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January 2, 2017

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.



Communication Corner

Some Cautionary Tips when Using Humor in a Healthcare Setting

Scientific research and data proves that the pure act of laughing has health benefits. Indeed, finding time to laugh can release feel-good chemicals in our brains and help ease tension and stress. So, it's no surprise that healthcare professionals often use humor as a strategy to help their patients feel better. However, incorporating humor into your daily routine isn't a given winning strategy every time. There are some words of wisdom to live by. Consider the following:

- **Make sure you've proven yourself as reliable and competent before you dive in with humor.** You want to ensure that your peers and patients take you seriously when they need to—so make sure you've proven yourself performance-wise before you let your sense of humor fully emerge.
- **View of humor as a medication**—it may not work on everyone. Not everyone responds to humor. So, be sensitive and self-aware. Remember that patients often don't feel like laughing. They may be nauseous, in pain, or just not in the mood. If a patient isn't laughing or smiling, ease off or eliminate further attempts to joke around.
- **Avoid joking with patients who are about to undergo a serious test, treatment, or surgery.** Also avoid joking around with other staff in front of these patients. These are times of stress and uncertainty for the patient, and joking during these scenarios gives patients the impression that you don't care or understand the gravity of the situation.

- **Be mindful and respectful when humor is inappropriate.** You will fail miserably if you try laugh or use humor in certain situations. These situations include when a patient is crying, has just recently learned their diagnosis, is very sick or possibly dying, and/or is asking you serious questions.

If you have any doubts about the appropriateness of humor in a situation, try another fail-safe approach like compassion or concern.

"I don't think it's possible to have a sense of tragedy without having a sense of humor."

—Christopher Hitchens



Employees Matter

Stress-Busting Habits that Promote a Healthy Heart

Chronic stress has been linked to several health issues such as sleep, mood, and appetite problems and even high blood pressure and heart disease. However, when it comes to conclusive data and research, scientists don't have all the answers as to how exactly chronic stress affects the heart.

While much still needs to be solidly linked and proven when it comes to stress and heart disease, many experts believe that chronic stress may cause people to adopt unhealthy habits, which in turn have a negative effect on heart health. For example, stressed out adults may try to cope with their stress by eating unhealthy foods and drinking too much alcohol (proven heart-damaging behaviors).

You certainly can't eliminate stress from your life, but you can learn how to deal with it in a healthy way. These tips will help you do just that.

- **Exercise.** Exercise is a proven stress reliever. It also protects against heart disease by lowering your blood pressure, strengthening your heart muscle and helping you maintain a healthy weight. Aim for **any type of movement** every day (even if it's just for a few minutes—something is better than nothing).
- **Make time for deep breathing every day.** Deep breathing, meditation and/or mindfulness has been shown to reduce heart disease risk factors such as high blood pressure. Take a minute or two to focus on slow, deep breaths.
- **Cut the tech cord.** Never-ending texts, emails and constant news alerts make it near impossible to escape from stress. Unplug from technology for a set amount of time every day.
- **Identify and stick to your healthy-go to relaxation strategy.** It will help you manage stress in the long-run. Examples include spending time with friends or on a favorite hobby, taking a warm bath, walking and listening to music.

Share these tips with your staff and patients for an effective and reliable way to combat stress and promote a healthy heart!

"With a healthy heart... the beat goes on."

—Anonymous



News You Can Use

Report Shows Improper Payment Gains were up \$2.3 Billion in 2016

According to a recent OIG report, federal health officials recovered more than \$5.66 billion in improper or fraudulent payments in fiscal year 2016. The recovery cases included a nursing home cited for a lack of following care plans.

The Department of Health and Human Services Office of Inspector General's (OIG) Semiannual Report to Congress showed that the total amount of expected recoveries reported by the agency jumped roughly \$2.3 billion. In fiscal year 2015, \$3.4 billion was taken back by the federal government.

Skilled nursing providers appeared in the report as examples of cases taken on by the OIG for the semiannual reporting period stretching from April 1, 2016 to Sept. 30, 2016. The OIG report also highlighted research released last summer that found 29% of Medicare beneficiaries sustained some type of harm during their stay at rehabilitation hospitals, as well as a massive fraud sweep that resulted in charges against 301 providers.

In total, the agency reported 844 criminal actions in FY 2016 against individuals and organizations engaged in crimes against federal healthcare programs. OIG also reported 709 civil actions, which include false claims, and exclusions of 3,635 individuals and organizations from participation in federal healthcare programs for the fiscal year.

Read the OIG's full [Semiannual Report to Congress](#).

"I have a new philosophy. I'm only going to dread one day at a time."

—Charles M. Schulz



Just For Fun

Toilet Humor

A lady came in for a routine physical at the doctor's office. "Here", said the nurse, handing her a urine specimen container. "The bathroom is over there on your right. The doctor will be with you in a few minutes."

A few minutes later the lady came out of the bathroom with an empty container and a relieved look on her face. "Thanks! But they had a toilet in there, so I didn't need this after all!"



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