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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 Crowd members 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

### What You Need to Know about QAPI

You may be or already have been hearing a lot about QAPI. Indeed, it's a hot topic for many long-term care organizations. But do you really know what it means? And more importantly, do you know how to integrate the concept among your team and peers? If you answered no, or would just like to learn more, read on!

#### **What is QAPI?**

According to the Centers for Medicare and Medicaid Services (CMS), QAPI is the merger of two complementary approaches to quality, Quality Assurance (QA) and Performance Improvement (PI). Both involve seeking and using information, but they differ in key ways:

- QA is a process of meeting quality standards and assuring that care reaches an acceptable level.
- PI (also called Quality Improvement - QI) is a proactive and continuous study of processes with the intent to prevent or decrease the likelihood of problems by identifying areas of opportunity and testing new approaches to fix underlying causes of persistent/systemic problems.

#### **How Can I Build These Principles Among My Team?**

QAPI can prove to be a broad and challenging topic. However, there are some simple, practical strategies you can employ to help ensure successful QAPI team building:

1. **Take inventory so you know what you have to work with.** Evaluate what

your facility already has in place in terms of QAPI. QA items will include thresholds and standards to comply with regulations, while PI items will include tasks and processes that go above standards and regulations with the aim of improving quality (as opposed to just meeting the status quo).

2. **Provide easy-to-read resources to educate your team.** Fortunately, CMS has created some materials that are easy to read and also include concrete tips you can share with your team and facility. [CMS's QAPI News Brief](#) provides an overview and outlines the five elements of QAPI.
3. **Incorporate the five elements of QAPI during daily meetings/stand-ups.** Consider assigning staff members with one of the five elements and ask them to come prepared to the meeting to discuss how your facility can incorporate and build on that specific element. This will engage your team and spark productive discussion.
4. **Create a running log of ideas and to-do's.** Don't let great ideas and opportunities for improvement fall through the cracks! Create a file/site where ideas can be logged and tracked. This will also help you evaluate your efforts—after time, you can look at the long list of ideas and strategies that have been implemented.

Without a doubt, QAPI is a critical topic. Follow these tips and strategies to get the information out to your team and facility. Constant reminders and repetition will reinforce that QAPI is an integral part of everything you do!

*“Make it a point to do something every day that you don't want to do. This is the golden rule for acquiring the habit of doing your duty without pain.”*  
—Mark Twain



## Employees Matter

### Feeling Tired? What Might be Zapping Your Energy

Long and hectic shifts, physically and emotionally draining days, trying to fulfill family obligations—healthcare professionals can undoubtedly feel exhausted from time to time. However, if you're constantly feeling drained, it could be tied to some of your daily habits. Check out these culprits:

**You're eating too much sugar.** Sure, a candy bar or cookie can provide a quick pick-me-up, but it can just as quickly make you crash. Candy, soda and other processed foods are usually packed with sugar, which causes a very fast spike, and then drop in your blood sugar. It's a vicious cycle—you're bound to keep seeking that sugar rush only to be let down, feeling tired and cranky minutes later.

**Get energized:** Having healthy snacks on hand is key, as they can help keep your energy and blood sugar stable for several hours. Seek snacks that provide a healthy dose of protein and carbs. Lean turkey or chicken on a slice of whole wheat bread or plain, nonfat yogurt with fruit are a few excellent options.

**You're not drinking enough water.** According to a study published in the *Journal of Nutrition*, even mild dehydration can cause fatigue, tiredness and low energy.

**Get energized:** Drinking an extra glass or two of water could make a difference in your energy levels. Try drinking a glass as soon as you wake up and make water your beverage of choice at meals.

**You're not getting enough iron.** Iron helps ensure that your cells can carry oxygen to your body's tissues. If you don't have enough iron, this process becomes more taxing on your body, and as a result, you may feel weak, tire and irritable.

**Get energized:** Eat some iron-rich foods every day—cooked beef, chicken and turkey, sardines, spinach, lentils and beans are all good sources. You may also consider a supplement if you don't eat a lot of iron-rich foods.

**You're skipping meals.** Food is your body's fuel—so skipping meals can literally force your body to run on empty. Moreover, if you skip a meal you're more likely to overeat later in the day, which can make you feel even more tired and sluggish.

**Get energized.** All meals are important when it comes to energy. It's common for many to skip breakfast because they feel rushed in the morning. Plan and prepare your breakfast the night before to ensure you eat this critical meal.

*Don't mistake activity with achievement.*  
—John Wooden



## News You Can Use

### Survey Reveals Many Boomers Aren't Ready for Senior Housing

A recent survey shows that senior housing companies prepping for baby boomers may encounter prospects who are largely unwilling and unable to relocate. A survey by the New York City-based Demand Institute targeted more than 4,000 baby boomer households nationwide. Investigators found that roughly three-quarters of the respondents do not want to move into a senior housing community in the near term. Plus, most couldn't make the transition even if they wanted to, given their financial situations.

Average boomer net worth, which exceeded \$200,000 before the Great Recession, has dropped to \$143,000, according to the survey. Moreover, the median outstanding

mortgage balance for a 50-to-69-year-old household grew from \$48,743 in 1992 to \$118,000 by 2014, and 56% of those surveyed indicated they plan to obtain another mortgage.

Those conducting the study hypothesize that many boomers are just not planning ahead for some of the health issues and limitations they will face later in life.

*“People say nothing is impossible, but I do nothing every day.”*  
—A.A. Milne



## Just For Fun

### Mistakes

- If a barber makes a mistake, it's a **New Style**
- If a driver makes a mistake, it is a **New Path**
- If an engineer makes a mistake, it is a **New Venture**
- If parents make a mistake, it is a **New Generation**
- If a politician makes a mistake, it is a **New Law**
- If a scientist makes a mistake, it is a **New Invention**
- If a tailor makes a mistake, it is a **New Fashion**
- If a teacher makes a mistake, it is a **New Theory**
- If our boss makes a mistake, it is a **New Idea**
- If an employee makes a mistake, it is a **Mistake Only!!**



## Quick Links

[MaunLemke.com](http://MaunLemke.com)  
[ClintMaun.com](http://ClintMaun.com)

[ClintCast.com](http://ClintCast.com)  
[CareCrowdVT.org](http://CareCrowdVT.org)



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