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May 1, 2017

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The logo for the CareRise Index is centered in the advertisement. It features a stylized bar chart with three bars of increasing height, followed by the letters "CRI" in a large, bold font. To the right of "CRI" is the text "CareRise® INDEX". Below this, the tagline "THE ULTIMATE IN HEALTHCARE FACILITY RATINGS®" is written in a smaller font. A large, grey play button icon is overlaid on the logo, indicating that there is a video associated with this content.

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

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- **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.



### Common Sense Tips to Bridge Language & Communication Gaps

Communication problems between patients and healthcare professionals can prove to be disastrous. To be sure, if a patient and healthcare worker don't understand each other it can result in poor medical treatment, inadequate care, unnecessary errors, excess pain, and even death. Communication problems can often arise due to language barriers, cultural differences, and medical jargon. Although it may be a fairly large and recurring problem, there are several (often inexpensive and simple) things you can do to address language and communication gaps among your patients. Take note of these tips:

- **Assess the need.** Many communication experts suggest that the first step in addressing communication barriers in healthcare facilities is to assess the language and communication needs of the population served. Do many of your residents and/or patients speak Spanish as a first language? Chinese? Sudanese? The list can go on and on. It's critical to take stock of what needs your patient base possesses.
- **Leverage low-tech tools.** Items like picture boards and posters with symbols can certainly help in facilitating communication in healthcare settings. Such tools are simple and inexpensive, while also proving highly effective at bridging communication gaps.
- **Utilize trained interpreters and translators to address language and cultural barriers.** If feasible, use staff members and volunteer interpreters to communicate with patients and family members who do not speak English. Some facilities have even posted schedules showing when staff members who speak foreign languages are available to interpret. If you're not doing it already, ensure you're doing your best to recruit and attract bi-lingual employees to your organization.
- **Practice and master communication strategies that ensure you avoid miscommunication.** There are several extremely simple (but often overlooked) communication strategies that can help ensure you avoid miscommunications with patients:
  - Use common words
  - Avoid slang and jargon
  - Repeat basic ideas without shouting
  - Paraphrase important points
  - Check for understanding (i.e., "Was it clear when I said...")

*"Whatever words we utter should be chosen with care*

*for people will hear them and be influenced by them for good or ill."*

*—Buddha*



## Employees Matter

### Self-Care for Cords

Your vocal cords are built to withstand frequent use, and that's a good thing for healthcare professionals! To be sure, you likely talk throughout the day to patients and your co-workers without feeling any strain or discomfort. But, if you're harsh on your cords, (i.e., screaming, singing, cheering and/or yelling forcefully) you can develop lesions that give your voice a raspy, low quality. You could also develop laryngitis if you overuse or irritate your vocal cords. Laryngitis is an inflammation of the voice box that causes your voice to become weak, raspy or hoarse (laryngitis can also be caused by a cold, the flu, or acid reflux).

Fortunately, there's a lot you can do to protect and treat your vocal cords. Give a voice to these tips:

- **Give your voice a rest or speak quietly.** When you do have to talk, speak softly but don't whisper, as whispering irritates your larynx more than speaking softly.
- **Drink plenty of fluids.** Drink water throughout the day. Aside from keeping your entire body hydrated, sipping water will thin out and flush away mucus and irritants. A warm cup of herbal tea can also help soothe your vocal cords.
- **Try not to clear your throat.** It can inflame your throat and make mucus feel extra thick, triggering the need for you to clear your throat repeatedly.
- **Avoid menthol cough drops.** Menthol and eucalyptus can actually irritate your throat's mucous membranes. If you need a cough drop, opt for ones that are made with glycerin or peptin.
- **Use a humidifier at home.** It will add moisture, helping to prevent a dry, scratchy throat.
- **Avoid irritants like second-hand smoke.** Pollutants like smoke irritate and cause your vocal cords to swell.

*"Taking care of your mental and physical health is just as important as any career move or responsibility"*

*—Mireille Guiliano*



## News You Can Use

## Report Shows Slower Employment Growth in SNFs

According to a recent report, the skilled nursing industry has shown the slowest average employment growth among healthcare sectors over the last 16 years.

Data compiled by Deloitte University Press found nursing care facilities had an 8.6% increase in job growth between 2000 and 2016, with a total of 130,500 jobs created. That percentage puts the *slow-growing* sector as the only one in the report below the national average. Outpatient care centers and home health services, meanwhile, displayed the fastest growth at 101% and 115%, respectively.

However, experts did note that given the aging of the population, employment in the healthcare sector should continue to experience a healthy rate of growth. The Bureau of Labor Statistics projects that healthcare occupations is expected to add more jobs over the next 10 years than any other group of occupations.

The increases in the proportions of registered and licensed practical nurses from 2000 to 2015 were the biggest changes among skilled nursing titles, the report found. Other highlights from the report include:

- Registered nurses made up 10.8% of the SNF workforce in 2000, compared with 13.6% in 2015; LPNs jumped from 10.1% to 11.9%.
- Nursing aides made up the biggest proportion of SNF workers at both mileposts, reaching 33.3% in 2015.
- Housekeepers, personal care aides, medical service managers, cooks, medical assistants, recreation and fitness workers, and janitors and cleaners rounded out the report's list of the top 10 SNF occupations for 2015.
- Fifty-five percent of the jobs available in skilled nursing facilities in 2015 were aide positions, while 39% were categorized as highly specialized or skilled.
- Four percent of SNF workers had office jobs, the report found, while 2% were considered *other* employees.

[View the full Deloitte report](#) for more details.

*"Either I will find a way, or I will make one."  
—Sir Philip Sidney*



Just For Fun

### An Interesting Interview Question

A manager was of hiring someone to fill a job opening. After sorting through a stack of resumes, she found four people who were equally qualified. She decided to call the

four in and ask them only one question. Their answer would determine which of them would get the job.

The day came and as the four sat around the conference room table, the interviewer asked, "What is the fastest thing you know of?"

The first man replied, "A thought. It just pops into your head. There's no warning."

"That's very good!" replied the interviewer. "And now you miss?" she asked the second candidate.

"Hmm, let me see, a blink! It comes and goes and you don't know that it ever happened. A blink is the fastest thing I know of."

"Excellent!" said the interviewer. "The blink of an eye, that's a very popular cliché for speed."

She then turned to the third man, who was contemplating his reply. "Well, out at my dad's ranch, you step out of the house, and on the wall there's a light switch. When you flip that switch, way out across the pasture, the light on the barn comes on in less than an instant. Yep, turning on a light is the fastest thing I can think of."

The interviewer was very impressed with the third answer and thought she had found the person for the job.

"It's hard to beat the speed of light," she said. Turning to the fourth and final candidate, the interviewer posed the same question.

The job candidate replied, "After hearing the previous three answers, it's obvious to me that the fastest thing known is diarrhea."

"What!?" said the interviewer, stunned by the response.

"Oh sure," said Bubba. "You see, the other day I wasn't feeling so good, and I ran for the bathroom, but before I could think, blink, or turn on the light, I had already pooped my pants."

The fourth and final candidate started the next day.



## Quick Links

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