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September 1, 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

Simple Strategies to Prevent Burnout

In healthcare, there is no *slow season*, as people are always getting sick and injured. To be sure, healthcare professionals rarely get to enjoy downtime on the job—there is usually never a dull moment! Unfortunately, this can quickly lead to burnout. Burnout is generally defined as exhaustion of physical or emotional strength or motivation usually as a result of prolonged stress or frustration. For healthcare workers, job burnout can happen when one is overworked due to lean staffing levels, working without feeling rewarded, and/or because one doesn't have enough time away from work (these are just a few reasons; this list is not inclusive).

If you're experiencing any of the following, you may be a victim of job burnout:

- Fatigue
- Irritability
- Crying easily
- Anxiety attacks
- Unexpected weight gain or loss
- Teeth grinding
- Increased drug, alcohol or tobacco use
- Insomnia
- Nightmares
- Forgetfulness
- Low productivity at work
- Inability to concentrate

What Can You Do?

According to data published in *Nursing Economics*, preventing burnout among healthcare professionals is up to both the organization and of course the individual. Organizations need to implement employee stress management programs and support. And healthcare professionals must employ proper self-care and wellness strategies.

Here's a look at three key strategies healthcare professionals can incorporate into their daily routines to help prevent job burnout.

1. **Ensure you're getting sufficient rest (especially if you're on a rotating shift).** Rotating shifts can cause both physical and emotional stress, but there are tips that can help you recover and get the rest you need:
 - Set an alarm on your clock or smartphone to alert you when it's time to sleep.
 - Create an environment conducive to uninterrupted sleep. The darker and quieter you can make your bedroom, the better.
 - The American College of Emergency Physicians (ACEP) recommends a split sleep technique in which you sleep for three to four hours immediately before and three to four hours immediately following a night shift. The rationale is that at least part of each sleep episode is during the period when sleep is expected.
 - Avoid caffeine intake within four hours of a planned sleep period.
2. **Take care of yourself every day by eating nutritious whole foods and getting physical activity.** Exercise and a healthy diet are critical to feeling well and preventing burnout. After all, the healthier your body, the better able it is to manage long days, stress, etc. Drink lots of water, eat fruits and veggies at every meal, and aim to get 30 minutes of activity like brisk walking every day.
3. **Schedule time for rest and relaxation.** Plain and simple, if you don't schedule the time to relax and unwind, you most likely won't do it. And creating this time for yourself is essential to preventing burnout. Create placeholders in your calendar—even if it's for 15 minutes—to spend time doing activities you enjoy and that help you relax.

“Leadership is an active role; ‘lead’ is a verb.

But the leader who tries to do it all is headed for burnout, and in a powerful hurry.”
—Bill Owens



Employees Matter

Easy Ways to Ignite Your Senses!

As we get older, our senses begin to fade and/or they become damaged from repeated exposure to certain elements like noise and pollution. Fortunately, there are simple things you can do to protect and enhance your five senses. Try these for yourself, and of course share them with your friends, family, and patients!

1. **Exercise your sniffer every day.** There's evidence that you can better maintain your sense of smell by seeking out scents. When making a meal or if you're out and about make a point to take in the smells and try to identify them.

2. **Go for a walk, and ignite your sense of touch.** Movement increases circulation, which helps the nerve fibers in your skin stay well oxygenated and responsive.
3. **Add some berries to your breakfast.** Berries are loaded with vitamin C, which has been shown to reduce the risk of certain sight-related conditions like cataracts and macular degeneration.
4. **Set a volume limit on your devices.** According to a study from the University of Colorado, if you listen to your iPhone (or any other device) for 90 minutes a day, you should keep the volume at 80 percent or lower, if it's longer, 50 percent volume is a good idea. You can set volume limits by going to your device's settings.
5. **When you smell something, describe the scent out loud.** Sounds a little strange, but when you identify and describe a smell out loud, your ability to perceive it is sharpened. Try it at home—take a whiff of your morning coffee and say what you smell (*nutty, buttery*, etc.).
6. **Snack on almonds.** Almonds deliver vitamin E, which can offset macular degeneration, helping to prevent blindness. Try eating a handful regularly.
7. **Add a flavor punch with herbs and spices.** As we age, we can begin to lose our sense of taste a little (or a lot). You can make up for it in a super healthy way, however, by adding more or stronger herbs and spices to your food. Be creative and bold—cayenne pepper, rosemary, turmeric, oregano, curry, etc.
8. **Enjoy the taste of dark chocolate to protect your hearing!** The sweet treat offers a healthy dose of zinc, which has been shown to protect your ears against age-related hearing loss.

*“I told the doctor I broke my leg in two places.
He told me to quit going to those places.”
—Henny Youngman*



News You Can Use

Report Reveals Key Services can be Delivered Quicker without Significant Costs

According to a new Institute of Medicine (IOM) report, hospitals can deliver key services much more quickly and achieve related quality improvements without significantly adding to costs. Shifting resources, changing cumbersome processes and rethinking how services are delivered can result in dramatic changes, according to the report by the IOM Committee on Optimizing Scheduling in Healthcare.

Regardless of the setting, providers that successfully deliver services quickly share several best practices for basic access, the committee found. Among them:

- Matching supply and demand through continuing evaluation

- Immediately determining need when the patient inquires about services
- Learning when the patient wants to come in and what kind of care is desired
- Offering need-tailored, technology-enabled alternatives to clinic visits, when appropriate
- Formal planning for patient surges
- Constantly assessing changing circumstances

Additionally, the IOM Committee recommended that national leaders, including those from healthcare advocacy groups, collaborate to implement principles for basic access, coordinate federal implementation initiatives, and develop, test and apply, standards for access to care.

[Read the entire report.](#)

“Education is what remains after one has forgotten what one has learned in school.”
—Albert Einstein



Just For Fun

One-Liners that will Make You Chuckle

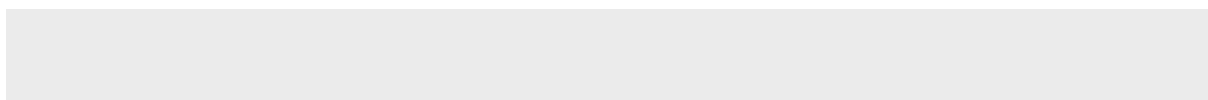
- Escalators don’t break down! they just turn into stairs
- I intend to live forever! or die trying.
- We never knew he was a drunk! until he showed up to work sober.
- A clear conscience is usually the sign of a bad memory.
- At what age is it appropriate to tell my dog that he’s adopted?
- Want to hear a pizza joke!. nah, it’s too cheesy. What about a construction joke? Oh never mind, I’m still working on that one.
- I childproofed the house! but they still get in!



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ClintMaun.com

ClintCast.com
CareCrowdVT.org



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