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5 Reasons Care Crowd VT is a Must-Have: Our Clients Make the Case!



The ways in which care is being administered, delivered, and covered is all changing at a fairly rapid pace. So, it's no surprise that the ways

in which we train and engage care professionals is also changing. Facilities that want to acquire or maintain a competitive advantage must continually seek ways and means for their employees to remain best-in-class while also keeping an eye on the bottom line. This is where **Care Crowd VT** comes in.

No doubt about it, there are several online training programs that care professionals can leverage. But perhaps none come even close to fulfilling *all* of the needs of your facility (or facilities). **Care Crowd VT** is a revolutionary, interactive, video-based online training platform that is custom designed to give you and your staff mastery of the skills, techniques and attitudes needed to ensure your success as a care provider.

This innovative training series has already been implemented at care facilities (both large and small) across the U.S. and the results and feedback have been nothing less than phenomenal. The program has clearly demonstrated an increase in employee and customer retention, empowerment, and morale. Simply put, the program is a must-have—and that's existing Care Crowd members' words, not ours!

In fact, when we asked current Care Crowders to tell us what they liked about the program, they consistently came back with six repeating themes.

Why Our Clients Say They Need Care Crowd VT

1. It's ever-evolving.

The *Care Crowd* is a growing community of care professionals dedicated to improving care from within. As the number of dedicated care professionals who join the Care Crowd begins to grow, so too does the information sharing, success stories, and networking—just to name a few. The **Care Crowd** is indeed ever-evolving and adding new features and functionalities, many of which arise directly from our clients' feedback. Blogs, virtual tradeshow,

and job postings are just a few recently added or planned features.

What our clients are saying:

“To be honest, I started Care Crowd thinking it would be just another typical training program, but I have found it to be so much more. Not only have I found a wealth of meaningful and relevant information, but I’ve also tapped into a community of peers.”

2. **It’s for everyone in your facility—everyone.**

Care Crowd VT offers something for everyone in the care continuum, from housekeeping to CNAs to administrators. The interactive training is tailored to those who might find it difficult to attend or afford professional training, and also offers insight and information to the most seasoned and senior care staff.

With **Care Crowd VT**, you have an interactive training platform that allows you to quickly and effectively upskill your entire facility. Those who traditionally don’t have the extra time or means (food service, cleaning staff, etc) will appreciate and be particularly eager to leverage training that can improve their on-the-job skills and professional outlook.

3. **It’s more than competitively priced and tailors for the exact needs of your facility.**

We all know that online training is cost-effective because it eliminates the expenses of travel and consulting fees that are inherent with onsite training. In fact, according to a recent study of training techniques by Osterman Research, Inc. almost 80 percent of executives who employ online training and conferencing cite the elimination of travel costs as an important reason for doing so.

Online training can undoubtedly prove cost-effective, however, some online providers have found ways to hinder cost-savings via *nickel and diming* their customers. For example, a provider may offer an initial package that looks attractively priced. But, some facilities learn quickly that they are charged a fee or an additional license every time they hire a new employee who needs to take the training. This can add up quickly if your facility experiences high turnover.

Fortunately, **Care Crowd VT** training is different. It offers *unlimited* users at the licensed facilities to easily accommodate changes in staff and turnover over the course of the license period. Site licenses cover a period of three years and an unlimited use of the **Care Crowd VT** training platform—no fine print or hidden fees.

What our clients are saying:

“One of the best things about Care Crowd VT is its price. Not only is it affordable, but we have the option to pay in installments, which really helps when it comes to budgeting and forecasting.”

4. **It’s convenient.**

According to a study conducted by Wainhouse Research, online training’s flexibility ranks among the highest reasons employees participate and find online training beneficial. That study said online training and conferencing accomplishes two key things: It allows trainers to reach and include learners

who could not attend before and it supplements in-person courses. The study said the leading reason individuals choose to attend online training sessions as a replacement for in-person events is the ease of fitting them into their schedules. Fully 82 percent of respondents cited convenience as a motivating factor.

Care is obviously not a 9-to-5 gig, and there's no doubt that care professionals work busy and hectic schedules. Finding a training time that may be suitable for one group of employees is bound to cause a scheduling conflict for another group. With **Care Crowd VT**, you don't have to worry about accommodating for everyone's schedule. Participants can simply log in when they have time, or an agreed-upon designated time set by their supervisor.

Employees on the second and third shift often miss out on keynote speakers or trainers. However, with **Care Crowd VT**, evening and overnight personnel can participate in, and leverage, the same training their day shift counterparts do. They won't feel *left out*.

5. **It's a modern approach to learning.**

Care Crowd VT is helping to spawn a phenomenon: the collaborative workplace. **Care Crowd VT** can create an environment at your facility where information travels freely, employees are engaged and communicating, and most importantly—solving challenges together.

At the heart of **Care Crowd VT** are 4 pillars that *define what it means to be a Care Crowd member*. These simple principles establish a framework that forms a strong foundation you can build your care career on for a lifetime of success.

- **Care is Cool!**
- **Customers are Great!**
- **Teaming Makes it Easier**
- **I (personally) Make a Difference**

By joining the Care Crowd and mastering these fundamental, yet critical courses, you make tremendous strides in *improving care, building self-esteem, fostering partnerships* and *driving accountability* at all levels. ***Become a part of the solution today!***

What our clients are saying:

“Care Crowd VT's course content is outstanding, and the way in which it's delivered is even better. It covers the primary components that care professionals face and struggle with every day.”

Please take just a few moments for Clint to tell you more about **Care Crowd VT**.

This opportunity for your employees only costs literally pennies per employee per month. Please view the video below and let us know your thoughts.

Thanks for your time, and if you have any questions, call 800.356.2233

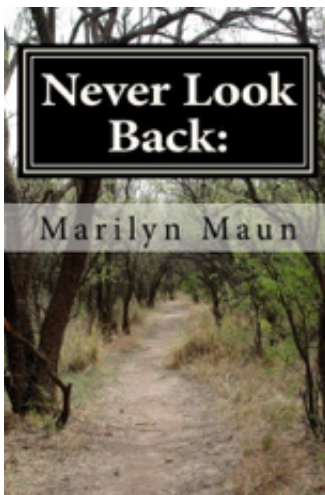
Introducing



Care Crowd



Improving Care
from Within



In last month's newsletter, we held a drawing for a free copy of the new novel written by Clint's mother, Marilyn Maun, entitled ***Never Look Back: An Immigrants Story***, which honors the thousands of brave immigrants that left their homes to come to this unknown land, America. We are pleased to announce that our winner is **Stephanie Landers**.

Please join us in congratulating Stephanie! The book is on its way!

For everyone else who entered, or are interested in your own copy, [it is available on Amazon for \\$22](#). We encourage you to buy one and spread the word!

The Leading Edge

Empower Your Employees!

Empowering your team is certainly a positive and worthy endeavor. However, when it's all said and done, giving up some control and empowering your team can be a terrifying experience! To be effective, you must maintain a reasonable level of visibility while giving your team some space and breathing room to get their jobs done.

Easier said than done, right?! Here are three great strategies to get you and your team on their way:

1. **Implement real-time feedback**

It's fantastic if your company administers workplace surveys to get a pulse on things like employee morale and possible concerns and issues. However, these surveys are usually only conducted once or twice a year and compiling and then actually doing anything with the data is often a long and arduous process. That's why implementing a *real time* feedback process is critical to employee engagement and empowerment.

On-the-spot feedback enables you and your colleagues to communicate workflow issues to one another, so that proper action can be taken right away. Set some time aside during a staff meeting or huddle before a shift starts. Make this time that everyone can call out concerns or success stories and decide on what, if any, next steps need to be taken. And always make sure to set ground rules for this feedback – it must be both constructive and respectful. Essentially, you want your team to trust you and each other to deliver honest and helpful praise and criticism.

2. **Share what you do and encourage your superiors to follow suit**

Do you know what your boss does? If you're the boss, do your employees have a clear idea of your main roles and responsibilities or would it read more like a mystery novel to them? Your team can quickly lose respect for you if a certain transparency isn't in place. They need to know that there is some level of synergy between your goals and theirs. Most of your team probably isn't accustomed to thinking at an executive level, since they're busy with their own tasks and priorities.

To enable transparency, regularly (at least once a month) share the large happenings, changes, and goals within your organization. Help your team understand what's important to your healthcare organization as a whole. You should also encourage your superiors to join in on a team meeting or two to share their main priorities and goals.

3. **Encourage growth, but don't push beyond their limits**

While you want to encourage your employees to embrace new challenges and experiences, you don't want to push them so far out of their comfort zone that they become fearful. For example, you shouldn't ask an employee to take on a task or project that is clearly outside the realm of their role or skillset. After all, if an employee is completing tasks that are above and beyond their role, they should be promoted and recognized for that. To be sure, your people will feel slighted and fearful of you if you assign tasks outside of their scope. Have development discussions with your employees to ensure you're on the same page in terms of career paths, growth, and skill sets.

Remember, when you create room for independent work and decision-making, your team might discover that they're able to achieve far more than they originally thought possible. Get started with these strategies today to empower your employees!

“Happiness is not the absence of problems, it's the ability to deal with them.” □



Employees Matter

Get a Better Brain!

According to research published in the journal *PLOS One*, our cognitive ability starts to weaken as early as age 24 and may decline an additional 15 percent every 15 years after that. This news may be making your head hurt, but fortunately there are some simple strategies that can help you stay sharpâ€”on the job and at home.

Have a conversation with someoneâ€”anyone. Believe it or not, talking to other people (texting doesnâ€™t count!) is very mentally stimulating. When you interact with others, your brainâ€™s wiring system goes to work, and in turn, prompts the production of more gray matter cells (gray matter includes regions of the brain involved in muscle control, and sensory perception such as seeing and hearing, memory, emotions, speech, decision-making, and self-control). Engage in a conversation with a patient or resident or your peers!

Incorporate Mediterranean components into your diet. This includes a diet rich in fish, plenty of veggies and olive oil and very little red meat and processed foods. Some research has shown that people who eat a Mediterranean diet are 36 percent less likely to have age-related brain damage such as impaired thinking and memory.

Use your words. Learning new words and using those words in everyday conversation can have significant brain benefits. In fact, a study published in *Neurology* found that exercising your word skills might protect against memory loss. Check out Merriam-Websterâ€™s website for new daily words: www.merriam-webster.com/word-of-the-day.

Bogus Brain Statements

When it comes to your cranium, there are many long-held old wivesâ€™ tales. Here are some bogus statements and the reality behind them.

- â€œYou only use 10 percent of our brain.â€

Bogus because: Research suggests that all areas of the brain perform some type of function.

- â€œYouâ€™re either right-brained or left-brained.â€

Bogus because: No one is fully left-brained or right-brained because we use all parts of our brain. Although certain tasks and thinking tend to be more associated with a particular region of the brain, research shows that we tend to do better at tasks when the entire brain is utilized.

- â€œWe are born with a finite number of brain cells, and once they die they are gone forever.â€

Bogus because: Experts have discovered that the human adult brain does indeed form new cells throughout life, even during old age.

- *“Once the brain is injured or damaged, it can’t be repaired.”*

Bogus because: In some (but not all) cases the brain can repair itself. Stroke victims, for example, can make full recoveries.

“The measure of intelligence is the ability to change.”
• Albert Einstein



News You Can Use

The American Medical Association Demands Better EHRs

The American Medical Association (AMA), which represents more than 200,000 members, recently made the statements that it’s time to fix poorly designed electronic health records (EHRs) so that doctors and healthcare professionals can use them more effectively and better serve their patients.

The demand follows an AMA study with RAND Corp. confirming that physician frustration with EHRs is taking a significant toll not only on them, but also on their patients. Among physician concerns that the AMA highlighted is that EHRs are cumbersome, requiring too much time-consuming data entry, which leaves less time for patients.

Calling the need for better EHR design *urgent*, the AMA released a new framework outlining eight priorities for improving EHR usability to benefit caregivers and patients. The AMA framework outlines the following usability priorities along with related challenges:

- Enhance physicians’ ability to provide high-quality patient care
- Support team-based care
- Promote care coordination
- Offer product modularity and configurability
- Reduce cognitive workload
- Promote data liquidity
- Facilitate digital and mobile patient engagement
- Expedite user input into product design and post-implementation feedback

The priorities were developed with the support of an external advisory committee composed of practicing physicians, as well as noted experts, researchers and executives in the field of health information technology.

“When I was young I thought that money was the most important thing in life; now that I am old I know that it is.”
• Oscar Wilde



Great Way to Get a Raise?

Sam walks into his boss's office. "Sir, I'll be straight with you, I know the economy isn't great, but I have three companies after me, and I would like to respectfully ask for a raise."

After a few minutes of haggling the boss finally agrees to a 5% raise, and Sam happily gets up to leave.

"By the way," asks the boss as Sam is getting up, "which three companies are after you?"

"The electric company, water company, and phone company," Sam replied.



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