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Just 7 more Medicare customers can deliver over \$1 million to your top line.

This additional revenue offsets losses from Medicaid reimbursement rates.

Does your organization need to grow revenue?

Clint Maun and Maun-Lemke have over 25 years of expertise in "changing the results of healthcare". We have learned through that to assure their sustainability, LTC organizations **must not be** revenue dependent upon Medicaid.

Maun-Lemke's proven A.R.M.S. Length Revenue Enhancement System can be implemented cost-effectively through our step-by-step process and web-based computer consulting support. For information on the A.R.M.S. Length System and how your organization can achieve their full Revenue potential, call Kathy Cain or Chad Maun at (800) 356-2233.

A 4-Step Plan for Incentives

Incentives are a great way to get employees excited and motivated. Offering an incentive to employees who meet a specific attendance requirement, complete a certain compliance course, or achieve high customer service scores are just a few scenarios where incentives can prove extremely

effective. If you want to offer employees incentives, keep the following process in mind—it can help you offer incentives in a systematic, and more importantly, effective manner.

1. **Choose your criteria.** Before you do anything else, you must identify what behaviors will receive an incentive. Put your criteria on paper, so you can refer employees to something formal.
2. **Acquire your incentives.** You must acquire your incentives *before* you tell your department/team/company what you're offering. We all know that budgets and priorities can change in a heartbeat—so if you tell employees about the incentives before you get them, you might end up having to break your promise. Moreover, if you don't follow through, employees will lose their trust in you, and you may never gain that trust back.
3. **Announce the incentive.** Clearly communicate the details of the program. For example, if you're offering incentives based around attendance, make sure you detail the start and end date along with all of your other criteria (that you defined in step one).
4. **Follow through.** Make sure you track and document everything. You want to make sure you reward employees who meet the requirements, and on the flip side, you want to make sure you're not handing out rewards to those who shouldn't be receiving them.

Remember, incentives can help spark excitement and motivation. However, for incentives to be truly effective, you must put some thought into them. Use the four-step process above to ensure a successful incentive program at your healthcare organization.

"You have to learn the rules of the game. And then you have to play better than anyone else."
—Albert Einstein

Are You Making a Good Impression When You Speak? How to Achieve Positive, Meaningful Communication

Do you ever feel like your co-workers and/or patients don't "get you" when you're talking to them? If you often see a blank stare, a confused look, or a wrinkled forehead when you're talking, chances are that people may not be having a positive experience while talking to you. The good news is that there are some simple things you can do to get a more positive reaction. Take note of the following tips the next time you're talking to a co-worker, customer, and/or patient:

- *Use upbeat, positive words.* Fantastic things can happen when you go out of your way to remain upbeat. This doesn't mean you should make things up or be disingenuous—the key is to find the "silver lining" in any given situation, and then communicate that to the other person. For example, if a co-worker points out a mistake you made, you can say something like, "Thanks for pointing that out to me, John. I'm glad you caught that and let me know about it, so I can avoid that in the future." Bottom line: always be upbeat.
- *Show gratitude and appreciation.* People respond well to signs of appreciation and thanks. Saying "thank you" whenever it's appropriate is an extremely effective way to get people to warm up to you. Additionally, when you show gratitude and thanks it will make you feel happier, more content, and more positive about what you are doing.
- *Watch your body language.* The way you appear to others can be more important than the words you say. You'd be amazed at what a simple smile can do to open up conversation and lighten the atmosphere. Always make a conscious effort to smile at your peers and patients. Moreover, make eye contact and nod your head to show that you are listening and understand what they are saying.

Remember, the key to any productive relationship (whether at home or at work) is open, effective communication. If you feel like your messages aren't getting across, be sure to use the tips above. They are surefire strategies that will make you and the person you're talking to feel better about the entire experience.

"Communication works for those who work at it."
—John Powell

Nurses Seeking New Employment Is Increasing

According to research from U.S. staffing company AMN Healthcare, almost one-quarter of registered nurses surveyed this year say they will seek a new place of employment as the economy recovers. That number is up sharply from a similar survey conducted in 2010, which found 15 percent of RNs planned to leave their jobs.

The survey notes that 32 percent of nurses plan to take steps in the next one to three years that would take them out of nursing altogether (by retiring or seeking non-nursing jobs) or reduce the volume of clinical work they do (by switching to part-time or less-demanding roles). This is up from the 26 percent who said they would take those steps in the 2010 survey.

The survey collected data from 1,002 respondents between February and March 2011. Other key findings of the 2011 survey include:

- Eight percent of RNs said they returned to the nurse workforce for economic reasons, versus only three percent who said that in 2010.
- Forty-three percent said they either would not recommend nursing as a career to young people or were not sure they would. That is up significantly from the 36 percent who said that in 2010.
- Forty-four percent said they would not select nursing as a career if they had it to do over or not sure that they would.
- If nurses change jobs in large numbers—as they say they will in our survey—that may increase nurse vacancy thus putting stress on already strained staffing resources.

View the [full results of the AMN Healthcare survey](#) (view under "Surveys" lower on the page).

Always Let Your Boss Speak First!

A junior manager, a senior manager and their boss are all on their way to an offsite meeting.

On their way through a park, they come across a magical lamp. They rub the lamp and a genie appears. The genie says, "Normally, one is granted three wishes, but as there are three of you, I will only allow one wish for each." So, the eager senior manager shouted, "I want the first wish! I want to be in the Bahamas, on a fast boat and have no worries." In an instant the senior manager was gone and off to the Bahamas.

The junior manager could not keep quiet and shouted, "I want to be in Tahiti with beautiful girls, plenty of food and drinks!" In an instant he was also gone.

Finally, the boss calmly said, "I want those two idiots back in the office after lunch today."

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