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5 Reasons Care Crowd VT is a Must-Have: Our Clients Make the Case!



The ways in which care is being administered, delivered, and covered is all changing at a fairly rapid pace. So, it's no surprise that the ways

in which we train and engage care professionals is also changing. Facilities that want to acquire or maintain a competitive advantage must continually seek ways and means for their employees to remain best-in-class while also keeping an eye on the bottom line. This is where **Care Crowd VT** comes in.

No doubt about it, there are several online training programs that care professionals can leverage. But perhaps none come even close to fulfilling *all* of the needs of your facility (or facilities). **Care Crowd VT** is a revolutionary, interactive, video-based online training platform that is custom designed to give you and your staff mastery of the skills, techniques and attitudes needed to ensure your success as a care provider.

This innovative training series has already been implemented at care facilities (both large and small) across the U.S. and the results and feedback have been nothing less than phenomenal. The program has clearly demonstrated an increase in employee and customer retention, empowerment, and morale. Simply put, the program is a must-have—and that's existing Care Crowd members' words, not ours!

In fact, when we asked current Care Crowders to tell us what they liked about the program, they consistently came back with six repeating themes.

Why Our Clients Say They Need Care Crowd VT

1. It's ever-evolving.

The *Care Crowd* is a growing community of care professionals dedicated to improving care from within. As the number of dedicated care professionals who join the Care Crowd begins to grow, so too does the information sharing, success stories, and networking—just to name a few. The **Care Crowd** is indeed ever-evolving and adding new features and functionalities, many of which arise directly from our clients' feedback. Blogs, virtual tradeshow,

and job postings are just a few recently added or planned features.

What our clients are saying:

“To be honest, I started Care Crowd thinking it would be just another typical training program, but I have found it to be so much more. Not only have I found a wealth of meaningful and relevant information, but I’ve also tapped into a community of peers.”

2. **It’s for everyone in your facility—everyone.**

Care Crowd VT offers something for everyone in the care continuum, from housekeeping to CNAs to administrators. The interactive training is tailored to those who might find it difficult to attend or afford professional training, and also offers insight and information to the most seasoned and senior care staff.

With **Care Crowd VT**, you have an interactive training platform that allows you to quickly and effectively upskill your entire facility. Those who traditionally don’t have the extra time or means (food service, cleaning staff, etc) will appreciate and be particularly eager to leverage training that can improve their on-the-job skills and professional outlook.

3. **It’s more than competitively priced and tailors for the exact needs of your facility.**

We all know that online training is cost-effective because it eliminates the expenses of travel and consulting fees that are inherent with onsite training. In fact, according to a recent study of training techniques by Osterman Research, Inc. almost 80 percent of executives who employ online training and conferencing cite the elimination of travel costs as an important reason for doing so.

Online training can undoubtedly prove cost-effective, however, some online providers have found ways to hinder cost-savings via *nickel and diming* their customers. For example, a provider may offer an initial package that looks attractively priced. But, some facilities learn quickly that they are charged a fee or an additional license every time they hire a new employee who needs to take the training. This can add up quickly if your facility experiences high turnover.

Fortunately, **Care Crowd VT** training is different. It offers *unlimited* users at the licensed facilities to easily accommodate changes in staff and turnover over the course of the license period. Site licenses cover a period of three years and an unlimited use of the **Care Crowd VT** training platform—no fine print or hidden fees.

What our clients are saying:

“One of the best things about Care Crowd VT is its price. Not only is it affordable, but we have the option to pay in installments, which really helps when it comes to budgeting and forecasting.”

4. **It’s convenient.**

According to a study conducted by Wainhouse Research, online training’s flexibility ranks among the highest reasons employees participate and find online training beneficial. That study said online training and conferencing accomplishes two key things: It allows trainers to reach and include learners

who could not attend before and it supplements in-person courses. The study said the leading reason individuals choose to attend online training sessions as a replacement for in-person events is the ease of fitting them into their schedules. Fully 82 percent of respondents cited convenience as a motivating factor.

Care is obviously not a 9-to-5 gig, and there's no doubt that care professionals work busy and hectic schedules. Finding a training time that may be suitable for one group of employees is bound to cause a scheduling conflict for another group. With **Care Crowd VT**, you don't have to worry about accommodating for everyone's schedule. Participants can simply log in when they have time, or an agreed-upon designated time set by their supervisor.

Employees on the second and third shift often miss out on keynote speakers or trainers. However, with **Care Crowd VT**, evening and overnight personnel can participate in, and leverage, the same training their day shift counterparts do. They won't feel *left out*.

5. **It's a modern approach to learning.**

Care Crowd VT is helping to spawn a phenomenon: the collaborative workplace. **Care Crowd VT** can create an environment at your facility where information travels freely, employees are engaged and communicating, and most importantly—solving challenges together.

At the heart of **Care Crowd VT** are 4 pillars that *define what it means to be a Care Crowd member*. These simple principles establish a framework that forms a strong foundation you can build your care career on for a lifetime of success.

- **Care is Cool!**
- **Customers are Great!**
- **Teaming Makes it Easier**
- **I (personally) Make a Difference**

By joining the Care Crowd and mastering these fundamental, yet critical courses, you make tremendous strides in *improving care, building self-esteem, fostering partnerships* and *driving accountability* at all levels. ***Become a part of the solution today!***

What our clients are saying:

“Care Crowd VT's course content is outstanding, and the way in which it's delivered is even better. It covers the primary components that care professionals face and struggle with every day.”

Please take just a few moments for Clint to tell you more about **Care Crowd VT**.

This opportunity for your employees only costs literally pennies per employee per month. Please view the video below and let us know your thoughts.

Thanks for your time, and if you have any questions, call 800.356.2233



The Leading Edge

How to Cultivate Top Performers

Every employer and manager seeks top performers. Indeed, top performance employees view quality and patient/customer satisfaction as a priority in the workplace. They take initiative and “go the extra mile” to ensure things are done right. If you’re a team leader or a top performer yourself, you may think that there’s not much more you have to do when it comes to top performers. After all, they have everything under control! Of course, this is not the right mindset, as top performers can enhance their skillset and further flourish. Here’s how to cultivate an environment of excellence among your top performers:

1. **Give them some control and decision-making power.** According to research and surveys conducted by Accenture (a global management consulting firm) top performers report having more flexibility than typical performers. Average performers must often have their jobs closely monitored, while top performers enjoy autonomy and independence. You can help enhance their job satisfaction and autonomy by giving them more control over their day-to-day tasks. Allow them to prioritize and set deadlines, for example.
2. **Provide regular and detailed feedback.** High performers desire detailed information about their work, so they can pinpoint what they’re doing right and what they can improve on. To help them along the way, provide regular (at least once a week) feedback about their performance. For example, instead of saying, “you did a great job” say something like, “You did a great job ensuring that everything was accounted for before the end of your shift. This

helps ensure a smooth and seamless transition and is exactly what weâ€™re looking for.â€”

- 3. Provide learning and networking opportunities.** High performers spend significantly more time in training programs than typical performersâ€”they truly view training as an opportunity and asset. Indeed, top performers view training as a way to learn new skills that will allow them to take the next step in their careers. Ask your top performers if there is training or networking events they are interested in or would like to attend, then do everything you can to make it happen (i.e., submit the request for approval, see if thereâ€™s budget for it, etc.).

Remember, enhancing your top performersâ€™ skillsets is critically important, as it not only helps your team and department, but also the company as a whole. Use these tips to the benefit of your employees and entire organization!

*â€œThe question isn't who is going to let me; it's who is going to stop me.â€”
Ayn Rand*



Employees Matter

Providing Care Outside of Your Normal Job? Caring for Yourself While Caring for Others

As a healthcare professional, you directly or indirectly help take care of ill or aging individuals as part of your daily job. However, if youâ€™re one of the 49 million Americans providing non-paid assistance and caregiving to a family member on top of your day job, you may really be feeling the strain and pressure of daily life. From grocery shopping to cooking to giving medicine, informal caregivers allow millions of adults to live as independently as possible. Although caregiving is indeed rewarding, it can certainly take its toll on your own physical, emotional and financial health. Whether you or someone you know is a caregiver, the good news is that you donâ€™t have to go it alone. There are several resources and tools at your disposalâ€”you just have to leverage them!

- **Tap into the right online forums.** Having a non-judgmental and supportive place where you can share thoughts, tips and strategies with people going through the same experiences can prove tremendously helpful.

Try this: A few great organizations that provide support groups for caregivers include [Caring.com](#) and [AgingCare.com](#)â€”just look for the *Support* tabs on the sitesâ€™ homepage.

- **Complete quick and simple assessments.** Many caregivers dismiss their own feelings of fatigue and frustration because they feel guilty doing so (â€œThe person Iâ€™m caring for is very sick. What Iâ€™m feeling is no comparison.â€”). However, the reality is that you should never take your own health for granted, and you need to do everything within your power to

preserve itâ€”after all, you canâ€™t take care of your friend or loved one if you become ill.

Try this: Take stock of your physical and emotional health. The National Alliance for Caregiving offers a Self-Assessment Questionnaire that will help you analyze your own behavior and health risks. Based on your results, you can view recommendations and resources to address any issues. You can find the assessment at www.caregiving.org/resources/caregiver-health.

- **Identify time that could be spent on you.** Having adequate time for exercise and relaxation is critically important for everyone, especially caregivers.

Take action: Become aware of time that youâ€™re letting *slip away* that you could actually be spending on yourself. For example, if youâ€™re taking a loved one to the doctor, take a 10-minute walk while waiting or use the time to relaxâ€”have a cup of tea and focus on deep breathing.

â€œGood actions give strength to ourselves and inspire good actions in others.â€
â€”Plato



News You Can Use

Supreme Court Decision Has Advocate Groups Up in Arms

On March 31, 2015, the Supreme Court ruled that residential care providers could not sue Medicaid for higher payments to mitigate rising costs for covered services. The justices, on a 5-4 vote, ruled in favor of the state of Idaho, which asserted that medical providers have no legal recourse to sue. The ruling has not sat that well with several patient advocate groups. The advocate groups believe the Supreme Court decision will end up hurting Medicaid beneficiaries more than anyone.

The American Medical Association and the Federation of American Hospitals have both expressed disappointment with the decision. William A. Dombi, vice president for law at the National Association for Home Care & Hospice, went on record saying the ruling â€œseverely limitsâ€ remedies providers can pursue when escalating costs become prohibitive, adding, â€œthe halls of federal courts are filled with disappointed litigants trying to battle payment rates.â€

â€œA bend in the road is not the end of the road! Unless you fail to make the turn.â€
â€”Helen Keller



Just For Fun

A Lesson in Ethics?!

“So, Jimmy,” said Grandpa, as they stood in line at the local grocery store. “What did you learn in school today?”

To tell you the truth,” answered young Jimmy, “I’m not exactly sure. My teacher was going on and on about something called *ethics*, and I still don’t know what she was talking about!”

Ah, ethics. Very important indeed,” responded Grandpa. “Well, let’s say the cashier gives me back too much change. Ethics would be whether I keep the change for myself, or if I give it back to Grandma!”



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