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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**



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Ask us how!**

3 Practical Ways to Improve Your Customer Experience

"Improving the patient/customer experience" is certainly a hot topic in healthcare and a phrase that is commonly used in meetings, strategy sessions, speeches, etc. Improving the patient experience is certainly a valid and worthy endeavor, but how do you actually put it into place? Where does one start? Although there are countless opinions, approaches, and articles on the subject, you can count on the three steps below to kick off and enhance your patient experience initiatives:

1. **Focus on intake and exits.** When it comes to memory and recollection, research shows that the first and last items in any list or experience are by far the most easily remembered. Therefore, it's likely that the first and last moments of a patient/customer interaction are what will stick in that patient's mind and will be what is used to gauge the entire healthcare experience. To be sure, you're going to have an extremely hard time recovering the goodwill of a patient who was ignored or interrupted upon their arrival, or perhaps rushed out the door. It's vital to focus on critical entry and exit points such as:
 - o Parking—have you evaluated your parking lot recently? Do patients have to spend several minutes trying to find a spot? Are doors and entrances properly marked?
 - o The front desk—are the staff members fully engaged in pleasing the customer? Do they have the training and coaching needed to address customers in a way that falls in-line with your patient experience goals?
 - o Follow up—do you call or send mailers to check up on patients? Or do you simply scoot them out the door, only to be reminded of the visit when they receive their bill?
2. **Ensure everyone on your team knows how to genuinely and effectively apologize to patients.** Plain and simple, your patients and customers won't ever be satisfied if they don't

have reason to believe you are *on their side*. Ensuring a positive experience means knowing how to apologize for errors or service lapses pointed out by a patient. It means getting rid of any hint of defensiveness and blame and taking on accountability and culpability. Implement training and role playing so that your staff knows how to react in tough situations. They must ultimately know how to immediately apologize and take the patient's side—in practically every scenario.

3. **Focus on purpose as well as function.** It's not rocket science—dedicated and engaged employees are much more likely to create positive patient experiences. So, be sure that every employee understands not only their function in the organization, but also their purpose. For example, an employee's job function may include washing and changing linens. But, his/her overall purpose may include "*creating successful patient outcomes and ensuring safe and healthy experiences for patients*". If employees are aware and in-tune with the purpose of their role, they will be much more apt to engage and create positive customer experiences. Changing linens may not seem that important, but when you put it in to perspective and tie it back in to the entire patient experience, an employee's view and engagement will certainly change.

Improving the customer/patient experience is certainly no small task, and there are several ways to accomplish this (this list is by no means meant to be exhaustive). However, the strategies above are simple and straightforward and can help you *quickly* get on track.

"Act the way you'd like to be and soon you'll be the way you'd like to act."
—Bob Dylan

Some Things Simply Can't Change... But You *Can* Remain Positive

Often, we can't simply remove ourselves from toxic situations, events, and relationships—maybe it's a colleague, patient, or class that you despise. These people and situations weigh us down—they simply drain our energy, it can be extremely challenging to stay positive. The good news is that it doesn't always have to be this way. Below are surefire ways to remain positive around negative people and events that we cannot avoid.

Recognize that it's not always about you. Negative people or events usually don't occur because of something you said or did. It's just a fact of life. When you're around difficult people, you often experience the brunt of their unhealthy coping strategies. The most important thing you can remember is that this is about them, not you. Don't take it personally and don't dwell on it. Don't you feel better already?!

Identify at least one positive attribute or outcome regarding the negative person or event. Maybe a negative person has empowered you to improve your communication skills. Or maybe that horrible training class you're in has enabled you to identify what a good teacher should possess. Recognizing the *silver linings* is instrumental for coping and in moving forward.

Accept the conflict rather than run away from it. Many negative feelings and situations simply can't be avoided. So, allow those emotions to be there as they are; don't try to change them. Acceptance relieves you of needless extra suffering, and can help you stay positive.

Participate in an engaging hobby. Devote time to activities that encourage you to *live in the now*. Gardening, playing a team sport, and playing an instrument are just a few examples of activities that lend themselves to living in the moment, and are the kinds of things that can help you relieve the stress you experience from a negative person or event.

*"Be thankful for what you have; you'll end up having more.
If you concentrate on what you don't have, you will never, ever have enough."*
—Oprah Winfrey

Report Finds Flaws in Digitizing Patient Files

A recent report released by the Office of the Inspector General for the Health and Human Services Department warns about flaws in the effort to convert patient records from paper to electronic. According to the report, although the federal government is spending more than \$22 billion to encourage hospitals and doctors to adopt electronic health records, it has failed to put safeguards in place to prevent the technology from being used for inflating costs and over-billing.

Despite spending "considerable resources to promote widespread adoption of E.H.R.'s," or electronic health records, the government has "directed less attention to addressing potential fraud and abuse," according to the report. Additionally, the report stated that Medicare has not changed the way it tries to detect fraud and has provided its contractors "with limited guidance," the report said.

The report was especially critical of the lack of guidelines around the widely used copy-and-paste function, also known as cloning, available in many of the largest electronic health record systems. The technique, which allows information to be quickly copied from one document to another, can reduce the time a doctor spends inputting patient data. But it can also be used to indicate more extensive, and expensive, patient exams or treatment than actually occurred. The result, some critics say, is that hospitals and doctors are overcharging Medicare for the care they are providing. While the report did not estimate the amount of fraud that may be occurring, earlier government estimates have said it could run in the hundreds of millions of dollars.

[View the complete report](#) for more information.

*"I don't trust anyone who doesn't laugh."
—Maya Angelou*

A Diagnosis in Doubt

A man runs into the vet's office carrying his dog, screaming for help. The vet rushes him back to an examination room and has him put his dog down on the examination table. The vet examines the still, limp body and after a few moments tells the man that his dog, regrettably, is dead.

The man, clearly agitated and not willing to accept this, demands a second opinion. The vet goes into the back room and comes out with a cat and puts the cat down next to the dog's body. The cat sniffs the body, walks from head to tail poking and sniffing the dog's body and finally looks at the vet and meows. The vet looks at the man and says, "I'm sorry, but the cat thinks that your dog is dead too."

The man is still unwilling to accept that his dog is dead. The vet brings in a black labrador. The labrador sniffs the body, walks from head to tail, and finally looks at the vet and barks. The vet looks at the man and says, "I'm sorry, but the lab thinks your dog is dead too."

The man, finally resigned to the diagnosis, thanks the vet and asks how much he owes. The vet answers, "\$650."

"\$650 to tell me my dog is dead!" exclaimed the man. "

Well," the vet replies, "I would only have charged you \$50 for my initial diagnosis. The additional \$600 was for the cat scan and lab tests."

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