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December 3, 2018

The graphic features the text 'Clint Maun's MOTIVATIONAL MINUTE' in a bold, blue, sans-serif font. To the right is a close-up of a silver stopwatch with a black face and white markings. Below the text is a light blue box containing the text 'Here is a motivational minute from Clint that stands the test of time.' in a black serif font.

### **Ten Good Reasons For Setting Goals:**

Do you know why you should set goals? In his excellent book *Get The Best From Yourself*, Nido Qubein lists 10 important reasons to set goals. They are as follows:

1. Goals give you something to work for – a purpose and direction.
2. Goals give you the best reason for not procrastinating.
3. Goals help you to concentrate all your energies with a specific chosen direction.
4. Goals help you build enthusiasm.
5. Goals help you to be specific with other people who would like to help you.
6. Goals help you save time for yourself and for others in your life.
7. Goals help you to make and save money.
8. Goals help you to keep in perspective what really matters.
9. Goals give you a standard against which to measure your effectiveness as a person.
10. Goals provide a foundation for setting new goals – they help you to keep reaching out.

***With these 10 good reasons, don't you think you too should have goals?***



**Communication Corner**

**How to Properly Engage Your Target Audience -**

## Marketing Do's & Don'ts

The long-term care (LTC) and senior living industries are more competitive than ever. There are simply more options in the marketplace, and seniors and potential customers have a wealth of avenues to access information about your facility. With that in mind, your marketing and the way you present your organization to potential customers is critical. You need to be clear and honest while also differentiating yourself from the pack.

One of the main reasons that marketing in the LTC and senior living community is so challenging is because it's easy to stereotype and possibly offend your target audience. To effectively engage and entice your audience, you need to ensure you're avoiding these age-based stereotypes and communicating to the elderly community in ways that are relevant and appealing. Here are a few **do's** and **don'ts** to help you achieve this:

- **Do present yourself as an authority, but be careful you don't come across as a know-it-all.** Be very cautious and mindful that you're not coming across as condescending. Position yourself as an authority in the marketplace, but don't try to tell your audience that you know better than they do. This will come off as pushy or preachy, which is a tone you should avoid. Stay away from phrases that imply you know more about an individual than they do. For example, "We know what you need." A better option may be, "We're here to listen. Tell us what's on your mind and we'll provide you with what you need." Be factual and informative and give your prospects the chance to make an informed choice.
- **Ask your current residents and customers about what's important to them. Don't assume you already know.** What do your current residents and customers want and need from your facility/community? Gather this data and use it in your marketing. Many organizations will make the mistake of generating stereotypical ads that show seniors playing a board game or sitting in a chair while watching the sunset. But does this really resonate with seniors? Is this what they're looking for? You'll really only know if you ask. When you get that information, highlight those activities and values in your marketing material — that will engage your audience.
- **Do convey a sense of fun and hope. Don't be overly serious.** It's easy to forget that older adults still like to be entertained and that they have a great sense of humor. So, you don't have to be completely dry and serious when marketing toward seniors. You of course need to use common sense here. If you're addressing things like palliative care you don't want to downplay the situation or come across as callused. But, you can inject energy and fun where it does make sense. Try to convey a sense of fun, energy and hope. You'll likely find that your audience responds positively to it.

Remember, many LTC and senior living facilities fail to effectively differentiate and market themselves because they (perhaps unknowingly) use age-based stereotypes. Prospects recognize these stereotypes, which ultimately causes a negative image and

view of your organization, and undermines all of your efforts. Use the tips and strategies above to avoid these traps and properly engage your audience.

*"Though no one can go back and make a brand new start,  
anyone can start from now and make a brand new ending."*

—Carl Bard



## The Leading Edge

### 3 Simple Ways to Revitalize Your Local Sales Efforts

Are your sales efforts lackluster as of late? Are you experiencing downward trends or simply not seeing the results you have in the past? The sales environment within healthcare is constantly evolving, and what may have worked two years ago may not get any traction today. To be sure, sales teams need to differentiate themselves. Sales associates and leaders need to become creative in their tactics to generate leads and convert new customers.

Here are three ways you can bring back some energy and revitalize sales efforts in your area.

1. **Invest time in your community.** For long-term success within a service area, a sales leader must invest time within the local community. This could include volunteering with nonprofit organizations as a board member or in an advisory role. Investing such time offers you the opportunity to build relationships with key executive stakeholders within your primary service area. Not only can this help boost sales efforts, but it's an incredibly fruitful and valuable experience for your career. Building your executive network and enhancing your reputation will support meeting your long-term objectives in generating leads.
2. **Showcase key metrics and data.** Data and analytics can prove to be an extremely effective sales tool. Creating a detailed survey emphasizing the benefits of your community can be a differentiator for your referral sources. Areas of significance include social and physical activities, dining, housekeeping, and others.

Another area to review is clinical metrics that pertain to hospitals and skilled nursing facilities. There may be an opportunity to quantify the reduction in hospital readmissions, a decrease in number of falls, or overall improvement of residents' health in your community. Engage your referral sources with metrics that matter to them and your prospective customer.

3. **Compile a list of advocates and leverage them in your efforts.** Sales leaders can't be everywhere at all times. To be truly effective, you must use your relationships to generate referrals and conversions. You can view these relationships and partners as advocates. For example, you could connect a prospective resident with your local real estate agent on a home visit. Moving

often is the main obstacle in converting a new resident to a senior living community. The real estate agency can be an advocate of your community, which allows for consistent engagement and communication throughout the process.

Additional areas of opportunity or advocates include your contacts within home health, and durable medical equipment. Whoever they are, use your partners to support your goals and objectives!

*"You have to train your brain to be positive  
just like you work out your body."  
—Shawn Achor*



## News You Can Use

### CMS Proposes Changes to help Enhance Medicaid Managed Care

The Centers for Medicare & Medicaid (CMS) is proposing significant changes to private Medicaid plans that it hopes will relieve regulatory burdens and allow states more flexibility. CMS officials noted in a public announcement that enrollment in Medicaid managed care has significantly increased in recent years. Their goal is to pass several changes that they say should remove barriers and give states more flexibility to set standards for the adequacy of healthcare networks.

Some providers are pleased with the proposal, acknowledging that targeted improvements to the managed care rule have been a top priority. Several providers have also noted that they genuinely appreciate the partnership shown by CMS to explore these issues and dialogue with the states.

Other skilled care providers, however, say the changes aren't all positive for the field. The proposed rule presents both opportunities and challenges for long-term care. It pushes to promote state and plan flexibility and incentivize a continued transition away from fee-for-service medicine and toward managed care. Another challenge, providers say, is CMS' proposed elimination of time and distance network adequacy standards for provider networks, including those who deliver long-term services and support.

CMS is accepting comments on the proposed rule until Jan. 14, 2019. More information is [available in its fact sheet](#).

*"Awareness without action is worthless."  
—Phil McGraw*



## Just For Fun

### One-Liners that Will Make You Laugh

*These jokes are sure to get a laugh!*

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**What's the difference between in-laws and outlaws?**

*Outlaws are wanted.*

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**I bought my friend an elephant for his room.**

*He said "Thanks." I said "Don't mention it."*

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**What's orange and sounds like a parrot?**

*A carrot.*

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**So what if I don't know what Armageddon means? It's not the end of the world.**

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**This is my step ladder. I never knew my real ladder.**

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**I've found a job helping a one-armed typist do capital letters.  
It's shift work.**



## 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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