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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 Continuum of Care Dating Game:
Moving the Relationship from Courtship to
Engagement**



The healthcare delivery system will, and has, become a **bundled set of partnerships**. What does your post acute organization need to do for profitability and successful business growth? This program offers immediate techniques for enhancing and leveraging your hospital relationship to help you deliver better care, as well as optimize your revenue potential, for you **and** your partners.

Blueprint for Growing Revenue When Healthcare Funding is Going Down the Drain

Do you have progressive strategies, dedicated team effort, partnerships and goals for keeping and building your revenue stream? There are winning tactics and techniques that will generate revenue **growth** - not just sustainability. Learn **proven** and **specific** action steps your team can develop and implement immediately to grow your revenue!

**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!**

7 Great Ways to Boost Your Mood!

From upset patients and customers, to being understaffed, to feeling just plain exhausted—there are certainly several things that can get even the best and most enthusiastic healthcare professionals down. Fortunately, even in the midst of chaos, there are quick and simple strategies you can implement to get into a better mood—instantly. Take note of the tips below:

1. **Get sunlight (or artificial light) as soon as you wake up.** A University of Toronto study of more than 450 women found that those who got the most light, particularly in the morning, reported better moods and sleep.
2. **Set small goals you know you can achieve.** You're never going to feel satisfied if your days seem like an endless circle without any reward or happy closure. Set a small goal that means something to you, and more importantly that you know you can achieve.
3. **Stand up straight.** It's so simple and you'll instantly feel better. In fact, experts note that when you maintain a tall and open stance, you'll feel more confident and levels of the stress hormone cortisol will decrease.
4. **Take three minutes to organize your work area/station.** Clutter can make you feel overwhelmed and disorganized. So, straighten up a few items on your desk or work area. Even the illusion of order can ease the mind!
5. **Reframe a negative situation.** Stuck in traffic? You just got 30 minutes of meditation time. Have to stay late at work? You're making a great impression on the boss. Make an effort to find the silver lining in any negative situation—the more optimistic you are, the better you will feel.
6. **Focus on your strengths.** Lousy cook? Terrible writer? Horrible public speaker? Don't dwell

on it any longer, and let it go today. Instead, place a sharp focus on what you're good at, and further develop those talents.

7. **Reward yourself every day (yes, every day!)** It doesn't have to be anything big—20 minutes to read, watching your favorite show, a walk with a friend. Find healthy things that bring you joy and you'll have a lot to look forward to every day.

*"Happiness is not something ready made. It comes from your own actions."
—Dalai Lama XIV*

Key Communication Skills for CNAs

A certified nursing assistant (CNA) plays a vital role in any healthcare organization or care unit. To be sure, a CNA is tasked with critical tasks like attending to patients' daily needs and routines, such as meal times and medicinal intake. CNAs essentially act as a bridge between the medical staff and the patients and clients. With such important responsibilities, it's critical that a CNA can effectively interact and communicate with a patient.

Whether you're a veteran CNA or entirely new to the job, focusing on the tips below can help you maintain and enhance your communication skills:

- **Observe your surroundings and the mood of the patient.** As a CNA, you have to take initiative for creating cordial relationships with the patient. Before making such move, try to observe your surroundings as well as the general characteristics and mood of your patient. You can easily get an idea about the personality of a patient by observing his or her behavior for even just a few minutes. Once you get a general idea about the person, it is easier to decide your strategy for communication (for example, perhaps you keep things simple and to-the point for quiet and withdrawn patients, but take a more talkative approach with outgoing patients).
- **Make a polite and formal introduction.** It is necessary to introduce yourself properly to the patient. Give a short introduction with your name, job title, and the responsibilities you have been assigned. A clear and to-the-point introduction will be helpful for the patient. Try to keep a smiling face and a positive attitude when you are communicating with your patients.
- **Focus on the tasks at hand, but aim to make the patient comfortable.** Ask them about their health and general mood. Ask them if there's anything you can do (within your roles and responsibilities) to make them feel better.
- **Inform the patient of what you plan to do.** Before carrying out any task, give a complete idea to the patients about the work you are going to perform. For example, you will need to inform patients if you need to clean or move them. If patients have a clear understanding, they will be better equipped to co-operate with you.

Remember, nursing aides need to interact with patients in an effective manner in order to produce positive results. Focusing on the items above will help any *can* stay on the right track or further develop their communication and interaction skills.

*"Much unhappiness has come into the world because of bewilderment and things left unsaid."
—Fyodor Dostoyevsky*

Recent Report Provides Insight on Trends & Technology in LTC

Technologies for Long-Term Care and Home Healthcare: Global Markets is a recent report that provides research on global markets of technologies for long-term care and home healthcare with data from 2012, estimates for 2013, and projections of compound annual growth rates (CAGRs) through 2018.

The report also offers a discussion on changing medical needs driven by an aging population, the necessity to cut costs in the delivery of care, and further adoption of technology and broadband connectivity by seniors. Among other predictions and topics, the report also examines the regulatory framework that controls the introduction of new remote monitoring devices in varied long-term-care settings and ways to increase interoperability of consumer medical products.

The complete report is available at www.reportsnreports.com/reports/71019-technologies-for-long-term-care-and-home-healthcare-global-marke.html

"Get your facts first, then you can distort them as you please."

—Mark Twain

How the Best and Brightest go to Medical School

A college physics professor was explaining a particularly complicated concept to his class when a pre-med student interrupted him.

"Why do we have to learn this stuff?" the young man blurted out.

"To save lives," the professor responded before continuing the lecture.

A few minutes later the student spoke up again. "So how does physics save lives?"

The professor stared at the student for a long time without saying a word. Finally the professor continued. "Physics saves lives," he said, "because it keeps the idiots out of medical school."

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