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November 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.



The Leading Edge

The Health Benefits of a Youthful Attitude

The old saying “you’re only as old as you feel” is not only scientifically backed, but recent research now reveals that the sentiment can actually help you live longer. Researchers first began to validate the health benefits having a *youthful* attitude several years ago in a study published the *Journal of the American Medical Association*. In the study, scientists found older people with positive views on aging were 44 percent more likely to recover fully after severe disability than those with negative views on aging. In more recent times, research has found that older people who felt three or more years younger than their actual (chronological) age had a lower death rate compared with those who felt their age or those who felt more than one year older than their actual age.

If you don’t naturally feel *peppy* or young, don’t worry. With just a little practice and some good habits you can begin to think and even feel younger. Try this:

- **Stay in the present.** Thinking too much about the past and your youth, or about getting old in the future may only bring on feelings of depression. Try your best to bring your attention to the present moment. Focus on the blessings you have in front of you at this very moment. Try downloading a mindfulness app on your smartphone—there are plenty to choose from.
- **Don’t give up on your passions and remember to challenge yourself.** Sure, you may not be able to play basketball like you used to or water ski like you could when you were young, but that doesn’t mean those hobbies have to go out the window with age. It just means they likely have to be modified—you

may still be able to shoot hoops, just not play intense games, and maybe you can't ski anymore, but you can still enjoy the water by swimming. Also be sure to challenge yourself to try new things, learn new ideas, and develop new skills. The saying of "use it or lose it" rings true as we age.

- **Think outside of yourself.** When you focus solely on yourself, your needs, pleasure or pain, you're likely to experience more difficulty with the aging process. Focus on something larger than yourself, whether that's connecting with people close to you or helping improve the lives of others.

"Our attitude toward life determines life's attitude towards us."
—John N. Mitchell



Communication Corner

Malnutrition: Recognizing the Often Hard-to-Spot Signs

Malnutrition is a serious health issue among older adults. Malnutrition in older adults can lead to various health concerns, including a weak immune system, which increases the risk of infections, poor wound healing and muscle weakness. The signs of malnutrition in seniors can be tough to spot, especially in people who don't seem at risk, but identifying an issue as soon as possible can help prevent serious illness and complications later. Here's what you can do to keep an eye out for malnutrition among patients and residents:

- **Observe and record eating habits.** It's important to take note of how much a patient eats, but it's also critical to document *what* they're eating. Ask "what did you eat?" as opposed to "how much did you eat?" This will help you identify if they're getting the nutritious, whole foods needed for optimal nutrition.
- **Monitor weight.** If one is malnourished, they will lose both fat and muscle mass. Monitoring weight daily and keeping an eye on how clothing fits will help you identify possible problems.
- **Review medications.** Many drugs affect appetite, digestion and nutrient absorption—if you're noticing weight loss or disinterest in food, and the patient has started new medications, raise this issue with your healthcare team.

In general, signs and symptoms of malnutrition include:

- Loss of fat and/or muscle mass
- Breathing difficulties
- Often feeling cold (when the inside temperature is not cold)
- Longer than usual healing times for wounds
- Longer than usual recovery times from infections and illnesses
- Chronic fatigue and irritability

In more severe cases of malnutrition:

- Skin may become thin, dry, inelastic, pale, and cold
- The cheeks may look hollow and the eyes sunken
- Hair becomes dry and sparse, falling out easily
- Heart, liver and respiratory failure and even death can occur in serious cases

By knowing the warning signs of malnutrition, you are better equipped to help patients and residents avoid and address poor nutrition. If you notice a warning sign, raise the issue immediately so the patient's healthcare team can work together to address any possible problems.

"Awareness without action is worthless."

—Phil McGraw



News You Can Use

Report Shows CMS Needs to Improve Visibility to Nursing Home Expenditures

According to a new report from the Government Accountability Office (GAO), skilled nursing facilities' expenditure data needs to be made more accessible to public stakeholders. GAO investigators created the report to determine how the Centers for Medicare & Medicaid Services (CMS) collects and shares skilled nursing expenditure data, as well as how facility costs vary by characteristics such as for-profit or nonprofit ownership. The report also looked into how staffing levels may vary based on facility characteristics and margins.

The report's main finding was that while CMS collects expenditure reports from skilled nursing facilities and posts the data online, that information is not readily accessible to the public or checked to ensure it is accurate and complete.

The report's authors also noted that until CMS takes steps to make reliable SNF expenditure data easier to use and locate, public stakeholders will have difficulty accessing and placing confidence in the only publicly available source of financial data for many SNFs. The GAO recommended that CMS work to improve the accessibility of its skilled nursing expenditure data, as well as improving the accuracy and completeness of the data that it currently puts online *raw*.

View the [GAO's full report](#).

"Tact is the ability to describe others as they see themselves."

—Abraham Lincoln



Just For Fun

The Real Meaning of an Apple a Day

A nurse entered a patient's room to draw blood. Noticing an apple on his nightstand, she remarked, "an apple a day keeps the doctor away, right?"

"That's true," he agreed. "I haven't seen a doctor in three days."



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