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August 1, 2016

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

Think how that could help your budget!



*Or instead...
you could spend your precious time
cutting costs to offset your losses from
your Medicaid reimbursement rates...*

Choose wisely...

Does your organization need to grow revenue?

Maun-Lemke Speaking and Consulting has over 25 years of expertise in *“changing the results of healthcare”* in locations just like yours.

In our work with hundreds of care organizations across the country, we have learned that to ensure long-term sustainability, organizations ***must not be revenue dependent upon Medicaid.***

Maun-Lemke’s proven **A.R.M.S. Length Revenue Enhancement System** can help you establish a revenue-focused business model that will provide **long-term stability** and **increased productivity**. Move away from the overhanging cloud of cost-cutting uncertainty and morale-killing budget cuts and instead, enable growth and opportunity for your staff, your facility, and most importantly, ***your customers.***

Our program is chock-full of time-tested, client-proven techniques for growing

revenue, even in difficult markets and challenging economic conditions. It can be implemented cost-effectively through our step-by-step process and web-based computer consulting support. It centers around establishing a revenue-growing cycle of continuous improvement, each feeding the next level of 4 key component areas:

- **Admissions**
- **Rightness**
- **Marketing**
- **Sales**

A.R.M.S. Length System



For information on the **A.R.M.S. Length System** and how your organization can achieve your full revenue potential, call us at (800) 356-2233.



Employees Matter

What Makes Millennials Tick? Tips to Help You Better Mesh with this Unique Generation

Although you can't make sweeping generalizations about any generation (i.e. Baby Boomers, Gen X, Gen Y, etc.) it seems apparent that different generations tend to bring different expectations to the workplace. For healthcare professionals, there's great value in understanding these differences and addressing them to the best of your ability. It can serve to not only get along better with your colleagues, but it can also help you excel in your healthcare career.

Given that **millennials** are the newest and soon to be largest generation in the American workforce, we'll take a look at what makes millennials distinct and how you can better work alongside them.

How to make you and millennials mesh:

- **Learn and be prepared to explain your company's stance on the environment, community involvement, and social responsibility.** Many millennial employees (and potential employees) are very focused on organizational ethics and social responsibility. The extent to which your healthcare organization can satisfy these concerns will determine a significant part of your success in recruiting and retaining your pick of employees. Whether your company wins awards for its involvement in the community or for its green policies—learn and be able to promote the good your company does—it will play a large role in recruiting and retaining healthcare talent.

- **Create opportunities that give millennials the chance to take responsibility.** Many millennials have grown up in a democratic style of parenting, where the kids were almost always included in family decision-making. So, when it comes to the workplace, many millennials are looking for a feeling that they're more than just a part of an assembly line. They often want a chance to be heard and seen. You can help address this need by giving employees small responsibilities and then gradually working in more accountability. For example, you can spread tasks out equally among a team, and then eventually give employees up for the task more or sole responsibility over a project or task.
- **Provide regular and honest feedback.** Just as many millennials have been involved in family decisions and dialogue, they have often too received adult feedback starting at an early age. Alas, when they arrive to the workforce they are often shocked and disappointed when they don't receive immediate and quality feedback on their performance. Regular and honest feedback is beneficial to the entire employee population. The lesson is clear—provide more input. Not just via formal, periodic performance reviews, but through informal responses daily, or weekly.
- **Keep in mind that they may not want overtime, even if it means extra cash.** Unlike generations before them, many millennials are not up to putting in 60+ hour work weeks in the name of career advancement or more money. They value their free time and desire work/life balance (of course, this isn't to say that the desire to have time outside of work is exclusive to any one generation). We all know that in healthcare, finding flexible scheduling solutions that meet employee needs is a challenge. A good start is simply acknowledging and communicating that you value and appreciate this desire and will do everything you can to fulfill it.

“Whatever ought to be, can be.”
—James Rouse



The Leading Edge

Quick & Simple Tips to Go Green

Doing your part to help the planet not only shows your desire to do good, but it can help improve how well others perceive you (both inside and outside of the workplace). According to recent research from Loyola University Maryland, study participants judged strangers who spent their cash on eco-friendly goods as warmer and smarter than those who spent their cash on luxury items. The study's authors believe that when you choose earth-friendly options, you're showing that you're willing to sacrifice convenience for the benefit of others, which people believe is a positive trait.

Here are a few quick and easy tips to get you started:

- **Use power strips.** Anything that has a light emitting diode (LED) that glows

even after you turn it off continues to use energy (that you pay for). Electronics like your TV, phone charger and printer are likely culprits. To truly turn these off, unplug them from wall sockets and plug them into power strips. Flip the strip switch to cut the flow of electricity.

- **Reduce your speed just a bit.** Higher speeds usually mean more gas guzzling. Slowing down even by 5 mph could help save on precious fossil fuels. You'll also save some cash. According to the U.S. Department of Energy, you can assume that each 5 mph you drive over 50 mph is like paying an additional \$0.16 per gallon for gas.
- **Buy local produce whenever you can.** Not only will you save and get to enjoy fresh (often pesticide free fare), but you'll help the planet. Typical grocery store produce must travel hundreds of miles (using fossil fuels and thus emitting harmful carbon) before it ends up on your plate. To find farmers nationwide, visit localharvest.org, sustainabletable.org, and the U.S. Department of Agriculture at www.ams.usda.govfarmersmarkets/map.htm.
- **Wait until your grass is truly long before you mow.** Lawns are more likely to flourish when they're kept at least 2 ½ inches tall. The length creates more surface area to absorb sunlight, and it also creates thicker turf and deeper roots, which means you won't need to water as often.
- **Don't run your washing machine until it's full.** If you run your dish or clothes washer with only a few things in it, you're wasting water, power, and money. Bonus tip—save energy and money by using cold or warm rather than hot water in the clothes washer.

*“Even if I knew that tomorrow the world would go to pieces,
I would still plant my apple tree.”*
—Martin Luther



News You Can Use

Trends in the Long-Term Care Population

Your target resident population may be a lot younger and more diverse than you think, at least according to an article published in *JAMDA*. The article, [“Whom Do We Serve? Describing the Target Population for Post-Acute and Long-Term Care, Focusing on Nursing Facility Settings, in the Era of Population Health,”](#) is derived from data analyzed by the Society for Post-Acute and Long-Term Care Medicine Population Health Workgroup (AMDA).

Here are some of the highlights:

- About 12 million people in the United States receive some level of long-term services and supports.

- The majority of long-term and post-acute care recipients are between the ages of 65 and 85, but during the past 20 years, the number of younger people seeking services has nearly doubled from 8 to 15 percent.
- The percentage of married residents has jumped from 12 percent to 33 percent, while the number of widowed residents has dropped 20 percent.

Perhaps the biggest trend over the past few decades has been the surging demands for home-based care and services provided by home health agencies. In 2011, more than 1 million people were living in nursing homes, but as those numbers have decreased, the numbers of those now using home health agency services has increased to nearly 3.5 million.

Resident diversity has also increased. African Americans in nursing homes have tripled since 1973 to 13 percent, a bit higher than the U.S. percentage of 9 percent of those over age 65. Hispanic residents are also increasing, but still remain below 5 percent, despite the fact that Hispanics comprise 8 percent of the U.S. population over age 65.

“Whoever is happy will make others happy too.”
—Anne Frank



Just For Fun

Medical Puns

- Statistically, 9 out of 10 injections are in vein.
- Did you hear about the guy whose whole left side was cut off? He's all right now.
- I once heard a joke about amnesia, but I forgot how it goes.
- Conjunctivitis.com — that's a site for sore eyes.
- URINE: opposite of you're out.
- He was wheeled into the operating room, and then had a change of heart.
- I don't find health-related puns funny anymore since I started suffering from an irony deficiency.



Quick Links



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