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February 1, 2019

The new **Patient Driven Payment Model (PDPM)** is coming in October and it's imperative for healthcare leaders to learn how to leverage the new model for quality and financial improvement.

I'm recommending you reserve **Thursday, March 7 at 1:00pm - 2:30pm EST** (12:00pm - 1:30pm CST) for this *must-attend* **free** PDPM Webinar to ensure your organization's success. I will be participating in the Webinar along with other experts in the field. Please review the information below and [Register Today!](#)

*Don't miss this one-time event!*

Thanks,  
– *Clint Maun*



Executives of skilled nursing facilities have had to adapt to many changes, especially on reimbursement issues. With the new Patient Driven Payment Model (PDPM) coming in October, it is important to learn how to leverage the new model for quality and financial improvement.

**This Webinar will explain the opportunities and provide your company with the blueprint necessary to realize the benefits!**

## **SPONSORED BY:**



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## **SPEAKERS INCLUDE:**

**Clint Maun**, Maun-Lemke, LLC  
**Joseph Tomaino**, Grassi Healthcare Advisors, LLC  
**Cheryl Field**, Prime Care Technologies  
**Sharon Thole**, LoveFunding  
**Kris Mastrangelo**, Harmony Healthcare  
**Susie Mix**, Mix Solutions, Inc.

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**Thursday, March 7th 2019**

1:00p.m. - 2:30p.m. EST

For a complete list of speakers and topics:

**Register Today!**

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**Who Should Attend?**

**Why Attend?**

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## Clint Maun's *MOTIVATIONAL MINUTE*



Here is a motivational minute from Clint that stands the test of time.

### **Life Isn't A Dress Rehearsal**

A 14-year old boy says, "I know I'll be happy when I reach 16. I can't wait." A 20-year-old says, "I can't wait to be 21." A 61-year-old says, "I can't wait to turn 62 to qualify for early retirement." They are all playing the waiting game. People were taught throughout their lives to play the waiting game, to *wait* for happiness.

They say, "I can't wait to be married, then I'll be happy." They're continually waiting, trying to find a way to happiness. Or they say, "I can't wait until we retire, then we'll be happy", "I can't wait to go out Friday night" and one of the best is, "I can't wait till my vacation, then I'll have fun!" There is no special way to happiness. And waiting for happiness to magically show up *someday* can lead to a life of frustration. Happiness can only be found if you're happy today. If you procrastinate happiness, there won't be any time left to have fun.

The future is a continuing series of present moments. Take good care of the present by establishing prioritized goals, so you'll have time to hit tomorrow's dreams. Incremental steps on a daily basis can help achieve tomorrow's goals. Ask yourself, "What can I do today to help me reach my goals and dreams." Don't wait to be happy. It is important to achieve your goals and dreams today, tomorrow, and every other day. This is where you will find abundance, fulfillment, and fun.

***Remember life isn't a dress rehearsal.*** This is our only opportunity to reach our dreams. Go for it and bring tomorrow to the **now!**



### Realistic (& Effective!) Strategies to Retain & Recruit Star CNAs

Certified nurse assistants (CNAs), also referred to as health aides or personal care aides, are essential to quality care and to the overall success of your facility. Indeed, CNAs are the members of the healthcare team who have the most direct contact with your clients or residents. CNAs are on the frontline and are usually the ones a client or resident will remember. Unfortunately, CNA turnover remains on the top of the list of problems in long term and post-acute care. The good news, however, is that you can do something about it. Here are some realistic and effective strategies for recruiting and retaining the CNAs that truly make a difference at your organization.

- **Include patients/residents and family members to spark engagement and motivation.** As stated earlier, CNAs are on the frontline and the ones often closest with a patient or resident. As such, they would likely truly enjoy activities that involve feedback and praise from their patients. For example, you could hold a monthly contest, with regular family members and residents as judges. The contest could be anything of the CNAs' or residents' choosing—anything that they're passionate about will make it more fun and motivating. When staff and patients connect and focus on something outside of the normal routine of care, amazing things can happen. The more staff can connect and enjoy coming to work every day, the less likely they are to leave.
- **Forgo the sign on bonus and offer referral cash.** Several companies offer new hires a *sign-on* bonus upon accepting the position. However, not only is giving someone extra money who hasn't even put in a day's work a likely misuse of company funds, but it's also disheartening to veteran employees who perhaps were never offered the same bonus. It's a better strategy to focus on current employees who can find and recruit others to work for the facility. Your current employees can take the lead with bringing in the talent, and when they do, you can reward them for it!
- **Establish a career path for those who have voiced aspirations.** Giving your talented and ambitious CNAs a clear path towards professional growth is an excellent retention strategy. It's also a great opportunity to address gaps and challenges that your organization is facing. You can tackle both of these items by documenting the items your organization needs the most—maybe it's coverage during a certain shift or unit or maybe it's a certain skill or task like managing difficult patients. You can then turn those into CNA advancement opportunities and advancements. Each opportunity/advancement should include a raise or pay out a cash reward. CNAs could also be made facility/shift/unit leader when taking on the opportunity.

Make sure you're providing your star CNAs with extra training and mentoring so they're equipped with the resources they need to succeed.

- **Treat every staff member as an equal partner.** If CNAs feel genuinely

valued, they will be less likely to leave. You can demonstrate your gratitude and respect by doing simple things like regularly asking their opinion on problems and issues the organization faces. Keep staff updated on how the organization is doing—how can they help and make an impact? Engaging CNAs with the overall strategy and goals of the business will help spark motivation and empower your staff.

Although there's no *magic bullet* when it comes to recruitment and retention, following these strategies should garner positive results over time. Each CNA loss hurts your organization, so every single one prevented will help quality of care. The fight against CNA turnover is won one CNA at a time!

*"When everything seems to be going against you,  
remember that the airplane takes off against the wind, not with it."  
—Henry Ford*



## The Leading Edge

### Poll Finds Working Adults are Growing More Receptive to Long-Term Care

Many working adults think about and plan for retirement, but they often fail to consider other aspects of aging, such as long-term care. A recent national poll conducted by Morning Consult and commissioned by the National Center for Assisted Living (NCAL) found that more than three quarters of Americans (76%) said they had thought **a lot** or **some** about how they want to spend their retirement years. However, only four in ten (44%) thought they would need long term care. The federal government estimates that seven in ten elderly Americans will need long term care at some point in their lives.

NCAL's leaders have noted that while aging is not a topic many Americans want to think or talk about, the reality is that many will need some aspect of long term care in the future. The good news is that the more aware and educated adults are about the topic the more receptive and better equipped they are to prepare. Indeed, three quarters of the polled Americans have a favorable opinion of assisted living. When educated on some of the services, specialties, and initiatives assisted living communities offer, respondents' favorability further increased. Many would assume that all Americans want to stay in their home for the rest of their lives, but this research shows that some in fact want the option of residing in an assisted living community.

Further poll responses include:

- Six in ten respondents said they did not currently have a power of attorney or an advance directive (also known as living will) in place.
- One-third of Americans believe Medicare will cover most of their healthcare expenses in retirement, despite the fact that the program does not cover long

term care services and supports.

- When asked to discuss what options Americans would consider should their health start to fail, respondents were mostly split between hiring an in-home caregiver (25%), moving in with a family member (28%), or moving into an assisted living community (28%), a specific kind of long-term facility.

There appears to be a growing interest in assisted living services and the demand and opportunity will only continue to grow. Those in the long-term care industry should be encouraged and motivated that as members of the public become more aware of services and how long-term care supports the larger community, the more receptive they are towards assisted living.

*"The most common way people give up their power is by thinking they don't have any."*

—Alice Walker



## News You Can Use

### Job outlook strong in healthcare, though SNFs still lag behind

In December 2018, the healthcare industry added the highest number of new jobs since at least 1990, though nursing facilities aren't popping champagne. The Bureau of Labor Statistics recently cited that the sector overall added 50,200 new jobs in December of 2018. Data and analytics firm Modern Healthcare reported that it was the highest addition in its monthly healthcare jobs database, which reaches back to February 1990.

Healthcare's jobs growth rate stood at 2.2% in December, besting the growth rate of 1.7% in other sectors, the report noted. The National Investment Center for Seniors Housing and Care also posted a look at the new numbers, noting this was the 99th consecutive month of job growth.

Ambulatory care made up a sizeable portion of the new hires, about 75%, adding 37,800 new jobs. Meanwhile, nursing facilities and hospitals lagged far behind in increasing their payrolls, with the two fields adding 700 and 7,400 positions, respectively. That was a dip for both healthcare segments, after SNFs added 900 positions in November 2018.

*"Today I will do what others won't,  
so tomorrow I can accomplish what others can't."*

—Jerry Rice



## Just For Fun

### Wordplay Jokes that Will Make You Chuckle

Why did the scarecrow keep getting promoted?  
*Because he was outstanding in his field!*

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How can you get four suits for a dollar?  
*Buy a deck of cards!*

---

I was hoping to steal some leftovers from the party.  
*But my plans were foiled!*

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Jokes about teachers on summer break are not funny.  
*They're just not working!*

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Money doesn't grow on trees, right?  
*So why does every bank have so many branches?*



## 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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