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January 5, 2012

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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 New, Proactive Approach to Customer Service

You may believe that you have just delivered great customer service when you resolve a patient or family member's complaint or concern. Indeed, there's a lot to be said for quickly and effectively addressing issues. However, your ultimate goal should revolve around never having customer

complaints in the first place.

To achieve this, your customer service efforts need to be proactive rather than reactive. In other words, anticipate your customer's needs and take steps to solve any problems before they arise.

Here are some quick tips to get you going:

- **Go through the process yourself.** If you want to learn what problems and issues arise during the patient lifecycle, experience the process yourself. You can retain the services of a mystery shopper or just go through the process yourself. Document any annoyances or possible obstacles as they occur. The point is to identify all problems or potential problems so you can address them before your patients and customers do.
- **Reach out.** Make regular phone calls to your patients and customers. Have no other reason for the call than to ask how everything is going. Ask if they are happy with your services and if there is anything you can do to improve them. If they are happy, then they will be very impressed with the call. If there is something troubling them, they will feel more inclined to share that with you. People often let problems or concerns build up before they are angry enough to speak up, and they will usually just go elsewhere as a result. Regularly checking in with your customers can prevent small problems from becoming catastrophic.
- **Get the word out.** Changing your team's outlook on customer service from reactive problem solving to proactive leadership will take time and practice. To be successful, you will need your entire staff to be on board. It is important that you first capture senior level support. You need senior leadership engaged and supportive about the new customer service approach because most of the line staff report to them. Plan an all-staff meeting to announce that proactive customer service is the new way of doing things at your organization. Allow staff the flexibility and authority to make their own decisions when it comes to providing customer service. You may also want to role play different scenarios to help staff better understand the concept and begin to feel more comfortable with it.

Remember, most companies wait for their customers to ask for what they need and then cheerfully respond thinking they have just provided great customer service. But, think about if your patients and customers never even have to ask. These days it is all about how you make your customers feel. When you go one step beyond what is expected—regularly and consistently—you create customer loyalty that other organizations can't compete with.

*"A satisfied customer is the best business strategy of all."
—Michael LeBoeuf*

What Do Employees Really Want from Leaders? Four Critical Factors

To be a successful leader, it's important to understand what employees expect from you. It sounds like a 'no brainer' yet if you asked leaders and managers to list what their employees want from them, they may be at a loss.

According to recent research, there are four specific elements employees seek from leaders. To successfully engage employees, leaders need to understand that employees want:

- *A sense of community and social connectedness within their organization.* Employees want to feel connected to the company and they want to be recognized as a valued member of the organization.
- *A leader who is authentic and straightforward.* Employees want a leader who is open and honest with them—even when truth and honesty means answers they don't want to hear.
- *A sense of significance about their roles and contribution.* Employees want leaders to reinforce and validate that the work they do is important and makes a difference.
- *A leader who generates excitement and buzz.* If leaders aren't excited about the mission and vision of the company, employees won't be either. Employees want to see a leader who is fully committed and excited about the company's products and services.

Make these four factors your guide post. Remember that when you deliver the elements employees seek, they willingly follow your lead!

Source: "Why Should Anyone Be Led By You?" by Rob Goffee and Gareth Jones

*"Leadership and learning are indispensable to each other."
—John F. Kennedy*

Population of Seniors Age 90-plus Growing Rapidly

According to a recent report published by the U.S. Census Bureau, the nation's 90-and-older population nearly tripled over the past three decades, reaching 1.9 million in 2010. Over the next four decades, this population is projected to more than quadruple.

The majority of people 90 and older reported having one or more disabilities, living alone or in a nursing home and graduating from high school. People in this age group also are more likely to be women and to have higher widowhood, poverty and disability rates than people just under this age cutoff.

According to the report, while about only 1 percent of people in their upper 60s and 3 percent in their upper 70s were nursing home residents, the proportion rose to about 20 percent for those in their lower 90s, more than 30 percent for people in their upper 90s, and nearly 40 percent for centenarians.

While nearly all people in their 90s who lived in a nursing home had a disability (98.2 percent), the vast majority (80.8 percent) of those who did not live in a nursing home also had one or more disabilities. Difficulty doing errands alone and performing general mobility-related activities of walking or climbing stairs were the most common types, which indicates that many who live in households may need assistance with everyday activities.

*"Aging is not lost youth but a new stage of opportunity and strength."
—Betty Friedan*

Brain Teasers

Give your brain a workout with these mental teasers! (See below to view the answers.)

1. There is one word in the English language that is always pronounced incorrectly. What is it?
2. There is a house with four walls. Each wall faces south. There is a window in each wall. A bear walks by one of the windows. What color is the bear?
3. What is the significance of the following: The year is 1978, thirty-four minutes past noon on May 6th.
4. What can go up a chimney down, but can't go down a chimney up?
5. What is it that goes up and goes down but does not move?

Answers

1. *Incorrectly.*
2. *White. If all the walls face south, the house is at the North Pole, and the bear, therefore, is a polar bear.*
3. *The time and month/date/year are 12:34, 5/6/78.*
4. *An umbrella.*
5. *The temperature.*

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