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Food For Thought



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"It's a Jungle Out There" for healthcare providers.

Times are tough. The regulations keep piling on and reimbursement rates have been cut. Competition is fierce and costs are rising. Successful healthcare leaders know they must stay ahead of changes in the marketplace and continue to seek out innovative new revenue opportunities. Navigating through the maze is a challenge and leaders often don't have other leadership resources for help in strategizing the direction of their business.

Now, for the first time, Clint Maun is offering consulting and executive coaching for healthcare leadership and management. Imagine being able to confidentially discuss daily challenges, opportunities and receive immediate ideas, information and action recommendations for an affordable

monthly fee. Essentially, you'd have a personal consultant and life coach on retainer for much less than his on-site fee, with no expenses.

Clint would be available via live webcam, phone conferences and email to discuss and coach on the challenges successful healthcare leaders face, such as:

- Reimbursement Issues
- Tough employees
- Strategic opportunities
- Methods to improve teamwork
- Revenue strategies
- Merger and acquisition opportunities
- Partnership with other health care providers

If you are interested in having Clint on retainer as a personal and professional advisor and coach, please contact Kathy Cain, VP, 800.356.2233.

Is SAD Affecting You?

Those in the healthcare profession are certainly aware of various diseases and health conditions. However, many of us may not even realize a common condition that affects thousands of employees every year, this time of year: Seasonal Affective Disorder (SAD).

SAD is a type of depression that is affected by seasonal changes. According to the National Mental Health Association melatonin, a sleep-related hormone secreted in the brain, has been linked to SAD. This hormone, produced at increased levels in the dark, may cause symptoms of depression. Therefore, when the days are shorter and darker, the production of this hormone increases.

Symptoms of SAD tend to come back at the same time each year and may include:

- A drop in energy
- Persistent fatigue
- Increased appetite
- Increased irritability

SAD may also include some of the symptoms that are present in other kinds of depression, such as feelings of guilt, loss of interest or pleasure in activities that were once enjoyed, feelings of hopelessness and/or helplessness, and physical problems (headaches, stomachaches, etc).

Treatment

If you notice periods of depression that reoccur with seasonal changes but go away the rest of the year, you may be experiencing seasonal affective disorder (SAD). Once identified, SAD is reasonably easy to treat. If you are experiencing symptoms of SAD, your healthcare provider can help to determine the most appropriate treatment for you.

The use of phototherapy, or light therapy, may be successful in suppressing the brain's secretion of melatonin. This type of therapy involves a special light box that a person sits in front of to increase their exposure to light.

Certain antidepressant drugs may be effective in reducing or eliminating symptoms of SAD. You can also try spending some time outdoors each day. A regular exercise program and a good nutrition plan can also help keep symptoms at bay.

*"To shorten winter, borrow some money due in spring."
—W.J. Vogel*

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