

Email not displaying correctly?

[View it in your browser](#)



June 1, 2016



Care professionals across the country have been asking us for a way to learn more from Clint Maun beyond just the various speaking engagements they may have attended in their specific locales. In response to this overwhelming demand, Clint has created the **Care Crowd VT**, a growing community of care professionals like you who share a *deep passion and commitment* for taking care to the **next level of excellence**.

**Care Crowd VT** is your virtual training access point to Clint's™ wealth of solution-oriented, team-based approaches to improving care nationwide. Furthermore, it is affordable for **any** care organization of **any size** to take advantage of this fantastic training value. For less than **\$1.65 per day** (even less if you are a *LeadingAge member*), **all of the employees** at your facility (including future new hires during the 3-year site license period) can have unlimited access to Clint's™ humor, experience and wisdom to help your organization **Improve Care from Within!**



## Ready to learn more?

You can now try out the training first-hand with a **Free Trial!**

**Visit the Care Crowd VT website today** and enjoy a **free 2-week trial** so you can see for yourself how easy, yet very powerful, this training can be. *Imagine all your organization's staff being on the same page in providing the best care to your customers! Better still, at only pennies per day, **you can't find better***

**training for your budget!** Add on the fact that Administrators can even get **4.5 CEU credits via NAB** and the *value goes through the roof.*

Facility by facility, care professional by care professional, **Care Crowd VT** is amassing a large, vital community of people who strive to change the face of care **from within**, rather than wait for the various *external forces* to magically align for positive change. **Become a Care Crowd member today!**



## The Leading Edge

### Why Direct Mail Could Prove as Your Marketing Vehicle of Choice

For many long-term care and senior care facilities, direct mail has proven as the marketing channel of choice. To be sure, direct mail can yield a very positive return on investment. Direct mail allows you to deliver your facility's message to as broad or as narrow a demographic as you'd like to reach. You can use your own database of contacts or you can buy a list that is tailored by things such as age, interest, zip code, income, gender, and/or homeowner status.

Moreover, with direct mail, you don't need big response rates to achieve success. Anything around a two to three percent response rate can be considered wildly successful. But lower numbers can yield significant results as well. For example, if you spend \$1,400 to send out several thousand postcards, but only have one or two responses that can still generate massive gains if it results in a new client. Most clients bring in several thousands of dollars of revenue; so even one or two *bites* on your direct mail piece can prove to have a fantastic return on investment.

## Some Quick Tips

If your organization is considering or is already utilizing direct mail, keep these best practices in mind:

- **Personalize where you can.** Try to make the mailer as personal as possible—add the prospect's first name and sign the mailer (the CEO of your organization would be ideal) to add more of a personal touch.
- **Clearly outline the benefits.** Make sure you make the benefits and call to action stand out. Don't hide it in the copy or waste valuable *real estate* with a lengthy introduction that doesn't mention the benefits or call to action. The recipient may not devote the time and attention to get to the bottom of the letter. Immediately let the recipient know why they should take action.
- **Avoid fluff.** You want to outline the benefits, but you don't want to be over the top with your copy. A few adjectives describing your products/services are acceptable, but if you're using more than that, you're probably going overboard. Make the copy succinct and intriguing.

*How soon "not now" becomes "never".*  
—Martin Luther



## Employees Matter

### Reclaim Your Calm!

Wake up, check your phone, turn on the news, start your PC—“instantly feel the agitation and tension?! Indeed, the constant stream of news and social media is now woven into the fabric of our daily lives. Unfortunately, much of the media we encounter on a daily basis is alarming, negative and/or violent. And it's having a negative impact on our health (and it's probably having an impact on our patients' and residents' lives too).

Research suggests that the more time people spend watching news reports about things like disasters and terrorism the more likely they are to have symptoms of stress and health problems like asthma, diabetes and stroke. Indeed, the constant (but often unnoticed) stress from constantly watching or reading bad news could have long-term repercussions on our health.

Here's how you can get a grip on the grating effects of negative news and social media. Incorporate these strategies into your daily life and share them with your colleagues and patients!

- **Don't end your day watching the news.** News right before bed can cause stress hormones to rise and possibly interfere with a good night's sleep. Think about it—does listening to politicians argue with one another or watching the violence that occurred locally and/or internationally make for the best pre-sleep routine?!

- **Don't give in to watching violent or graphic videos.** Many online news stories are accompanied with disturbing videos and images. You're probably better off skipping them. The images can stick with you and leave you feeling upset, sad, and/or angry.
- **Rethink your feeds.** You have complete control over what news feeds and alerts come through via your phone. If you get a lot of dark and dreary news and alerts from a certain media outlet, unsubscribe from it.
- **Go old school.** You can regain a sense of calm every day by simply unplugging from all technology. That means turning off your phone, PC, tablet, TV everything. Use this time to see your friends, take a walk outside, or play with your children. You'll be amazed at how disconnecting from technology can make you feel connected and in touch with yourself, your friends and family.

*“What you do today can improve all your tomorrows.”*  
*—Ralph Marston*



## News You Can Use

### Penalties against Healthcare Providers May Increase Dramatically

The [U.S. Railroad Retirement Board](#) which administers retirement, unemployment, and sickness benefit programs for railroad workers and their families recently published new penalty adjustments in the [Federal Register](#). The new guidelines propose to raise the minimum fraud penalty from \$5,500 to \$10,781 for each false claim submitted to a government program. The maximum penalties were also increased, from \$11,000 per claim to \$21,563.

The Board's adjustments were mandated for all federal agencies, according to the National Law Review, so providers can expect rules for the healthcare industry to follow suit by August 2016; the date by which the Bipartisan Budget Act of 2015 requires all agencies to raise their penalty levels to account for inflation.

The oncoming increase for False Claims Act penalties may push more providers to settle claims-related cases, some experts suggest. But others are skeptical of the influence the increased penalties may have on providers' pressure to settle.

*“Get your facts first, then you can distort them as you please.”*  
*—Mark Twain*



## Just For Fun

### Order of Operations

A salesperson, an HR executive, and a boss of a company were on their way to lunch when they stumbled upon a beat up, but valuable looking brass container.

The salesperson picked it up and started cleaning it with his handkerchief. Suddenly, a genie emerges out of a curtain of purple smoke. The genie is grateful to be set free, and offered them each a wish.

The HR exec is wide-eyed and ecstatic. She said, "I want to be living on a beautiful beach in Jamaica with a sailboat and enough money to make me happy for the rest of my life."

Poof! She disappeared.

The salesperson said, "I want to be happily married to a wealthy supermodel with penthouses in New York, Paris, and Hong Kong."

Presto! He vanished.

"And how about you?" asked the Genie, looking at the boss. The boss scowls and said, "I want both those idiots back in the office by 2 p.m."

**Moral of the story:** Always let your boss speak first!



## Quick Links

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

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



## Republish Policy

**Permission to republish/reprint an article is given provided the following conditions are met:**

- Clint Maun receives proper recognition as the author of the article. A link to Clint Maun's [www.clintmaun.com](http://www.clintmaun.com) and [www.maunlemke.com](http://www.maunlemke.com) websites is published at the end of the article. The piece is not modified in any way.
- Clint Maun is informed of the re-publication/reprint and receives a copy of the publication with reprint. ([Contact Us](#))

You are receiving this email because you opted-in through our sign-up process to receive our free company email newsletter, Solutions (published monthly) and occasional news regarding major announcements regarding Clint Maun/Maun-Lemke Speaking and Consulting, LLC. You can unsubscribe at any time and your email information will never be shared with/rented/sold to others.

[Unsubscribe](#) <<Email Address>> from this list | [Forward to a friend](#) | [Update your profile](#)

**Our mailing address is:**

Maun-Lemke Speaking and Consulting, LLC  
8031 W. Center Rd.  
Suite #222  
Omaha, NE 68124

**[Add us to your address book](#)**

*Copyright (C) 2016 Maun-Lemke Speaking and Consulting, LLC All rights reserved.*

