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August 3, 2015



For the past several newsletters, weâ€™ve been introducing you to Clint Maunâ€™s powerful new online interactive training platform, **Care Crowd VT**.

Today, weâ€™d like to share with you some exciting new updates!



You wanted an easier pricing model

We delivered!

We've simplified the pricing model to make it even easier and even more affordable for **any** care organization of **any size** to take advantage of this fantastic training value. For less than \$1.65 per day (even less if you are a LeadingAge member!), **all of**

the employees at your facility (including future new hires during the 3-year site license period) can have unlimited access to Clint's humor, experience and wisdom to help your organization **Improve Care from Within!**

Droves of care professionals across the country have been asking for a way to learn more from Clint Maun beyond just the various speaking engagements they may have attended in their specific locales. In response to this overwhelming demand, Clint has created the **Care Crowd**, a growing community of care professionals like you who share a *deep passion and commitment* for taking care to the **next level of excellence**.

If you are familiar with Clint Maun's care expertise, you already know he has enough tips, tools and techniques to fill **weeks** of your time. We've taken that mountain of knowledge and experience, mixed in some of Clint's unique brand of humor, and condensed it all down to **four hours** of *easily digestible, yet immensely powerful* training content. **Care Crowd VT** is your virtual training access point to Clint's wealth of solution-oriented, team-based approaches to improving care nationwide. *By mastering these four fundamental, yet critical courses, Care Crowd members establish a baseline foundation of training that will help them excel in any area of care:*

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



Ready to learn more?

*You can now try out the training first-hand with a **Free Trial!***

Visit the **Care Crowd VT website today** and enjoy a **free 2-week trial** so you can see for yourself how easy, yet very powerful, this training can be. *Imagine all your organization's staff being on the same page in providing the best care to your customers! Better still, at only pennies per day, **you***

can't find better training for your budget! Add on the fact that Administrators can even get **4.5 CEU credits via NAB** and the *value goes through the roof.*

Facility by facility, care professional by care professional, **Care Crowd VT** is amassing

a large, vital community of people who strive to change the face of care **from within**, rather than wait for the various *external forces* to magically align for positive change. ***Become a Care Crowd member today!***



The Leading Edge

Vital Traits of a Great Healthcare Professional

Good healthcare professionals are usually certified, well trained, and can meet all the technical requirements of the job. Great healthcare professionals, however, go above and beyond the technical requirements. They deliver outstanding care and are able to make their patients and customers happy (*even when those patients are facing dire health circumstances*).

What Do Great Healthcare Professionals Have in Common?

Although there is no comprehensive universal list, there are specific characteristics that great healthcare professionals share:

- **They are fantastic communicators.** Great healthcare professionals can listen to their patients'™ needs and concerns. Moreover, they can take that feedback to help ensure their patients receive an ideal the best treatment possible. This may include listening to a patient'™s complaints, suggesting some alternatives, and then explaining the options to the patient and his/her family.
- **They take steps to manage their stress.** Healthcare can indeed be a stressful profession, and there'™s practically no way to escape the mental and physical stress that accompany the job. To remain successful and sharp, great healthcare professionals know they must take steps to address this stress. They exercise, they focus on deep breathing'™they employ strategies to help keep the stress in check.
- **They are open-minded.** A great healthcare professional is open to the ever-changing needs of the workplace. This includes shifts, extra hours, and new responsibilities. Without an open and flexible mindset, one may not last too long in healthcare!
- **They can get along with anyone.** Healthcare professionals must interact with the full-spectrum of the healthcare continuum (nurses, doctors, administrators, janitorial, etc.) as well as a wide array of personalities, ethnicities, etc. Great healthcare professionals possess the interpersonal skills to effectively work with

all kinds of people.

- **They can show a sense of empathy without burning out.** Great healthcare professionals are compassionate and can provide comfort. However, excellent professionals also recognize that they can't become too emotionally tied to a patient or else they will quickly burn out from the emotional stress.

“We can't help everyone, but everyone can help someone.”
—Ronald Reagan



Employees Matter

Anxiety Getting the Best of You? When to Worry about Being a Worry Wart

It's perfectly normal to worry from time to time. To be sure, being a busy healthcare professional is usually enough to cause some anxiety alone. Add other concerns like finances, relationships, and family into the mix, and there's good reason for a little fret. Anxiety can prove to be a healthy response, spurring you to take action when facing danger or uncertainty. However, for some people, anxiety is a routine part of their everyday lives.

Generalized anxiety disorder (GAD)—the broadest type of anxiety—is characterized by constant, excessive and often unwarranted worry. Usually, this means having persistent anxious thoughts on most days of the week, for several months. Also, the anxiety is typically so severe that it interferes with daily life and is accompanied with symptoms such as fatigue, restlessness, muscle tension and irritability.

According to the National Institutes of Health, GAD affects about 6.8 million American adults. The disorder develops gradually and can arise at any time in one's life.

Only a doctor can diagnose GAD. If you've experienced the symptoms above or think you might have this condition, call or visit your primary care doctor right away. There are several treatments that can help alleviate general anxiety disorder.

Quick Coping Strategies

You can't eliminate worry from your life, but you can use these proven techniques to ease and manage it:

- **Take a walk—even if it's just for 10 minutes.** It will ease tension and boost your mood.
- **Aim for your best instead of perfection.** Trying to be perfect is stressful. Take comfort in your best effort.
- **Make a lunch date.** Having someone to talk to can take your mind off your anxiety and help you cope.
- **Let people know how they can help you.** Asking your family or friends to take on certain tasks and chores can help unload some of the burden you feel.
- **Write down your worries.** It can help identify what's bothering you and allow you to evaluate what you can and can't do about it.

*“Anxiety does not empty tomorrow of its sorrows,
but only empties today of its strength.”*
—Charles Spurgeon



News You Can Use

Nursing Organizations Merge with the Aim to Develop unified Certification

The American Association of Nurse Assessment Coordination (AANAC) has purchased assets of the American Association of Long Term Care Nursing (AALTCN) and its publisher, the Health Education Network, a move that long-term nursing leaders say will combine the best of the organizations and strengthen the nursing profession.

The decision to unite as one organization came after the AANAC-hosted Nurse Leadership Summit in May, where long-term care professionals gathered to discuss challenges and the changing landscape of the nursing profession.

As part of AANAC, AALTCN will continue to provide the nursing resources under the guidance its Executive Director. The main goals of the combined organization will be creating a director of nursing certification program and strengthening the presence of the nursing profession in Washington.

The newly-unified AANAC will also turn its focus to providing resources, information and support to nurses to combat rising DON turnover rates in long-term care facilities.

“Do not take life too seriously. You will never get out of it alive.”
—Elbert Hubbard



Just For Fun

It’s Not Old Age!

An old man went to the doctor complaining of a terrible pain in his leg.

“I am afraid it’s just old age,” replied the doctor. “There is nothing we can do about it.”

“That can’t be,” fumed the old man. “You don’t know what you are doing.”

“How can you possibly know I am wrong?” countered the doctor.

“Well it’s quite obvious,” the old man replied. “My other leg is fine, and it’s the exact same age!”



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