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## Food For Thought



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## Mystery Shopping

*How would you score?*

Maun-Lemke has been Mystery Shopping healthcare organizations, by phone and live visits, for over 20 years. We create a new Mystery Shopping 'scenario' each month specific to the type and treatment specialization to be shopped (Long Term, Assisted Living, Alzheimer's, Hospice, Home Care, Mental Health, Independent Living). We rotate our Mystery Shoppers so they do not contact the same facility within a 6-month time frame. All Maun-Lemke Mystery Shoppers have healthcare experience, are trained by us and each of their reports are reviewed for grading consistency.

Consumers today are taking a much greater interest in their healthcare. They are becoming more empowered to explore healthcare options for themselves and their loved ones. Providers can no

longer merely depend on discharge planners and referral sources to keep facilities full. They need to know how their organization's staff handles inquiries.

If you'd like information on Mystery Shopping your facility, call Kathy Cain at 800.356.2233.

### Study Shows Baby Boomers Know Little about Medicare

According to a recent study released by the Bankers Life and Casualty Company Center for a Secure Retirement, more than half (56 percent) of America's middle-income Baby Boomers admit to knowing little or almost nothing about Medicare. In fact, 13 percent falsely believe that Medicare is free! The study found that 72 percent of Boomers did not know that most Americans on Medicare pay a monthly premium, co-pays and deductibles.

Also, two-thirds of boomers do not understand what their health insurance benefit will be for doctor visits and hospitalization once they are on Medicare. Lastly, eight in 10 (86 percent) Boomers under age 65 don't know if Medicare covers long-term care or overestimate its long-term care coverage.

The study underscores the pressing need for Medicare and benefits education. Although it appears that most Boomers need to wake up and prepare for their future healthcare, we can certainly help them along the way by providing educational materials and discussing all of their possible benefit options.

*"Old age is 15 years older than I am."  
—Oliver Wendell Holmes*

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