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In This Issue

[Employees Matter: Beating Burnout](#)
[Communication Corner: Behaviors to avoid during a conflict](#)
[News You Can Use: The New Alzheimer's iPhone App](#)
[Just for Fun: How to Spot a Manager](#)

7 to 1 Return on Involvement (R.O.I.): Implementing Successful Revenue Teams

Healthcare organizations today must have 'surefire' results from their efforts to positively affect their budget's top line (revenue line). Revenue must be maintained and/or increased to cover the required expenses, staffing, resources and involvement to satisfy today's customers.

How do you make teaming 'pay off' for a substantial **Return on Involvement**, i.e., *Return on Investment*? Clint Maun's proven methods are detailed in this session so participants can learn how to successfully utilize **twelve-week involvement teams** to address the four critical components of a revenue cycle.

Success in all 4 of these areas is vital to achieve and sustain revenue growth. This program shows organizations not only how to overcome direct occupancy challenges, but also how to target specialized niche revenue goals such as *private pay*, *managed care* and *Medicare*. In addition, this process can be used to develop service programs for very specialized placement opportunities.



Review Clint Maun's Biography and References at <http://www.maunlemke.com>

or call **Kathy Cain at 800.356.2233** for more information

Beat Burnout! 4 Surefire Tips

The stresses and strains of working in healthcare can take their toll on even the strongest, most stable individuals. From persistent patients to strict regulations, healthcare workers are constantly facing challenges. At some point, the pressures of your job may get to you, and could ultimately cause you to dread getting out of bed and going to work every day. No doubt about it, burnout can get the best of you, but only if you let it.

Here are four great strategies to combat burnout.

- **Talk.** Talk to your friends and family. Talk to anyone who can help you get your fears and frustrations off your chest. Expressing your feelings will help you feel better, and the feedback you get from a trusted family member or friend can prove extremely valuable. A word to the wise, though. You should never vent to customers or patients. They certainly don't need to hear about your work woes!
- **Get away.** Burnout in the healthcare has become so common that it has led to the development of numerous retreats and camps that are tailored to healthcare professionals. There are retreats for any and all healthcare workers, and they feature fun activities such as rock-climbing, meditation, and horseback riding. You also get a chance to discuss the challenges of your job with certified professionals. Talk with your manager to learn if there are any possible opportunities and/or budget for this.
- **Develop a career plan.** Whether you're a seasoned veteran or a "newbie" at your workplace, it's important to have a career plan. Are you looking to move up in the ranks? Do you desire to get experience in a different department? If you aren't sure what you want, you can easily get burned out. Indeed, healthcare professionals who feel trapped in their jobs often feel burnout at a greater rate than those who have specific goals. Write a career plan for yourself. Perhaps it could include getting certified, trying for a promotion, or going back to school to further your education.
- **Focus on relationships.** Take the time to nurture your relationships with your co-workers, patients, and clients. Having high-quality relationships with those you work with and care for can strengthen your connection to your job and increase your desire to go to work. The effort you make will not only help you, but it will also make patients and co-workers feel good about their experience and relationship with you.

Remember, no matter how much you love your job; it's still possible to suffer from burnout. If you don't take the necessary steps to refresh and revive yourself, you could quickly be heading towards a brick wall. So, take the tips above to heart!

"The reward for work well done is the opportunity to do more."

—Jonas Salk

Conflict DON'Ts: Behaviors You Want to Avoid

Conventional wisdom and experience has proven that good, honest communication can improve work environments and relationships. On the other hand, poor communication can create mistrust and a hostile work environment.

When it comes to workplace conflict, there are definitely some approaches you want to steer clear from. Indeed, the negative and destructive behaviors detailed below can exacerbate conflict at the workplace.

- *Totally avoiding the situation.* Some people won't say a word to the person they're having issues with until they reach a boiling point, and then they blurt out angry, hurtful statements.

Avoiding a confrontation altogether may seem like a good idea, but if the issue remains unresolved, it will probably only cause more stress to both parties, as tensions rise, resentments fester, and a much bigger argument eventually results. It's much healthier to address and resolve conflict as soon as it occurs.

- *An unwillingness to take any responsibility.* Rather than addressing a supervisor's or co-worker's complaints with an objective eye and willingness to understand the other person's point of view, some people simply deny any wrongdoing. They refuse to acknowledge they might be contributing to the problem. This undoubtedly creates long-term problems when co-workers don't feel listened to and unresolved conflicts continue to grow.
- *Placing blame on everyone else.* Some people handle conflict by criticizing and blaming anyone and everyone but themselves for the situation. They want to place blame on others, and even try to shame them for being at fault. You should always try to view conflict as an opportunity to grow, learn, and improve things. After all, sometimes the best solutions and processes arise from conflict—so don't play the blame game the next time it rolls around.
- *Placing a tight focus on "winning".* Some people only care about winning an argument/confrontation, and will go to great lengths to ensure they end the argument "on top". However, if you're making a case for how wrong the other person is and stay stuck in your point of view, you will never truly resolve the problem.
- *Making it personal.* Sometimes people take any mistake or negative action at work and blow it up into a personality flaw (i.e., "you're so impatient," "you're not dependable," "you're negative" etc). Above all, remember to respect the person, even if you don't like the behavior. Calling someone names is never productive.

Although we can't always control conflict, we can control our response to it. By avoiding the behaviors above, you can better ensure that your response to conflict remains positive and constructive.

"The truth is that our finest moments are most likely to occur when we are feeling deeply uncomfortable, unhappy, or unfulfilled. For it is only in such moments, propelled by our discomfort, that we are likely to step out of our ruts and start searching for different ways or truer answers."
—M. Scott Peck

Alzheimer's Society Releases Educational iPhone Application

A new iPhone application launched by the London-based Alzheimer's Society aims to raise awareness around dementia as well as tackle the stigma surrounding the condition.

The Brain Map Application provides a unique and user-friendly way of showing how the brain works. Users can rotate and zoom in on different regions of the brain and find out what they do. They can also visit the Alzheimer's Society Web site via a link from the application and find out about different types of dementia and the support services that Alzheimer's Society provides.

A text-to-donate option is available, which allows users to financially support people living with dementia as well as fund research to find a cure.

[Download the application](#) from the Alzheimer's Society website.

"Any sufficiently advanced technology is indistinguishable from magic."
—Arthur C. Clarke

How I Know You're a Manager

We all know that managers face several difficult challenges and work extremely hard day in and day out. That being said, it's still fun to get a laugh at their expense! Here's a lighthearted jab at our

beloved managers:

A man is flying in a hot air balloon and realizes he is lost. He reduces height and spots a man down below. He lowers the balloon further and shouts, "Excuse me, can you help me? I promised my friend I would meet him half an hour ago, but I don't know where I am."

The man below says, "Yes. You are in a hot air balloon, hovering approximately 30 feet above this field. You are between 40 and 42 degrees North latitude, and between 58 and 60 degrees West longitude."

"You must be an engineer," says the balloonist.

"I am," replies the man. "How did you know?"

"Well," says the balloonist, "everything you have told me is technically correct, but I have no idea what to make of your information, and the fact is I am still lost."

The man below says, "You must be a manager."

"I am," replies the balloonist, "but how did you know?"

"Well," says the man, "you don't know where you are, or where you are going. You have made a promise which you have no idea how to keep, and you expect me to solve your problem. The fact is you are in the exact same position you were in before we met, but now it is somehow my fault."

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