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

*This additional revenue offsets losses from Medicaid reimbursement rates.*

### Does your organization need to grow revenue?

Clint Maun and Maun-Lemke have over 25 years of expertise in "changing the results of healthcare". We have learned through that to assure their sustainability, LTC organizations **must not be** revenue dependent upon Medicaid.

Maun-Lemke's proven A.R.M.S. Length Revenue Enhancement System can be implemented cost-effectively through our step-by-step process and web-based computer consulting support. For information on the A.R.M.S. Length System and how your organization can achieve their full Revenue potential, call Kathy Cain or Chad Maun at (800) 356-2233.

### How to Make Quick & Effective Decisions

If you manage people, projects or multiple tasks, you most likely know that nothing comes easily. Nor is anything usually a simple, cut and dry issue. Several varying elements can get thrown into the mix of your workday, turning what should be easy decisions into complex puzzles. It's a

common scenario in the healthcare profession—anything can change at any given moment. Indeed, healthcare professionals are often put in “pressure cooker” situations, which can often lead to rushed, poor decisions.

If this sounds familiar to you, consider the following techniques—they can help you make good, quick decisions in stressful situations:

- **Take a few deep breaths.** If you’re feeling pressured to make a fast decision, the first thing you need to do is calm down. Take a few deep breaths; it will help you collect your thoughts. Also keep in mind that you probably don’t need to make a decision in a matter of seconds. You may need to make a decision quickly, but always allow yourself time to go over your options.
- **Consider the information at hand.** You can jot down the relevant facts or keep a list in your head. The idea is to quickly run through the information that is critical to making your decision.
- **Narrow it down.** Your decision will be easier if there are fewer choices. Determine your top (no more than three) options. Focus on the key benefits of each option along with the possible consequences and outcomes.
- **Proceed with confidence.** If you don’t believe in your decision, others won’t either. Have confidence and go with the option that appears to be the best based on the information you have.

Lastly, remember that you don’t have to go it alone. Ask for help if you need it. Turn to someone you know and trust, and ask them for their input. If you do that, along with the tips above, you’re likely to greatly improve your decision making skills.

*“Some persons are very decisive when it comes to avoiding decisions”  
—Brendan Francis*

## What Makes Employees Stay? You May Have More Control Over Retention Than You Think

A study of 28,000 former healthcare employees by J. Walter Thompson Specialized Communications found that more employees leave because of bad managers than for any other single, controllable reason. What does this mean for your healthcare organization? Simply put, it means that you and your management can have a tremendous impact on whether employees stay or go.

You can ultimately initiate and drive employee satisfaction and retention by acknowledging and appreciating employees’ work. Here are some of the key ways you can empower your employees:

- *Provide a flexible schedule.* Healthcare’s around-the-clock nature means you can offer your employees a wide array of scheduling options. Provide employees with flexibility and control over their working time—it will help increase employee satisfaction and morale.
- *Create a culture of appreciation.* Many healthcare workers are disenchanting with their profession and feel undervalued. To be sure, if an employee feels as though their work makes no difference or is not valued within the company, they are not likely to stick around. Make sure all employees are acknowledged and appreciated for their role in patient care and the organization’s success. Tell employees exactly how their job impacts the organization. It may seem obvious to you, but many employees have no idea how their role affects the company’s “big picture”.
- *Ensure employees are challenged in meaningful ways.* Encourage your professionals to do what they love best. If employees are bogged down with mindless busy work, they will quickly become bored and frustrated. For example, if nurses are complaining about an endless amount of paperwork, consider streamlining procedures, adding clerks, or implementing a new tool or technology. This could free up time and resources, enabling nurses to get back to what they love the most—caring for patients. Ask your employees if they feel appropriately challenged in their work; they’ll tell you their frustrations and give

you ideas on how to improve the situation.

- *Provide opportunities for learning and growth.* For most employees, learning and applying new skills on the job can prove extremely fulfilling. Make sure you encourage employees to develop their professional skills. Provide on-the-job training and learning resources whenever you can. If employees know they can learn, grow, and move up in the organization, they will be much more likely to stay.

Above all, you want your employees to know that you and the organization truly care about them. You can demonstrate this by carrying out the items above. They will help employees feel appreciated—and we now know that when employees feel valued and appreciated by their managers, they aren't as likely to leave.

*"Always treat your employees exactly as you want them to treat your best customers."*

—Stephen Covey

### Protecting Seniors from Influenza: Experts Suggest Healthcare Professionals Lean More

According to a recent brief issued by the National Foundation for Infectious Diseases, the healthcare industry as a whole requires a better understanding of the challenges older Americans face with influenza immunization. The brief states that seniors often have underlying chronic conditions that can be exacerbated by influenza infection. An older adult's immune system may also affect his or her ability to respond to infection and a standard influenza vaccine.

The brief urges healthcare professionals to increase their understanding of these challenges as well as new protections available to seniors, such as a high-dose influenza vaccine for Americans age 65 and older approved in the United States in December 2009.

Additional recommendations made to healthcare professionals in the brief include:

- Embracing the universal influenza recommendation while practicing patient-specific care
- Demonstrating a personal commitment to influenza vaccination
- Understanding and utilizing new strategies for prevention

You can learn more by [reading the entire brief](#).

*"Action is the real measure of intelligence."*

—Napoleon Hill

### The Rules of Bureaucracy

Keep these humorous rules in mind the next time you find yourself stuck in a heap of red tape—they can help bring a smile to your face when you're dealing with strict organizational policies!

- Preserve thyself.
- It is easier to fix the blame than to fix the problem.
- A penny saved is an oversight.
- Information deteriorates upward.
- The first 90% of the task takes 90% of the time; the last 10% takes the other 90%.
- Experience is what you get just after you need it.
- For any given large, complex, hard-to-understand, expensive problem, there exists at least one short, simple, easy, cheap wrong answer.
- Anything that can be changed will be, until time runs out.
- There's never enough time to do it right, but there's always enough time to do it over.

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