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September 1, 2016

Just 7 more Medicare customers can deliver over \$1 million to your top line.

Think how that could help your budget!



*Or instead...
you could spend your precious time
cutting costs to offset your losses from
your Medicaid reimbursement rates...*

Choose wisely...

Does your organization need to grow revenue?

Maun-Lemke Speaking and Consulting has over 25 years of expertise in *“changing the results of healthcare”* in locations just like yours.

In our work with hundreds of care organizations across the country, we have learned that to ensure long-term sustainability, organizations ***must not be revenue dependent upon Medicaid.***

Maun-Lemke’s proven **A.R.M.S. Length Revenue Enhancement System** can help you establish a revenue-focused business model that will provide **long-term stability** and **increased productivity**. Move away from the overhanging cloud of cost-cutting uncertainty and morale-killing budget cuts and instead, enable growth and opportunity for your staff, your facility, and most importantly, ***your customers.***

Our program is chock-full of time-tested, client-proven techniques for growing

revenue, even in difficult markets and challenging economic conditions. It can be implemented cost-effectively through our step-by-step process and web-based computer consulting support. It centers around establishing a revenue-growing cycle of continuous improvement, each feeding the next level of 4 key component areas:

- **Admissions**
- **Rightness**
- **Marketing**
- **Sales**

A.R.M.S. Length System



For information on the **A.R.M.S. Length System** and how your organization can achieve your full revenue potential, call us at (800) 356-2233.



The Leading Edge

Four Fantastic Ways to Get Your Team to Rally Behind You

In healthcare, weâ€™re all called to leadâ€”whether itâ€™s in an official capacity or just part of the everyday job. Leading, of course, comes with many challenges and there is always much to learn. Here are tips to help you lead your team.

- **Get aligned on priorities.** Only a few of us like to be told exactly what to do and even less like to feel like theyâ€™re being micromanaged. That being said, itâ€™s extremely important that your entire team has a very clear understanding of the common goals youâ€™re all working to achieve. A key to great leadership is clearly communicating whatâ€™s truly important and where oneâ€™s focus should remain. Sounds simple enough, but youâ€™d be surprised at the discrepancy among many teamsâ€”what the team may think is a priority may not even be on the leaderâ€™s radar. Make sure priorities are clear and understood so the entire team is on the same page.
- **Share your experiences.** Thereâ€™s perhaps no better way to get people to rally around you than telling your own experiences. Sharing your personal stories of triumph and failure enables you to make a connection with your team. Your team will be inspired by you if youâ€™re honest and openâ€”so make sure you share what has made you the person you are today (even if this includes massive failures and missteps!).
- **Communicate urgency when needed, but remain calm.** As a healthcare professional, you know emergencies and the unknown are the norm. As regular as they may be, they can still be unsettling and scary. When something

stressful happens, establish a sense of urgency so your team can be responsive while staying calm. In times of emergency, clear detail and instructions are particularly helpful. No one can be perfect, but your team will follow your lead if you are calm, and they will go about their jobs and overcome stressful situations much more effectively with the right, calm queues.

- **Don't be afraid to show your lack of knowledge.** You know a great deal, but you don't know everything. Great leaders are always learning—and if they don't know the answer they are honest about it. You can't always know the answer, so when that happens, acknowledge it and vow to find the solution. This could mean finding the people who do have the knowledge or it could mean learning and getting trained on something new. The most successful leaders strike the perfect balance between showing the way and letting their team or others show their knowledge and talents. If you don't have all the answers, let your team and the people who do shine!

*It is better to lead from behind and to put others in front,
especially when you celebrate victory when nice things occur.*

You take the front line when there is danger.

Then people will appreciate your leadership.

—Nelson Mandela



Employees Matter

Finding the Best Fitness Device - Helpful Tips for You & Your Patients

Fitness devices like activity trackers, heart-rate monitors and nutrition apps have become a multi-billion dollar industry, with more and more consumers getting comfortable using these devices by the second. People using trackers range from athletes to exercise novices to those who just suffered from a health event. Most use these devices to keep them motivated and on track. Indeed, when you can see your movement, measurements and progress on any given day, you're much more conscious and motivated to keep up the good work (or get back on track if the data shows you're slipping).

Many doctors and healthcare professionals encourage their patients to use fitness devices as well. Some technology platforms even allow a patient's activity and health metrics to be shared between doctor and patient (cool!). If you're in the market for a fitness device or just want to be informed on the topic in case a patient asks, keep these key questions in mind—they'll help guide the way to the most suitable choice:

- **What are your fitness goals?** Before you buy, consider your goals. Are you trying to increase movement throughout the day? Improve your endurance? Train for a triathlon? If you want something that just tracks your steps, you can probably do just fine with a simple (and much less expensive) device. If you're a more experienced exerciser, you may need something more sophisticated.

- **How much data do you want?** Some activity trackers can provide data on your every move (even when you're sleeping) and can thus offer new insight into your health. Many devices can provide GPS technology to track your location, and can monitor your speed, heart-rate and altitude (just to name a few). If this data is important to you, just be prepared to spend more.
- **Are you comfortable using the technology?** Many activity trackers on the market today are very tech-savvy. They can let you sync with external heart monitors, smart bathroom scales and even provide the ability to share data remotely with your doctor. Most are intuitive to use, but just be sure you're comfortable and know how to use the device before you take it home. Ask the salesperson to give you a demo and keep the user's manual handy.

Trackers are great tools to keep you aware and motivated. Moreover, they can give you great insight into the habits that make up your lifestyle. But do keep in mind that a fitness tracker is only beneficial if you use it. Make sure you select one that fits your goals and needs.

*There is progress whether ye are going forward or backward!
The thing is to move!*
—Edgar Cayce



News You Can Use

Readmission Penalties to Increase According to Recent Report

According to a recent report from Kaiser Health News, readmission penalties for hospitals are expected to increase significantly over the course of the next year. The penalties will hit more than half of the hospitals in the United States, withholding a total of \$528 million in Medicare funding. The number of facilities to be penalized should be about the same as last year, but the average penalty amount will increase by one-fifth, according to Kaiser.

Other highlights of the report include the following:

- The projected \$108 million increase in total fines is expected to occur due to changes in how the federal government measures readmissions. The penalties for fiscal 2017 were calculated based on how many readmissions were expected for each hospital between July 2012 and June 2015, depending on national readmission rates and patients' health.
- A total of 2,597 hospitals had more patients than expected readmitted within 30 days of original discharge, triggering the penalties. Officials analyzed readmissions for conditions including hip and knee replacements, heart attacks, heart failure and pneumonia.
- Increased pressure to reduce hospital readmissions will likely be felt by post-

acute care providers, especially those involved in alternative payment models such as accountable care organizations and bundled payment programs that place financial risk on hospitals.

There is some good news for providers, however, as a recent report did find a widespread drop in the number of 30-day readmissions among nursing home residents.

*“Why do they call it rush hour when nothing moves?”
—Robin Williams*



Just For Fun

Doctor Jokes

Everyone loves a good laugh at the doctor’s expense. Here are a few that are bound to make you chuckle.

- A man walks into a doctor’s office. He has a cucumber up his nose, a carrot in his left ear and a banana in his right ear.
“What’s the matter with me?” he asks.
“You’re not eating properly,” replies the doctor.
- Two kids were trying to figure out what game to play. One said, “Let’s play doctor.”
“Good idea,” said the other.
“You operate, and I’ll sue.”
- Doctors at a large managed-care network have gone on strike. Managed Care Officials say they will find out what the doctors’ demands are as soon as they can get a pharmacist over there to read the picket signs.



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