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February 1, 2011

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**Could *your* healthcare facility benefit from this?**

***Every healthcare facility can benefit from Revenue Enhancement!***

Clint Maun, CSP has **two new programs** *custom-designed* to help you enhance your **revenue streams** and deliver increased customer satisfaction, smoother operations and sustainable, long-term market viability, especially given the forthcoming changes resulting from the recent healthcare reform!

These exciting new programs bring a wealth of proven-solutions to bear on improving your facility's revenue, so you can invest in other important aspects of your business, such as staff rewards & retention, site/technology improvements, partnership integration projects and more!

**The Future Of Reimbursement Is Now:  
Take Action Today**



Wow! Look at the healthcare changes now in process and slated for the future. The U.S. government has an aggressive agenda which will considerably affect reimbursement for healthcare providers. The new healthcare system requires providers to be more competitive and customer service oriented to receive their full reimbursement. These stated changes are already having huge implications related to partnerships, integration and guaranteed outcomes. In this session, attendees will understand the importance of positioning their organizations for the changes to come. They will be provided immediate, necessary and practical action steps to address aspects such as bundling of reimbursements, development of ACOs and Value-Based Purchasing based upon quality measures and customer satisfaction.

### **The Kaleidoscope of Medicare Makeover**

Playing with a kaleidoscope is always intriguing. Merely turning the rocks some will create an entirely new image. This is also the case with most long term care organizations. It is possible to substantially increase the organization's Medicare/Managed Care occupancy by simply rearranging a few critical "rocks". A complete redo or extreme makeover very often is unnecessary. In this session participants will learn how to use a team approach to create a more attractive, functional and productive environment through strategies such as delivery of service in the right location at the right time for the right result, implementation of correct staffing plans and advantageous utilization of building space.

**Let Clint Maun show your organization how to  
Increase Revenue Now while Preparing for Tomorrow!**

**Review Clint Maun's Biography and References at <http://www.maunlemke.com>  
or call Kathy Cain at 800.356.2233 for more information**



**Book multiple speakers for a \$\$\$ discount.  
Ask us how!**

### **Stop Negativity Before It Spreads! How to Identify & Treat the Symptoms of Negativity**

Negativity is not unlike the diseases and infections we deal with on a daily basis in healthcare. Indeed, negativity is a pattern of pessimistic thinking that quickly spreads, causing problems that impact employee morale, motivation, loyalty, creativity, and ultimately your organization's success. Before you know it, negativity can infect the entire staff, wrecking havoc that is hard to repair. So what are healthcare leaders to do? In most cases, the best approach is very similar to how we fight disease and infection: it's all about prevention.

Just as we routinely perform assessments to identify risk factors and early problems in our patients' health, we must make a conscious effort to apply screening principles to ensure the health of the

workplace under our leadership. When an environmental assessment reveals symptoms of negativity, we should act just as promptly as if a physical illness was sweeping through the facility. Here's how you can identify and address the symptoms of negativity so that it doesn't become a full-blown epidemic at your workplace:

### The Symptoms:

- **You get a bad vibe on what is *not* said.** Evidence of negativity can be identified through observation of nonverbal communication, such as frowns, lack of eye contact, crossed arms, or the way a person sits, stands, or walks. People constantly communicate without saying a word by their posture and acknowledgment or lack of acknowledgment of others.
- **The person only points out problems.** As leaders, we want to know if a problem exists. However, if the same person or people continually point out problems (without offering a solution) chances are they are spreading massive amounts of negativity around the facility.
- **You get an earful of complaints.** Negative people are rarely the most popular people in the office. As such, you'll probably hear a lot of formal as well as informal feedback about the person. These complaints can range from a general "I just don't like him" to "He was rude in front of the patient and his family." Be sure to document all of these complaints so that you have solid evidence when you address the issue.

### The Treatment:

- **Hold them accountable.** The first step to treating negativity is holding the employee accountable for his or her negative actions. Keep the focus on the individual's behavior and not on them as a person.
- **Focus on the facts.** Identify specific facts, including examples of negative behavior and its impact. Give the employee time to respond, and include the opportunity to present any legitimate reasons for the behavior of which you were not aware.
- **Provide alternatives.** Explain alternate positive actions or behaviors you would like to see, and point out the consequences if those actions or behaviors are not achieved. Ask the employee to offer his or her own suggestions for improvement and guide him or her to come up with a realistic plan.
- **Be clear and honest.** Make sure that the employee understands that failure to follow the agreed-upon action plan will result in initiation of the disciplinary process as defined in your personnel policies. Monitor behavior and give positive feedback to acknowledge improvement, or follow the disciplinary process if there is no change for the better.

Remember, negativity can spread like a nasty virus. So, you must do your best to identify and treat it before it gets serious. If you choose to ignore workplace negativity, it will most certainly escalate, causing increased employee dissatisfaction and morale. And all of this can ultimately reflect on your leadership abilities. Bottom line: nip negativity in the bud!

*"Adopting the right attitude can convert a negative stress into a positive one."*

*—Dr. Hans Selye*

## Want to Make More Money? You Have to Plan It!

If someone asked you if you would like to advance and/or make more money at your job, the answer would obviously be yes. Perhaps the better question is: What do you need to do to make more money in your healthcare career? Although there is not one easy answer, there are some things that you can do now that will help you get there. One of the best things you can do is plan. To be sure, writing down your goals, and more importantly, how you plan on reaching those goals will undoubtedly help you achieve them.

### Where Do I Start?

If you want to advance and develop your healthcare career, you can start by creating a personal

development plan. All you really need is a pen and a blank piece of paper! You can get as creative and ambitious as you want; however, if you're in a rut, you can use the template and tips below to get started.

- **Where would I like to be in two years?** Is there a certain title or pay level you desire? The more specific you can be the better. Also, consider all of the possible requirements and responsibilities that accompany this goal—you want to know exactly what you're in for. Do you think you can be happy in a new role (if that's one of your goals)? Be sure you're honest with yourself.
- **What do I need to learn?** Are there any required certifications or classes you need to complete to reach your goal? Also consider the processes and skills you will need to learn.
- **What resources can I utilize?** There are several free and inexpensive resources at your fingertips. Make sure you're leveraging everything at your disposal.
- **Who can help me?** Identify any and all individuals who can help you achieve your goals. This can include a supervisor, colleagues, mentors and/or teachers. It's also a good idea to ask individuals who work in the role you desire. Be sure to get their thoughts about the job and how they got to where they are today.

Again, the items above are just a starting point. When it comes to enhancing and developing your career, the sky is the limit. When you make an effort to plan for your future, chances are you will feel more in control and more likely to achieve what you've set out to do.

## Study Details Long-Term Care Costs by State

Northwestern Mutual recently released its "2010 Cost of Long-Term Care" study, which examines costs for home healthcare providers, assisted living facilities, and nursing homes nationwide. The findings mirror results from the 2008 study, which revealed that costs vary widely based on type of care and geographic location. For example:

- Assisted living costs are highest in the East, where six states and Washington D.C. have average costs above \$4,000/month. This compares to North Dakota—the least expensive state in terms of assisted living—with average costs of \$1,901/month.
- Nursing home costs in Alaska are the highest at \$538/day on average, which is \$186 more a day than the next most expensive—Connecticut—at \$352/day. Louisiana is the least expensive at \$127/day.
- Residents of Missouri and Montana on average spend \$19/hour for home healthcare, whereas West Virginians have average costs of \$60/hour. Assuming an 8-hour day, five days a week, this amounts to an additional \$328/day, or more than \$85,600/year in West Virginia versus Missouri or Montana.

The "2010 Cost of Long-Term Care" study was compiled with data from a customized cost of care report performed this past June that analyzed nearly 2,000 facilities and providers. Read more by visiting the following links: [Cost of Long-Term Care Nationwide](#) (PDF format) and [Full "2010 Cost of Long-Term Care" study](#) (PDF format)

*"Our intention creates our reality."*

—Wayne Dyer

## Unbelievable Job Interviews

Have you ever bombed an interview? If you have, don't feel too bad about it. Chances are, it doesn't top the items below. Below are some of the most unusual and embarrassing interview quotations and experiences from prospective employees, as told by hiring managers and personnel directors from companies across the country. Enjoy!

- A job applicant challenged the interviewer to an arm wrestle.
- Candidate fell and broke arm during interview.
- Candidate announced she hadn't had lunch and proceeded to eat a hamburger and french fries in the interviewer's office.
- Candidate said he never finished high school because he was kidnapped and kept in a closet in Mexico.
- Applicant said if he was hired he would demonstrate his loyalty by having the corporate logo tattooed on his forearm.
- Applicant interrupted interview to phone her therapist for advice on how to answer specific interview questions.
- Candidate brought large dog to interview.
- Applicant refused to sit down and insisted on being interviewed standing up.
- Candidate dozed off during interview.

#### Actual Quotes:

- "What is it that you people do at this company?"
- "Why aren't you in a more interesting business?"
- "Would it be a problem if I'm angry most of the time?"
- "Why am I here?"
- "At times I have the strong urge to do something harmful or shocking."
- "I feel uneasy indoors."
- "I know who is responsible for most of my troubles."
- "I would have been more successful if nobody would have snitched on me."

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