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April 1, 2014



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* while *Preparing for Tomorrow*!

Review [Clint Maun's Biography and References](#) or call Kathy Cain at 800.356.2233 for more information



Book multiple speakers for a \$\$\$ discount. Ask us how!



The Leading Edge

Increasing Patient Engagement: 3 Critical Components

“Patient and customer engagement” is certainly a hot topic and buzz word among the healthcare industry, but would you know how to concisely describe the term if someone asked you? In simple terms, patient and customer engagement means motivating and empowering patients to work with clinicians to be active participants in their care by **asking questions, knowing their medications and medical history, bringing friends or relatives to appointments for support, and learning about care** that may be unnecessary.

But how exactly do you as a healthcare professional, as well as your organization as a whole, foster this engagement? Recently, several healthcare organizations have been focusing on increasing patient engagement, and analyzing specific methods they can implement to be successful in this endeavor. The following describes some actual case studies, best practices, and lessons learned from organizations that successfully implemented patient engagement strategies.

Recent data and first-hand accounts suggest that the best patient engagement programs:

Promote Transparency

Increasing transparency helps patients understand an often complex and ever-changing healthcare system. Two programs, Aligning Forces Humboldt (Calif.) and Aligning Forces for Quality-South Central Pennsylvania, found that they could increase patient transparency by:

- Setting clear expectations with the patient (i.e., roles of the healthcare providers and the roles and responsibilities of the patient)
- Holding structured meetings (i.e., specific agendas that require participation from everyone present at the meeting)
- Asking patients for feedback through meeting evaluations

These programs found that following these guidelines not only increased transparency but also increased the satisfaction of both patients and clinicians.

Encourage Interaction and Participation

In past healthcare models, a clinician and/or healthcare professional would walk into the room, do a brief exam, and then instruct the patient of next steps and then leave the room to attend the next patient. However, with the advent of online healthcare portals, forums, and social media, patients are *much* more educated and empowered to act as their own advocates. And this is certainly a good thing, and moreover, something that should be fostered. In fact, patients involved in their own care do a better job of communicating their own needs, according to a program implemented at Massachusetts Health Quality Partners. This organization created the Patient and Public Engagement Council to give providers feedback and foster patient-physician relations.

Drive Collaboration

When customers and patients are engaged, they *continually* stay focused on their health and care. To help patients remain engaged and adopt healthy lifestyle behaviors, it's critical to collaborate. But how do you do this? Aligning Forces Humboldt offers workshops that assist patients with management strategies for chronic conditions, such as diabetes, high cholesterol, heart conditions and obesity. Program leaders at this organization began working with doctors' offices to refer patients with chronic illnesses. They collaborated not only with patients, but among those involved in the healthcare continuum.

It's worth mentioning that patients often achieve engagement in stages. Indeed, it's a gradual effort that takes time. According to an American Institutes for Research, patients fall in three engagement levels. There are first-level patients, who begin to engage in their own care; second-level patients, who actively give providers their input; and third-level patients, who work to improve care delivery at the institutional and regulatory level.

“Control leads to compliance; autonomy leads to engagement.”
—Daniel H. Pink



Employees Matter

3 Common Communication Mistakes and How You Can Avoid Them

Whether you're at home, at work, or even ordering food at a restaurant, the possibility for miscommunications, mishaps and misinterpretations is quite large. And

although you may think you're a great communicator, there is always room for refinement, and moreover, you may be making some common communication mistakes without even knowing it. Here are some of the most common mistakes and how to fix them:

Mistake: *Asking for help without giving the specific reason or area that you need help with.*

Avoid it: At some point, everyone needs help with a project or task. But we often just quickly blurt, "I need help," which can cause confusion and frustration to the person whom you are asking. What exactly do you need help with?!

If you're given a task or assignment you don't know how to do, ask your boss or project lead if he/she has any recent or good examples you can look at. If you're having problems getting started, ask if there is a template you can follow or if your boss has a recommendation on how to kick things off. The goal is to be as specific as you can when it comes to asking for help. A general "I need help" will leave your boss or project lead at a loss, and as a result, you may not get the help you need. You'll avoid lots of wasted time and energy by making sure you and your boss are on the same page in terms of help and guidance needed.

Mistake: *Not saying what you want and when you want it.*

Avoid It: Many people may feel demanding or may be afraid of setting a deadline (in fear of missing the deadline). But not setting clear expectations is a recipe for failure. Do you want progress reports weekly or daily? What volume of work is expected to be done daily? What is the specific outcome? Whether it's deadlines, information you want included in a report, or the key outcomes you're hoping to see in a presentation, if you don't tell people exactly what you're looking for, you're likely not going to get it. Tell people what you want and when you want it.

Mistake: *Letting bad news sit*

Avoid It: Here's a communication rule to stick to: If you have bad news, it should travel quickly. Someone made a big mistake? Let a big task slide? If you don't address it immediately, it's bound to happen again. The more time you let bad news sit, the more time you're allowing for it to happen again. Raise the issue quickly—clearly identify what went wrong and work on how to eliminate the problem going forward. It's important to note that this doesn't mean shooting off a snarky email. When it comes to bad news, it's key to have personal communication (face to face or a phone call). This helps ensure no one misreads tone or goes overboard with negative comments (two things that are extremely easy to do via email).

Remember, effective communication is both an art and a science, but it can be taught and learned. Keep the three mistakes and strategies in mind and you will be well on your way to improved communications!

By and large, language is a tool for concealing the truth.

—George Carlin



Study Finds that Nurse Caseload & Education Impacts Mortality Rates

Mortality rates after common surgical procedures decrease dramatically if patients receive treatment in hospitals where nurses have manageable workloads and hold bachelor's degrees, according to a study published in *The Lancet*.

The Study

Researchers from the University of Pennsylvania School of Nursing in Philadelphia and Catholic University of Leuven in Belgium surveyed 26,516 nurses and studied 422,730 surgical patients who underwent hip or knee replacement, appendectomy, gall bladder surgery and vascular procedures in 300 hospitals across nine European countries.

The Results

Here's what the study found:

- Every one patient increase in patient-to-nurse ratios led to a 7 percent rise in death
- Hospitals saw a 7 percent mortality decrease for every 10 percent increase in the number of nurses hired who had bachelor's degrees
- Patients treated in hospitals where 60 percent of nurses had bachelor's degrees and cared for an average of six patients had nearly one-third lower risk of death after surgery than patients in hospitals where 30 percent of nurses had bachelor's degrees and cared for an average of eight patients each

Nurse staffing cuts to save money could adversely affect patient outcomes, the study's researchers said, emphasizing that nurses who earn advanced degrees could reduce preventable hospital deaths.

[View this study for more details.](#)



Jokes & Riddles That Will Make You Giggle!

Here are a few jokes and riddles that we hope will tickle your funny bone:

What do you call 10 rabbits walking backwards?
A receding hare line!

What building has the most stories?
The library, of course!

A young boy refused to do his homework, and his father was trying to convince him to do it. He said to his son, "When Abe Lincoln was your age, he was studying books by the light of the fireplace."

The son replied, "Well, when Lincoln was your age, he was President!"

A neutron walks into a bar, sits down and asks for a drink. Finishing, the neutron asks, "How much?" The bartender says, "For you, no charge."



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