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May 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



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Ask us how!**



The Leading Edge

9 New Quality Goals For Your Quality Improvement Projects

The Advancing Excellence in America's Nursing Homes Campaign has released nine new quality goals and free toolkits in an effort to encourage nursing homes to collect and share data that may lead to uniform national standards and evidenced-based best practices.

The campaign, which started over eight years ago, is a coalition of long-term care providers, caregivers, medical and quality improvement experts, government agencies and consumers. Members aspire to establish standards and practices in line with the impending Centers for Medicare & Medicaid Services (CMS) Quality Assurance Performance Improvement, or QAPI, requirements and other government efforts.

The Nine New Goals

The nine new quality goals created by the campaign consist of four process-related goals and five clinical goals call. Facilities participating in the campaign commit to working on at least one process goal and one clinical goal.

Process goals:

1. **Improve staff stability.** The campaign believes that addressing staff stability is a cornerstone to all the other work.
2. **Increase use of consistent assignment.** This goal aims to have the same staff taking care of the same individual each time they work. The logic behind this goal is that when you do this, the staff will get to know the residents; they

will know their likes, their dislikes. They will know early, subtle changes when someone is getting ill.

3. **Increase person-centered care-planning and decision-making.** When you have a consistent assignment, you can actually do much better person-centered planning and decision-making and really tailor the care level to the individual needs.
4. **Safely reduce hospitalizations.** When you achieve consistent assignment and staff stability, you and your staff will begin to recognize subtle changes in individuals, and better understand people's likes and dislikes—the critical elements for figuring out how to reduce hospitalizations.

Clinical Goals:

1. **Ensure medications are used appropriately and only when necessary.** The Advancing Excellence campaign initially will focus this goal on reducing the use of antipsychotic drugs in individuals with dementia, because doing so aligns with the CMS dementia collaborative as well as the national strategy for Alzheimer's disease.
2. **Increase resident mobility.** No matter what your patients' and residents' age, getting people up and moving is critical to their overall health. Moreover, increased mobility can help prevent falls and pressure ulcers—two major issues in long-term care.
3. **Prevent and manage infections safely.** This Advancing Excellence goal initially will focus on *Clostridium difficile* prevention and reduction. The group is partnering with the Centers for Disease Control and Prevention in efforts to promote effective use of antibiotics, since overuse or misuse can lead to illness and hospitalizations.
4. **Reduce the prevalence of pressure ulcers.** Along with reducing overall prevalence, a critical component around this goal is decreasing pain symptoms.
5. **Decrease symptoms of pain.** This goal focuses on establishing a system that can effectively assess and manage pain in residents, both long and short term, so that all residents have individualized, person-centered care plans.

For more information on these goals along with helpful toolkits, visit

<https://www.nhqualitycampaign.org/>

*“Learn from the past, set vivid, detailed goals for the future,
and live in the only moment of time over which you have any control: now.”*
—Denis Waitley



Employees Matter

Solid Strategies for Sound Slumber

Healthcare professionals—especially those working overnight or *graveyard* shifts face several sleeping obstacles. Long hours, frequently changing work schedules, and stress are just a few challenges those in the healthcare profession face when it comes to sleep. So, if you're setting aside seven to nine hours a night to sleep—congratulations! You're doing one of the best things you can to give your entire body

what it needs to restore and remain healthy. But even if you're getting your seven to nine, are you truly getting the deep sleep your body needs? Believe it or not, there may be some simple (yet fixable) factors that may be causing you to miss out on the restorative sleep you need. Here are some elements and strategies to consider:

- **There's too much light on.** Light is one of the biggest external factors that can affect sleep. Exposure to light in the late evening tends to delay the phase of our internal clock and lead us to prefer later sleep times. *Try:* Keeping your bedroom as dark as possible and avoid TV and electronics close to bedtime.
- **You don't have a regular bedtime.** Getting in sync with your body's natural sleep and wake cycle (your circadian rhythm) is paramount for achieving good sleep. Going to bed and getting up at the same time each day will help you feel much more refreshed and energized than if you sleep the same number of hours at different times (i.e., going to bed very late and sleeping in one day, and then going to bed early and waking up early the next). *Try:* Staying consistent, even on the weekends. If you want to change your bedtime or if your shift changes, start with small increments, such as 15 minutes earlier or later each day—this will help your body adjust.
- **You're worried when you go to sleep.** Stress, worry, and anger from your day can make it very difficult to sleep well. *Try:* Setting aside "worry time" before you go to bed. Write down the thoughts and feelings that are bugging you, and then make a promise to only revisit them until the next day.
- **You snore.** Chronic snoring can affect the quantity and quality of your sleep. *Try:* Exercising every day, and losing a little bit of weight if you're overweight—even a little weight loss can reduce fatty tissue in the back of the throat and decrease or even stop snoring.

"Some people talk in their sleep. Lecturers talk while other people sleep."
—Albert Camus



News You Can Use

Survey Indicates that Defensive Medicine Accounts for One-Third of Health Costs

Hospital administrators estimate that one-third of healthcare costs are the result of tests and treatments that aren't medically necessary and ordered defensively to prevent lawsuits, according to a new survey by Atlanta-based Jackson Healthcare.

Other highlights of the survey, which 106 hospital executives completed in early 2014, included the following:

- Ninety-four percent of respondents said they believe the practice of defensive medicine drives up healthcare costs, while 62 percent said it protects hospitals from litigation.
- Executives estimated that 57 percent of physicians practice defensive medicine (in a separate Gallup survey in 2010, 73 percent of physicians stated they practiced some form of defensive medicine during the previous year).
- Sixty-five percent of hospital executives said defensive medicine hurts hospitals' financial performance, while 27 percent reported a positive impact.

Respondents were almost evenly divided on how defensive medicine affects patient care quality, with 31 percent citing a positive impact, 32 percent reporting a negative impact, 30 percent claiming no impact and 7 percent stating they didn't know.

"A day without sunshine is like, you know, night."
—Steve Martin



Overheard at the Hospital

A man was just coming out of anesthesia after a series of tests in the hospital, and his wife was sitting at his bedside. His eyes fluttered open, and he murmured, "You're beautiful." Flattered, the wife continued her vigil while he drifted back to sleep. Later, her husband woke up and said, "You're cute." Startled, she asked him, "What happened to 'beautiful?'" He replied, "The drugs are wearing off."

A patient complained to his doctor, "I've been to three other doctors and none of them agreed with your diagnosis." The doctor calmly replied, "Just wait until the autopsy, then they'll see that I was right."

Two little kids are in a hospital, lying on stretchers next to each other, outside the operating room. The first child leans over and asks, "What are you in here for?" The second kid says, "I'm in here to get my tonsils out and I'm a little nervous." The first kid says, "You've got nothing to worry about. I had that done when I was four. They put you to sleep, and when you wake up they give you lots of Jell-O and ice cream. It's a breeze!" The second kid then asks, "What are you here for?" The first kid says, "A circumcision." The second kid says, "Whoa! I had that done when I was born. I couldn't walk for a year!"



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