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November 2, 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

### Tips & Timesavers for Newbies!

Being the *new person* can be a little intimidating. Whether you're a new CNA, nurse, or other healthcare professional, there will certainly be lots to learn and lots of cover in those first few weeks and month at work. In fact, don't be surprised if you feel a bit overwhelmed and anxious. It will all become *old hat* soon enough! In the meantime, you can leverage these handy tips and tricks to get you up to speed:

- **Jot it down.** Bring a pocket-size notebook to work with you. Write down critical info like phone numbers, procedures, patient/resident issues, as well as any questions you want to ask. Writing these items down will help you remember—and the notebook will prove as a great and handy reference when you do forget!
- **Watch how your mentor works.** Most new staff members are paired with a mentor. Make sure you watch how your mentor works—both directly and indirectly with co-workers and patients/residents. Observing your mentor will give you a solid feel of how things should operate. Your mentor has experience and can teach you much.
- **Study care plans and patient/resident needs.** Take some time to review patient/resident needs. Inquire about things like special snack/drink, food, and bathing requirements. It's so much better to know this stuff ahead of time rather than 10 minutes after they were expected. Also be sure to ask about paperwork and where it's kept. It will be critical for you to access this and get it completed every day.
- **Focus on making a great impression.** You definitely want to get off on the right foot, as it will only make things much smoother for you. Don't forget about the basics like helping your team out if you're done with you work early. Also, always let your mentor and/or partner know where you are at all

times—even if you’re just going to the rest room. And of course, don’t abuse your break times or meal breaks. Being prompt and on time will help you gain the respect and admiration of your new co-workers.

*“With the new day comes new strength and new thoughts.”*  
*—Eleanor Roosevelt*



## Employees Matter

### Simple Tips for Sound Sleep

Healthcare professionals certainly face challenges when it comes to getting sound sleep. If the stress and demands of the job weren’t enough, many healthcare professionals are also shift workers, which can have a negative impact on sleep patterns. The good news, however, is that there is plenty you can do to combat stressful days and late-night shifts. Take note of these tips for sound slumber:

1. **Move.** Take time every day to exercise—walk, jog, bike, swim, etc. Regular exercise helps reduce resting blood pressure and it flushes out the stress hormones that can rob your sleep.
2. **Have some whole wheat pasta with red sauce.** A study from the University of Pennsylvania found that people who reported the healthiest sleep patterns also had the most varied diets. They also identified lycopene (an antioxidant found in foods like tomatoes and tomato sauces) as a nutrient that could be helpful to a good night’s sleep.
3. **Take a 5 minute break and go outside.** Researchers from the Baker Heart Research Institute in Melbourne found that levels of serotonin—a hormone that regulates appetite, sleep, memory, and mood—are lower during the winter than the summer. The research team noted that the only factor that affected participants’ moods was the amount of sunlight they were exposed to on any given day. Bundle up if you must and soak up the outdoors for a few minutes!
4. **Keep your bedroom for sleep only.** It’s easy to use your bedroom as a makeshift office, a place to check emails, pay bills, etc.—but experts recommend you don’t do this. Your bedroom should be a place of total relaxation devoted to sleep and that’s it.
5. **Turn off the news!** Listening to newscasts that hype stressful national and international events only increase your stress levels, making it harder to relax and fall asleep. Make a habit to unplug from the hardcore newscasts that sensationalize fear. Enjoy dedicated moments of silence and relax!
6. **Take a deep breath (yes it really helps!).** It not only clears the lungs, it

clears the mind, if only momentarily, of the stress at hand whether it's traffic, staff meetings or rude people. Regular deep breathing can help keep you calm and relaxed so you're not tense at nighttime.

- 7. Turn of your phone, tablets, etc. at a set time every night (at least an hour before bedtime).** And don't turn them back on until morning. A lifestyle that is *on-demand* 24/7 is unsustainable for optimal sleep.

*“Sleep is that golden chain that ties health and our bodies together.”*  
—Thomas Dekker



## News You Can Use

### New Report Shows Nursing Homes Have Increasingly Billed Medicare

According to a new federal report, nursing homes that have seen little change in the age or ailments of their patients have increasingly billed Medicare for highly intensive and profitable services at significant expense to the program.

The HHS's Office of Inspector General (OIG) found that more use of intensive physical and occupational therapy for nursing home patients added \$1.1 billion to Medicare's \$52 billion budget for skilled-nursing care in 2012 and 2013. Of that amount, \$900 million was the result of a hike in use of the most intensive therapy, which Medicare determines by the number of minutes of therapy patients receive.

Yet the patients who received care in 2013 were largely the same age, with the same medical conditions, such as joint replacements or strokes, and stayed in hospitals before landing in nursing homes roughly the same number of days as the prior two years.

The findings echo previous research by the OIG and the Medicare Payment Advisory Commission, which also noted high margins and rising use of skilled-nursing therapy services.

Medicare has proposed or introduced changes to payments including incentives for hospitals, doctors and nursing homes to reduce healthcare use and spending. New contracts for bundled payments or accountable care allow providers to keep some of money that they save as a result.

The CMS has announced plans to increase its use of new incentives, though that shift will be gradual. In the meantime, the CMS will likely address one of the report's major concerns: Medicare pays too much for skilled-nursing care. The report said skilled-nursing homes increasingly billed Medicare for precisely the number of therapy minutes (720) needed to qualify for the highest-paid therapy category. In 2013, 34% of patients received 720 minutes of therapy compared with 29% in 2012 and 21% the prior year. In 2013, the average payment per day for those in that category was \$620 compared with \$362 for those who got the least amount of therapy.

The profit margin for therapy services for skilled-nursing patients was 29% in 2012, down from the peak during the prior decade of 42% in 2010.

The report said the CMS should reconsider how much and how it pays for therapy and increase its oversight of skilled-nursing care. In a written response to the report, CMS officials agreed but said they would need statutory authority to do so. A study is underway to look at how to change payment to skilled-nursing homes as well, the CMS said.

*â€œI never said most of the things I said.â€*  
â€”Yogi Berra



## Just For Fun

### Humorous Conversations Overheard at the Doctorâ€™s Office

I was sitting in the waiting room of the hospital after my wife had gone into labor and the nurse walked out and said to the man sitting next to me, â€œCongratulations sir, youâ€™re the new father of twins!â€

The man replied, â€œHow about that, I work for the Doublemint Chewing Gum Company.â€ The man then followed the woman to his wifeâ€™s room.

About an hour later, the same nurse entered the waiting room and announced that Mr. Smithâ€™s wife has just had triplets. Mr. Smith stood up and said, â€œWell, how do ya like that, I work for the 3M Company.â€

The gentleman that was sitting next to me then got up and started to leave. When I asked him why he was leaving, he remarked, â€œI think I need a breath of fresh air.â€ The man continued, â€œI work for 7-UP.â€

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A doctor tells a guy he has a bad heart. The guy says â€œI want another opinion.â€

The doc says, â€œOK, youâ€™re ugly too.â€

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A woman tells her doctor, â€œI want a hysterectomy.â€

The doctor asks, â€œWhy Mrs. Koslowski, youâ€™re 77 years old?â€

She tells him, â€œI don't want any grandchildren.â€



## Quick Links

[MaunLemke.com](http://MaunLemke.com)  
[ClintMaun.com](http://ClintMaun.com)

[ClintCast.com](http://ClintCast.com)  
[CareCrowdVT.org](http://CareCrowdVT.org)



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