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#### In This Issue

[Employees Matter: Developing Your Inner Leader](#)  
[The Leading Edge: Addressing Mistakes & Complaints](#)  
[News You Can Use: Poll Finds Americans Have Not Planned for Long-Term Care](#)  
[Just for Fun: The Bug](#)



**Just 7 more Medicare customers can deliver over \$1 million to your top line.**

*This additional revenue offsets losses from Medicaid reimbursement rates.*

#### Does your organization need to grow revenue?

Clint Maun and Maun-Lemke have over 25 years of expertise in "changing the results of healthcare". We have learned through that to assure their sustainability, LTC organizations **must not be** revenue dependent upon Medicaid.

Maun-Lemke's proven A.R.M.S. Length Revenue Enhancement System can be implemented cost-effectively through our step-by-step process and web-based computer consulting support. For information on the A.R.M.S. Length System and how your organization can achieve their full Revenue potential, call Kathy Cain or Chad Maun at (800) 356-2233.

#### Developing Your Inner Leader

Leadership comes in several different roles. Some people are designated leaders on a team while others just naturally take on a leadership role, even though they have never been formally appointed as a leader. The truth is, we all have the capability to lead. It just takes some extra

though and effort.

If you want to sharpen and develop your leadership skills within your healthcare role, there are some simple and straightforward tips to keep in mind. Here are five tips to keep in mind:

1. **Focus on leading yourself.** It's quite easy to bark out orders and tell other what to do. True and effective leaders, on the other hand, lead by example. They are motivated and they know how to get things done. Indeed, great leaders have the ability to focus and motivate themselves as they motivate others.
2. **Be open to new ideas and processes.** Many healthcare organizations are built around strict protocol and processes. This certainly has its advantages, but this doesn't necessarily mean that there isn't a better way to do things. Effective leaders are open to new thoughts and ideas. Of course, a thoughtful leader will test and research ideas before hastily implementing anything.
3. **Be able to answer the how's.** Too many healthcare organizations have slogans and catch phrases that shout their commitment to superior service and patient care. These are worthy endeavors, but a genuine leader will see that these are just words until you can actually put those thoughts into action. Great leaders are able to answer how you can commit to service and patient care. They can quantify excellence, design plans, and set a reasonable but real timetable for completion.
4. **Follow through every single time.** Several leaders can start projects and tasks, but only the great ones will see these items to successful completion. To be sure, a lack of follow through will only result in lost faith and respect from your employees and colleagues. If you are tasked with a project or task, steadfastly commit to finishing it. The ability to complete things is critical.
5. **Seek continual education and on-the-job training.** Developing your inner leader is a combination of devoted study (i.e., reading books, attending seminars, etc) and learning on the job. It's a continual balancing act, but it's truly the only way you can continue to sharpen and hone your leadership skills.

*"A leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it ourselves."*

—Lao Tzu

## Addressing Mistakes & Complaints: Some Helpful Do's & Don'ts

Plain and simple, we're all human, and we all make mistakes. Unfortunately, in the world of healthcare making a mistake can sometimes be a life or death matter. To be sure, mistakes and patient complaints should all be taken seriously—they can result in the loss of licenses, litigation, or serious smear campaigns against you and your facility.

Here are some basic tips to help protect you and your organization through a patient complaint:

### Don't:

- Dismiss complaints or allegations as frivolous, meritless or an outright fabrication by the patient. Treat patient complaints seriously, and follow your organization's protocol in every instance.
- Make public comments. This includes making statements to the media or making comments on social or professional networking sites. Avoiding public comments ensures that your message isn't misconstrued and it also helps ensure that your integrity (as well as your organization's) is protected.
- Alter or destroy records. You may supplement or add to records, but altering or destroying records that show errors or omissions is not ethical. Clearly note the date and reasons for any supplement, amendment or addendum.

### Do:

- Everything you can to ensure the complaint is escalated and reported according to company policy. Take every complaint seriously.
- Be thoughtful and responsive. Don't ever lash out at a patient. If a patient is vocal or has made a formal complaint, always maintain your professional decorum.
- Be cooperative and honest. Take notes of the incident so that you can provide accurate details. This will help ensure you give an honest account of the complaint.

Please keep in mind that these tips are not intended to replace legal advice. Always seek management's guidance and/or legal counsel when in doubt.

*"Success does not consist in never making mistakes  
but in never making the same one a second time."  
—George Bernard Shaw*

## Recent Poll Finds Americans Have Not Planned for Long-Term Care

A recent poll conducted by the AP-NORC Center for Public Affairs Research examined how people 40 and over are preparing for the difficult and often pricey reality of aging, and found that two-thirds have done little to no planning.

Key finding from the poll also found:

- Three in 10 would rather not think about getting older at all.
- Only a quarter predict it's very likely that they'll need help getting around or caring for themselves during their senior years.
- Most people expect family to step up if they need long-term care—even though six in 10 haven't talked with loved ones about the possibility and how they'd like it to work.
- Those who have been through the experience of receiving care are less apt to say they can rely on their families in times of need.

These findings are indeed concerning considering that government figures show nearly seven in 10 Americans will need long-term care at some point after they reach age 65, whether it's from a relative, a home health aide, assisted living or a nursing home. On average, they'll need that care for three years.

The AP-NORC Center for Public Affairs Research survey was conducted with funding from the SCAN Foundation. The nationally representative poll involved landline and cellphone interviews with 1,019 Americans age 40 or older. It has a margin of sampling error of plus or minus 4.1 percentage points.

*"Some days there won't be a song in your heart. Sing anyway."  
—Emory Austin*

## The Bug

Frank is sitting in his living room when the doorbell rings. Upon answering the door, he finds a 6 foot tall cockroach that grabs him by the neck and beats him about the head and shoulders, then leaves.

The next night, the doorbell rings and it is the same 6 foot tall cockroach. He punches Frank in the abdomen and walks off.

The third night, the doorbell rings and it's the same 6 foot tall cockroach.

This time he beats the snot out of poor Frank.

Frank staggers into the ER and collapses in triage. He looks at the MD and says, "Doc, you gotta

help me. I can't take any more of this!"

"Sorry," The MD replies, "It's just a nasty bug going around."

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