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### In This Issue

[Employees Matter: Are You in Turnover Turmoil?](#)

[The Leading Edge: Hot Topics in Healthcare](#)

[News You Can Use: Report Finds More than \\$1 Billion in Inappropriate Payments are made to SNFs Every Year](#)

[Just for Fun: Doctor/Patient One Liners](#)



**Could *your* healthcare facility benefit from this?**

***Every healthcare facility can benefit from Revenue Enhancement!***

Clint Maun, CSP has **two new programs** *custom-designed* to help you enhance your **revenue streams** and deliver increased customer satisfaction, smoother operations and sustainable, long-term market viability, especially given the forthcoming changes resulting from the recent healthcare reform!

These exciting new programs bring a wealth of proven-solutions to bear on improving your facility's revenue, so you can invest in other important aspects of your business, such as staff rewards & retention, site/technology improvements, partnership integration projects and more!

**The Continuum of Care Dating Game:  
Moving the Relationship from Courtship to  
Engagement**



The healthcare delivery system will, and has, become a **bundled set of partnerships**. What does your post acute organization need to do for profitability and successful business growth? This program offers immediate techniques for enhancing and leveraging your hospital relationship to help you deliver better care, as well as optimize your revenue potential, for you **and** your partners.

### **Blueprint for Growing Revenue When Healthcare Funding is Going Down the Drain**

Do you have progressive strategies, dedicated team effort, partnerships and goals for keeping and building your revenue stream? There are winning tactics and techniques that will generate revenue **growth** - not just sustainability. Learn **proven** and **specific** action steps your team can develop and implement immediately to grow your revenue!

**Let Clint Maun show your organization how to  
Increase Revenue Now while Preparing for Tomorrow!**

**Review Clint Maun's Biography and References at <http://www.maunlemke.com>  
or call Kathy Cain at 800.356.2233 for more information**



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### **Are You in Turnover Turmoil? Key Retention Strategies to Consider**

If you're like many other healthcare organizations, you're probably finding it increasingly difficult to retain employees. Indeed, the employment culture is changing and it's now relatively common to change jobs every few years, rather than staying with the same company throughout an employee's career. Moreover, as the Baby Boomers enter retirement age, healthcare organizations are seeing a good chunk of their employees exiting the workforce altogether.

Unfortunately, turnover costs are very high and can significantly affect the financial and operational performance of your organization. Direct costs include recruitment, selection, and training of new people. So, what can you truly do to address and reduce turnover? Here's a look at some key strategies.

- **Hire the right people.** We know what you're thinking—duh! But it's a strategy many companies overlook. In a hurry to fill vacant spots, many organizations simply rush through the hiring process and as a result, they recruit an individual who is not right for the job. To be sure, hiring the wrong person for the job negatively impacts employee retention. To hire more effectively, first clearly describe the job you want to fill. Describe desired business experience, education, knowledge and skills, responsibilities and job objectives. You can also consider sending your managers to a training program on effective interviewing.
- **Provide career growth and opportunity.** If you want employees to stay with you for the long haul, give them good reason not to split. Does your company have an ongoing career development program, tuition reimbursement, or skills training program? An investment in upgrading the workforce is one of the best investments a company can make when looking at

long-term growth.

- **Focus on employee perks.** In today's economy, most companies have been reducing and slashing employee perks, but to retain employees you must truly focus on what makes employees happy. Fortunately, this doesn't always have to come in monetary form. Intrinsic rewards are critical. Employees must believe they have a voice and are recognized for their contribution. Solicit input from your employees. Find out what truly makes them happy. You'll probably be surprised that it doesn't always involve a cash bonus or raise. Most employees are interested in perks like being able to lead a project or task or being able to modify and tweak their schedule.
- **Think long-term, especially when it comes to compensation.** Most companies offer a standard benefit package, including health, dental, and life insurance, vacation and leave policies, as well as investment and retirement plans. But if you want to be truly competitive and enjoy high retention, think about what more could be done to achieve an employee-oriented work environment. Options like flextime or preventative health care and wellness programs such as fitness center memberships are excellent as well as cost-effective benefits. Examine the issues and needs of your employees and try to develop creative compensation programs to address employee needs and desires.

If you're experiencing turnover turmoil, begin to focus on these steps. It will show your employees that you have a genuine concern for their well-being, and it will undoubtedly help you address employee churn.

*"Happiness is not something ready-made. It comes from your own actions."*

—Dalai Lama

## Hot Topics in Healthcare: A Look at What Many Organizations Are Focusing On

Perhaps more so than any other industry, healthcare is currently chockfull of change and reform. The Affordable Healthcare Act is certainly top of mind, but other topics hold equal attention and are high on the priority list for the industry.

Here's a look at some topics and priorities several healthcare organizations are focusing on as we press on into 2013:

- **Creating and sustaining engagement.** Engaging patients in ongoing dialogue provides several tangible benefits, including enhanced efficiency and patient empowerment. For example, pointing patients toward your website where they can view helpful information and complete downloadable can decrease wait times and increase customer satisfaction.
- **Knowing what data you need and learning how to understand it.** You may have access to plenty of data, but do you know how to analyze it and moreover, use it in a way that improves operations? What data to look at and how maximize it to improve revenue stream is a critical task. Consider retaining expert advice on how you can build reports that actually make sense and allow you to effectively move forward with the data you have.
- **Understanding payment reform and ACOs.** Payment reform is now a reality for most healthcare organizations. The ACO model bundles payments to the hospital who will then distribute to surgeons and other providers. Several healthcare organizations have devoted full-time staff members to the nuances of analyzing these payments and negotiating how they are distributed.

There are several other hot topics and priorities healthcare companies will face as we move on in the year, but placing a sharp focus on these items is certainly a smart and strategic move.

*"Believe you can and you're halfway there."*

—Theodore Roosevelt

## Report Finds that More than \$1 Billion in Inappropriate Payments to SNFs are Made Every Year

A recent report published by the Office of Inspector General (a division of the U.S. Health and Human Services Department) found that skilled-nursing facilities (SNFs) received \$1.5 billion in inappropriate Medicare payments in 2009. The report noted that one quarter of all SNF claims in the period were done in error.

The report could certainly lead to increased scrutiny of SNFs by Medicaid Audit Contractors. Specifically, the OIG made recommendations that CMS:

- Increase and expand reviews of SNF claims
- Use its Fraud Prevention System to identify SNFs that are billing for higher paying RUGs
- Monitor compliance with new therapy assessments
- Change the current method for determining how much therapy is needed to ensure appropriate payments
- Improve the accuracy of MDS items
- Follow up on the SNFs that billed in error

You can download the complete report at <https://oig.hhs.gov/oei/reports/oei-02-09-00200.asp>

*"Doctors are great — as long as you don't need them."  
—Edward E. Rosenbaum*

## Patient/Doctor One Liners that will Make You Laugh!

**Patient:** Doctor, I have a serious memory problem. I can't remember anything!

**Doctor:** So, since when did you have this problem?

**Patient:** What problem?

**Doctor:** Nurse, how is that little boy doing, the one who swallowed ten quarters?

**Nurse:** No change yet.

**Patient:** Doctor, what should I do if my temperature goes up a point or more?

**Doctor:** Sell!

**Patient to optometrist:** I'm very worried about the outcome of this operation, doctor. What are the chances?

**Optometrist to patient:** Don't worry, you won't be able to see the difference.

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