips and techniques healthcare professionals can easily apply in their day-to-day work. With more than two decades of experience in professional healthcare consulting and professional speaking, Greg has been able to successfully merge two distinct styles into one highly effective approach. Whether giving a keynote speech or an extended workshop, clients greatly benefit from his combined approach. With the enthusiasm of a motivational speaker and the knowledge and practicality of a seasoned consultant, he can successfully apply critical process improvements in an invigorating manner that keeps employees engaged over time.



All of Mr. Efta's programs are results-oriented and provide specific steps for fulfilling his clients' clearly defined objectives. From patient satisfaction initiatives to safety programs, Mr. Efta ensures that the right people are enlisted in the initial effort and makes sure that proper directives are in place for long-term success. Greg has learned that true culture change only occurs when employees thoroughly understand the concepts and ideals that have been presented to them. This is precisely why he presents topics and strategies in an easy-to-understand way. Furthermore, Mr. Efta ensures that participants receive regular, consistent program education so they can effectively retain the information and easily apply the skills they have learned. Mr. Efta's impact is clearly visible at just about any organization with which he has worked. From front-line employees to senior-level staff, it's evident that Greg's programs produce results that last. For instance, learn how Greg can show your organization how to [Invest In Your Bottom Line](#), as increasing revenues open other possibilities and potentials for improvement throughout the organization!

[Learn more about Greg Efta and how he can help your organization overcome its greatest obstacles and unlock tremendous potential!](#)

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