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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



The Leading Edge

Unusual (but effective) Ways to Motivate Your Staff!

Many healthcare professionals are indeed motivated by the worthy mission of helping others, easing their pain, and making the sick feel better. This isn't to say, however, that everyone is bursting with never-ending motivation. To be sure, long hours, difficult patients and partners, and team tension are just a few items that can squeeze the motivation out of healthcare personnel.

When it comes to boosting motivation, you've probably heard of the tried and true strategies, like helping employees realize their work is meaningful and recognizing them for a job well done. These are indeed effective strategies—but if you're looking for some fresh and exciting ways to breathe new life into your team, take note of these tips:

- **Be weird!** Adding some craziness or *weirdness* to your and your staff's day can create a little unexpected inspiration. Playing a wacky song, wearing a funny shirt, or just doing something a little *out there* (all within appropriate and expected behaviors of course) can help spark creativity and laughter among your team.
- **Get out your pen and paper.** A hand-written note is personal and shows that you took a little extra time to say thank you and share your thoughts to a team member and/or employee. A verbal thank you or an email still certainly suffice, but a hand written note is something that an employee will likely hold on to and remember.

- **Ask them what they really want out of work.** Simply knowing that someone cares and is interested in their goals will make many employees feel better about their jobs. Have your workers describe a previous project or task that they felt good about, then see what aspects of that can be repeatedâ€”itâ€™s likely to boost their motivation and job satisfaction.
- **Be mindful of employeesâ€™ stage in life.** Older professionals may be perfectly content with their job, as opposed to younger professionals who may be continually reaching for more tasks and aiming for promotions. You definitely canâ€™t make generalizations or assumptions, but you can stay in touch with specific employeesâ€™ stage in life. Recognize that certain individuals may not be motivated by a promotion or more responsibility.

There certainly is not a one-size-fits-all approach to employee motivation. But, itâ€™s safe to say that healthcare professionals want to be recognized as individuals, shown appreciation, and be given opportunities to do what they love. The tips aboveâ€”although they may seem a little unusualâ€”will help you do just that.

*â€œIt does not matter how slowly you go as long as you do not stop.â€
â€”Confucius*



Employees Matter

Simple Strategies to Increase Your Longevity in Life

We all want to stay sharp, healthy, and fit. No doubt about it, staying healthy and vibrant helps in every facet of lifeâ€”from your healthcare job to your personal and family life. Here are five great ways to help you feel and stay happy and healthy for the long term!

1. **Go for a walk every day and reverse your physiological age by 10 years.** A three-year study of 220 retirement-age men found that the exercise group showed a 12 percent increase in aerobic power and a 10 percent increase in strength and hip flexibilityâ€”equivalent to what they would have lost over a decade had they not exercised at all.
2. **Stand on one leg for 10 seconds.** We begin to lose lean muscle mass as we age. Balancing moves strengthen your muscles and force you to flex your brain muscles as well. Try this: while brushing your teeth stand on your right leg for 10 seconds. Then switch to your left. Repeat three times.
3. **Attend a professional workshop or sign up for a class.** It forces you to actively participate and learn which can help build and maintain your cognitive functioning.
4. **Practice at least one relaxation technique every day.** Scientists are finding that psychological stress negatively affects the aging process. In fact, some

studies have found that chronically stressed people have shorter telomeres (DNA that protects your genetic data). You can't prevent stress but you can effectively cope with it via relaxation techniques like deep breathing, exercise and talking with friends.

5. **Adopt a younger, more positive mindset instead of focusing on your chronological age.** It may indeed be possible to think yourself younger. Some research has found that when elderly participants are treated as physically capable and encouraged to think of themselves in this way, their bodies actually followed suit, with tests showing improvement in dexterity, speed of movement, memory, arthritis and blood pressure.

*A man ninety years old was asked to what he attributed his longevity.
"I reckon," he said, with a twinkle in his eye, "it is because most nights
I went to bed and slept when I should have sat up and worried."*



News You Can Use

More Hospitals Getting Bonuses than Penalties Under Value-based Purchasing

More hospitals will see a payment bump than a penalty in 2015 under Medicare's value-based purchasing program, according to recent federal data.

A total of 1,698 hospitals will have their Medicare payments boosted in 2015, 467 more than in 2014, according to an analysis of data posted by the CMS. The posted adjustments, however, range between 0.01% and 2.09%, which suggests there could be some anomalies in the data. Under the structure of the program, payments should adjust up or down as much as 1.5% for fiscal 2015.

A total of 1,360 U.S. hospitals will have their Medicare payments docked next year. The cuts will range from 0.01% to 1.24%. The number of hospitals facing cuts represents only a slight improvement over last year, when 1,400 hospitals were penalized under the program. The average penalty for 2015 is negative 0.30%. That's higher than the minus 0.26% in 2014 and minus 0.21% adjustments in 2013.

*"Yesterday I did nothing and today I'm finishing what I did yesterday."
"Anonymous"*



Just For Fun

Random, Funny Things to Do

- Bring a big chair into the elevator facing away from the door and when someone walks in, dramatically turn and say, "We've been expecting you."
- Look at see-through glass and when someone is on the other side, shout "Oh my god, I'm hideous!"
- Call someone to tell them you can't talk right now.
- Buy a donut and complain that there's a hole in it.
- Go into a phone store, look at the sales person, hold out a banana and tell them you want to upgrade to an apple.
- Put mayonnaise in a bowl, freeze it, and tell your friend it's ice cream.
- Put up a "Lost Dog" poster with a picture of a cat on it.



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MaunLemke.com
ClintMaun.com

ClintCast.com
CareCrowdVT.org



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