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August 1, 2018

The graphic for "Clint Maun's Motivational Minute" features a blue gradient background. On the right side, there is a close-up image of a silver stopwatch with a black dial and a yellow hand. The text "Clint Maun's" is in a blue, bold, sans-serif font, and "MOTIVATIONAL MINUTE" is in a large, white, bold, italicized sans-serif font. Below the graphic, a white box with a blue border contains the text "Here is a motivational minute from Clint that stands the test of time." in a black, sans-serif font.

Using If's: Are you good at making excuses?

Arthur Rubinstein, the famed pianist, stated on his 84th birthday, "as long as we have what we have inside, the capacity to love, to work, to hear music, to see a flower, to look at the world as it is, nothing can stop us from being happy... but one thing you must take seriously. You must get rid of the **ifs** of life. Many people tell you, 'I would be happy- **if** I had a certain job, of **if** I were better looking, or **if** a certain person would marry me.' There isn't any such thing. You must live your life unconditionally, without the **ifs**."

Rubinstein makes a powerful statement. Too many people are constantly finding reasons why they can't be successful. In our consulting work, we've found entire organizations continuously involved in excuse making. A person who always makes excuses will eventually become involved in cover-ups of problems and end up with a very negative attitude. Living life in a **conditional** manner is not living life at all.

To be successful you must accept yourself first. Avoiding the **ifs** and excuses will lead to others helping you overcome any deficits. Successful people take recognized weaknesses and turn them into building blocks for success.



**Clint Maun, CSP
Presents**

The 7 Keys to Personal Success and Happiness in a Healthcare Job

One of the greatest constants of our time is that **change is constant**. One such example of an area of this change is *video playback*. While most of us grew up with VCR tapes and DVDs, these devices are no longer supported/desired in our modern lives where online digital access 24/7 from any Internet connected device is now the norm.

In keeping up with this constant change, we are pleased to announce that we have now made available Clint Maun's highly sought-after video series "**The 7 Keys to Personal Success and Happiness in a Healthcare Job**" in online/digital streaming format. Just like when we sold this series as a set of seven VCR tapes or DVD discs, you can now view all seven episodes of this series online, from most any Internet-connected computer or mobile device at *any* time, with no tapes/discs to fuss with or lose/break/scratch. The series is available in two form factors:

- **Buy** (unlimited streamed viewing for life)
- **Rental** (unlimited streamed viewing for a 30 day period from the purchase date)

To learn more, or to purchase your own online access to this widely acclaimed video series, visit: <http://7keys.maunlemke.com>



The Leading Edge

How to Manage a More Complex Patient Population

Not too long ago, there weren't mandates around hospital stays and patients would spend practically as long as they needed; until they were fully recovered. This is not the case today. Patients no longer linger in hospital beds, and are often discharged in

just a few days. Of course, as these stays are getting shorter, long term and skilled nursing care centers are receiving patients much sooner and sicker than they have before. Without a doubt, long term and skilled nursing care centers are now challenged with caring for a sicker and more complex patient population. And quite simply, if your organization isn't capable of accepting and managing these patients, it's going to have a difficult time remaining competitive.

Accepting and managing a sicker and more complex patient population can indeed be challenging. It's not a scenario you can ignore or turn your back to, however. Hospitals and partners are looking for capable facilities that can take a variety of cases and patients.

Here are some strategies to help you navigate through this current landscape:

- **Learn and understand what your organization is equipped to manage.** Evaluate your strengths and weaknesses and focus on what kinds of patients you are best equipped to care for. Keep in mind that hospitals don't expect any one facility to be everything to everyone. They do expect them to be extremely competent and skilled at what they tout their areas of expertise to be though.

It's also important to assess the needs of area hospitals. Look at what is happening in your hospitals—if they have patients on ventilators or tracheostomy tubes, you need to determine what you need to be able to accommodate these patients.

- **Continually educate and prepare staff.** Operating in this current landscape means that you must have a staff with the knowledge, training, and resources to care for these patients. Not all staff may have the desire or the ability to care for higher-acuity residents. If a team member isn't comfortable, you need to learn what his or her issues are and what barriers you need to address to overcome them.

Training that is specific to patient needs is critical, along with ongoing education and frequent updates on general issues related to higher acuity, such as intravenous care and maintenance, wound management, cardiopulmonary resuscitation, and pain management. It's also a good idea to position treating higher acuity patients as an honor and an avenue to increase one's skillset. You can develop personal development plans and financial incentives around it.

- **Start with the basics and then set targets.** It's extremely important that your staff has a good handle on where gaps are and can make quick and sound decisions on what patients you can and can't take at the moment. Once your facility has a handle on what your capabilities are, you should then set targets and identify strategies to reach them. For example, you may start with 20 illnesses or conditions you can't take with a goal of eventually only having four or five you won't take. To reach these goals, you must continually evaluate what additional investments in equipment, staffing, or other changes are necessary to effectively manage these conditions.

Effectively managing and treating sicker patients requires time and effort, but it's achievable and with the right strategies, you can find great success in this area. If you

do your research, invest in staff and training, and set targets, you will get there!

"Great work is done by people who are not afraid to be great."

—Fernando Flores



Employees Matter

Retention through Revitalization: How to Spur Engagement & Loyalty Among Your Staff

It's nothing new that Baby Boomers are getting older, with many requiring senior living services and eventually skilled nursing care. What is new, however, is the changing economic landscape and economy. For the first time in many years, many states are experiencing near record low unemployment. This is great news indeed, but it does pose a slight challenge for employers—especially those in high turnover professions like healthcare and skilled nursing facilities.

To be sure, the healthcare industry must train and retain workers to meet the needs of a quickly aging population. Keeping these valuable employees involves more than just a few employee recognition lunches or the occasional free company t-shirt or jacket. It often requires an intentional workplace revitalization. If you want team members to feel supported and valued, you have to listen to their needs and make real changes. The following strategies can help revitalize and retain your employees, especially when it comes to CNAs and other skilled caregivers that are traditionally hard to find and retain in the current job market.

- **Adjust salaries to ensure you're offering competitive wages.** Fair and equal pay (i.e., equal pay for equal roles) is one of the best ways you can show you truly value employees. Explore ways to cut other aspects of your budget—there are usually areas you can cut to help account for the associated costs of pay raises. Increasing yearly raises by even one to three percent can make a difference. Several of your employees may be in a position where they can't keep up with the cost of living and will look elsewhere to make ends meet. When employees know they can count on their employer every year for cost of living pay increases, they will be less likely to leave. On the other hand, if you're not meeting this need, you can bet employees will start looking at employers who offer better benefits.
- **Start a fund for employees in financial emergencies.** An employee assistance fund can offer peace of mind for employees and go a long way in your retention efforts. A fund that can help with critical, unexpected expenses like car or home repairs is a lifeline to financially challenged employees. You'll need to find someone to manage the fund and to define and document processes, as well as find a way to keep recipients anonymous.
- **Re-evaluate your PTO and flexible work schedules.** Time off is traditionally a very important aspect of every employee's work environment, and it is a vital component for caregivers and nurses maintaining a healthy work-life balance. You may want to consider offering alternative schedule options to all team members in all areas. These offerings could include flexible start and stop

times, compressed work weeks, job sharing, and remote work options. You can also build financial incentives and opportunities into your PTO programs. For example, you could increase the maximum number of earned PTO hours each employee can cash out or perhaps you could establish a program in which staff members can donate part of their paid time off to coworkers in need.

These strategies are indeed great starting points and ideas for your organization. But perhaps most importantly, to be effective, you must listen to what your employees and staff are asking for. What's important for them to feel valued? What's the deciding factor between staying for the next several years or jumping ship in a few months? If you continue to focus and work in these areas, you will not only enhance company culture and values, but also realize increased retention and employee satisfaction.

"Leave your ego at the door every morning, and just do some truly great work. Few things will make you feel better than a job brilliantly done."

—Robin S. Sharma



News You Can Use

Report Shows that Continuing Care Communities are Gaining Momentum

A new report has found that continuing care retirement communities (CCRCs) are adapting to a changing market of healthier seniors, which includes reducing skilled nursing units.

The report, published by real estate firm **CBRE Group**, notes that CCRCs (also referred to as *life plan communities*) now have higher occupancy rates than other senior care segments. The report also notes that CCRCs have rent growth outpacing other types of senior housing over the past few years. According to the **National Investment Center for Seniors Housing & Care**, there are currently about 1,153 CCRCs in the U.S.

The report does call out that CCRCs struggle with keeping up skilled nursing occupancy levels, attributing reasons to healthier seniors, shorter time spent due to declining Medicare/Medicaid reimbursements, and more care in non-SNF settings. Some CCRCs are converting their SNF units into rehab facilities and creating more private rooms. Such adaptability bodes well for the communities' futures, experts said.

"The current strong market conditions, with relatively high occupancy, rent growth outperforming other seniors housing sectors and somewhat limited new supply position CCRC/LPCs for solid performance in the near term," the authors note. "The baby boom demographic wave should have an enormous and very positive impact on the market by creating considerable new demand for CCRC/LPC product."

Learn more by [reading the full report](#).

"Do not take life too seriously. You will never get out of it alive."

—Elbert Hubbard



Just For Fun

Jokes so Bad They're Good!

You may roll your eyes at some of these jokes, but they're bound to cause a giggle or two!

- Never criticize someone until you have walked a mile in their shoes.
That way, when you criticize them, you'll be a mile away, and you'll have their shoes.
- What does a pepper do when it's angry?
It gets jalapeño face!
- As a scarecrow, people say I'm outstanding in my field.
But hay, it's in my jeans.
- How did the hipster burn his mouth?
He ate the pizza before it was cool.
- I waited and stayed up all night and tried to figure out where the sun was.
Then it dawned on me.
- What do you call bears with no ears?
B



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