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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, 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.*

## Social Media in Healthcare: Helpful Tips & Pointers

Healthcare organizations and professionals have ample opportunity and options when it comes to establishing an online presence. Whether it's your own blog or via networks like Facebook, Twitter, or LinkedIn, social media gives you a platform to share information in real time and to engage with your patients, colleagues, and perspectives customers. To be sure, social media is an easy and effective marketing and engagement tool—so here are some tips to keep in mind when participating in social media:

- **Learn how to use it.** Nothing is perhaps more embarrassing than blasting a private message to your entire network that you actually meant to send to one person. Make sure you know how you want to participate and how things like forums and messaging work. Start by watching what similar practices or people are using the technology.
- **Fiercely monitor it.** You are effectively defeating the purpose of being on social and professional networking sites if you fail to remain active on them. If customers are voicing frustrations or posing questions to a silent audience, you are placing you and your healthcare organization's good reputation at stake. Make sure that you are checking into the sites daily for questions, updates, messages, etc.
- **Share good news and best practices.** Social media is ideal for sharing research, connecting with your peers, and spreading best practices. If you have success stories ensure your network(s) knows about it!
- **Stay up-to-date.** Social media sites are continually adding features and new functionality. Take a few minutes every day to learn what's new or what's changing—you could learn valuable information and tips. For example, Twitter now has a hashtag where you can ask for a publication. If someone in your network has a copy that is allowed to be shared, you can usually find it: #icanhazpdf

We would of course be remiss if we didn't share this one critical reminder: don't ever share patient identifiable information on social media. Healthcare providers should not use social media to share any health information that could be linked to an individual patient, such as names, pictures, and physical descriptions, without the patient's consent. Always be mindful of the possible ramifications of posting health information on social media sites.

*"The awkward moment when you see a 10 year old with a better phone than you..."*  
—Ritu Ghatourey

## Learn How to Market Yourself! Key Items to Consider

Whether you're aiming for a promotion or a new position within your healthcare organization, it's critical that your resume is up-to-date and accurately reflects your work history and accomplishments. Here are some key items to consider and keep track of as you progress in your

healthcare role.

- *Your involvement and contribution to continuous quality initiatives (CQI).* CQIs are a normal and expected component of most healthcare professional's backgrounds. Make sure you keep a log of the CQI initiatives you have worked on. Be able to detail what systems and process analysis you have a deep understanding in. This will showcase your skills and strategic abilities when it comes quality improvement.
- *The typical caseload you manage.* Make sure you can elaborate on the type of caseload you've managed, including the number of patients/clients served and the specific challenges your caseload presented. If your caseload is significantly more challenging than your colleagues, take note of this and be able to cite those examples.
- *Your expertise in regulatory compliance.* Rules, standards, and regulatory issues are seemingly never-ending. Your knowledge and expertise in this area can certainly set you apart from the pack. Make sure you keep your resume up-to-date in regard to this topic and include specific successes you've encountered with city, state, and federal agencies and programs, such as HCFA, JCAHO, Medicare and Medicaid.
- *Your experience with grant writing and fundraising.* Any skill that involves securing new funding streams is noteworthy and highly sought after. If you have any knowledge or expertise in this area of healthcare, make sure you keep a detailed account of it.
- *Your ability to train others.* Even if it's informal on-the-job training, make sure you highlight your ability to teach others. Better yet, if you've ever developed a training curriculum or have made formal presentations, keep those materials on file so you can showcase them come time for that promotion or new position within the company.

Bottom line, it's up to you to document your skills, abilities, and accomplishments. Follow the tips above, and when it comes time to go for that promotion or new position you will be more than ready to successfully market yourself.

*"Success is not final, failure is not fatal: it is the courage to continue that counts."*  
—Winston Churchill

### **Leaders Launch the International Occupational Medicine Society Collaborative**

Leaders from 16 international occupational medical societies attending the 2013 annual meeting of the American College of Occupational and Environmental Medicine (ACOEM) have launched the International Occupational Medicine Society Collaborative—a new initiative aimed at improving worker health and wellness globally through the exchange of ideas and information. Sponsored by the Society of Occupational Medicine, located in the United Kingdom, and ACOEM, located in the United States, the Collaborative is intended to provide an ongoing forum to promote best practices in occupational medicine and greater awareness of issues impacting worker health worldwide.

During its inaugural meeting, Collaborative members discussed shared interests as well as opportunities and challenges facing occupational medicine practitioners globally. Topics ranged from the impact of an aging workforce to the rise of chronic conditions that affect worker health and productivity, such as obesity and diabetes. There was widespread agreement that more trained specialists would be needed to meet these growing issues.

According to the International Labour Organization, there are an estimated 270 million occupational accidents and 160 million cases of occupationally related diseases each year worldwide, along with more than two million work-related fatalities. Organizers of the inaugural meeting of the Collaborative said the statistics provide a compelling reason for international occupational medicine societies to share resources and information.

The Collaborative plans a series of online meetings during 2013-14, with a second in-person meeting tentatively planned for a location in Europe in 2014.

*Source: American College of Occupational and Environmental Medicine*

"You only live once, but if you do it right, once is enough."  
—Mae West

## Healthcare Jokes that are so Bad... They're Good!

**Doctor:** Nurse, how is that little girl doing who swallowed ten quarters last night?

**Nurse:** No change yet.

**Patient:** Doctor, what should I do if my temperature goes up five more points?

**Doctor:** Sell!

**Patient:** How much to have this tooth pulled?

**Dentist:** \$100.00.

**Patient:** \$100.00 for just a few minutes work?

**Dentist:** Well, I can extract it very slowly if you like.

**Patient:** Doctor, you must help me. I'm under a lot of stress, and I keep losing my temper with people.

**Doctor:** Tell me about your problem.

**Patient:** I just did, didn't I, you stupid fool!

As the doctor completed an examination of the patient, he said, "I can't find a cause for your complaint. Frankly, I think it's due to drinking."

"In that case," said the patient, "I'll come back when you're sober."

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