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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

Four Effective Ways to Deliver Bad News

Whoever the recipient is—a patient/customer, a colleague, employee—breaking bad news is usually never easy to do. Indeed, it is certainly challenging to get the message across clearly, but yet still in a way that is somewhat comforting, so that the recipient doesn't storm off upset or in a rage. Here are some helpful tips the next time you have to deliver less than great news.

Start the conversation off with some open-ended questions. If possible, try to create a warm and friendly atmosphere. You can do this by asking a few open-ended questions like “How are you doing today?” or “How are you feeling?”

Be clear and direct and don't sugar coat. After you've had a few minutes to chat and set the tone, go directly into the bad news. If you go into a long explanation or don't clearly state what the issue/news is, the recipient may become confused, or may miss what you're saying. To be sure, if you give too much information or sugar-coat the news, the person may not understand the full weight of the announcement.

Give them an opportunity to provide their feedback. Once the person has heard the news, open the conversation up to them. Give them a chance to provide their side of the situation/circumstance if applicable and to ask questions. Is their perception of *reality* different from yours? If so, go over this. You want to try and be on the same page as much as possible.

Provide an action plan. Whoever you're delivering bad news to will want to know what's next. So, come prepared to provide any next steps. Maybe this includes a performance plan, weekly updates, or perhaps you place the responsibility of determining next steps on the recipient.

Getting bad news is usually always received better if there is a way to address it and rectify it. Lastly, always remember to deliver bad news quickly. Delivering bad news without unreasonable delay is critically important. Many people sit on bad news, hoping that things will improve. However, delays can be costly and usually only make the situation worse.

"Bad news isn't wine. It doesn't improve with age."
—Colin Powell



Employees Matter

Great Ways to Gain Good Habits!

As healthcare professionals, we're in the business of making people feel better. And as such, sometimes we're so focused on others that we forget about ourselves. Indeed, in the hectic reality of our day-to-day work it's easy to lose sight of what can make us happy and healthy. Don't let this happen to you!

If you need a kick-start to gaining some good, healthy habits that will carry over to your personal and professional life, take note of the tips below:

8 Ways to Gain a Healthy Habit

1. **Focus on lifestyle, not change.** Don't view your desired habit as a dreadful change you have to endure, rather think of it as a new healthy lifestyle you're choosing.
2. **Think small—really small.** Huge, life-altering changes can be overwhelming. So, start extremely small. Simply putting your running shoes on every day for 10 days could be your goal to form a walking or jogging habit. How easy is that?!
3. **Celebrate every single time.** One of the keys to making habits stick is celebrating every single time you complete it. Listen to your favorite song, give yourself a pat on the back—do something to recognize and reward your achievement.
4. **Focus on the morning or evening.** If possible, try to schedule your desired habit first thing in the morning or at night. The middle of the day is usually too crazy to focus on habits.
5. **Do your habit every day.** It won't become a habit until it's part of your routine. Consistency is critical if you want to make a habit stick.

6. **List the benefits.** Write down how your habit will enrich your life. It will help reinforce and motivate you to stick with your habit.
7. **Create rituals.** A ritual or trigger helps tell your brain it's time to carry out your habit. For example, if you're trying to improve sleep habits, this could mean taking a hot bath or listening to music right before bed every night.
8. **Appoint a habit enforcer.** Find someone who will go along with you and keep you motivated if you feel like quitting.

"We become what we repeatedly do."
—Sean Covey



News You Can Use

Report Shows Promise of CMS-funded Program after Year One

A federally funded project (the OPTIMISTIC project) to reduce avoidable hospitalizations of nursing home residents got off to a strong start in its first year, according to recently published findings.

The OPTIMISTIC project is one of seven Centers for Medicare & Medicaid Services-funded demonstrations meant to reduce avoidable hospitalizations among long-stay residents. OPTIMISTIC involves 19 nursing facilities in Indiana. Out of 900 acute care transfers recorded in the first year, 29 percent were flagged as avoidable. On a national basis, the avoidable hospitalization rate has been estimated to be as high as 50 percent.

A specially trained registered nurse has been placed in each OPTIMISTIC facility to spearhead quality improvements aimed at reducing hospitalizations, such as eliminating unnecessary medication. A nurse practitioner also supports each facility. Early efforts have focused largely on chronic disease management — particularly for dementia — and early detection and prevention of changes that could precipitate hospitalization.

Defining new clinical roles, integrating into the nursing home culture, data management and communication among stakeholders were among the most important lessons learned during the first year, the report states.

The complete year-one report appears in a recent issue of the [*Journal of the American Geriatrics Society*](#).

"A conclusion is the place where you got tired of thinking."
—Arthur McBride Bloch



Just For Fun

Things You Donâ€™t Want to Hear Patients Say!

â€œEveryone thinks Iâ€™m a hypochondriac â€”it makes me sick.â€

â€œThe main ingredient in hand sanitizer is paranoia.â€

â€œToday I tried to donate blood but they had too many questions about where I got it.â€

â€œHypochondria is the one disease I havenâ€™t got.â€

â€œYou think you have it bad. I got addicted to placebos.â€

â€œTake the health warning about sodium intake with a pinch of salt.â€

â€œFirst the doctor told me the good news: I was going to have a disease named after me.â€



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