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5 Reasons Care Crowd VT is a Must-Have: Our Clients Make the Case!



The ways in which care is being administered, delivered, and covered is all changing at a fairly rapid pace. So, it's no surprise that the ways

in which we train and engage care professionals is also changing. Facilities that want to acquire or maintain a competitive advantage must continually seek ways and means for their employees to remain best-in-class while also keeping an eye on the bottom line. This is where **Care Crowd VT** comes in.

No doubt about it, there are several online training programs that care professionals can leverage. But perhaps none come even close to fulfilling *all* of the needs of your facility (or facilities). **Care Crowd VT** is a revolutionary, interactive, video-based online training platform that is custom designed to give you and your staff mastery of the skills, techniques and attitudes needed to ensure your success as a care provider.

This innovative training series has already been implemented at care facilities (both large and small) across the U.S. and the results and feedback have been nothing less than phenomenal. The program has clearly demonstrated an increase in employee and customer retention, empowerment, and morale. Simply put, the program is a must-have—and that's existing Care Crowd members' words, not ours!

In fact, when we asked current Care Crowders to tell us what they liked about the program, they consistently came back with six repeating themes.

Why Our Clients Say They Need Care Crowd VT

1. It's ever-evolving.

The *Care Crowd* is a growing community of care professionals dedicated to improving care from within. As the number of dedicated care professionals who join the Care Crowd begins to grow, so too does the information sharing, success stories, and networking—just to name a few. The **Care Crowd** is indeed ever-evolving and adding new features and functionalities, many of which arise directly from our clients' feedback. Blogs, virtual tradeshow,

and job postings are just a few recently added or planned features.

What our clients are saying:

“To be honest, I started Care Crowd thinking it would be just another typical training program, but I have found it to be so much more. Not only have I found a wealth of meaningful and relevant information, but I’ve also tapped into a community of peers.”

2. **It’s for everyone in your facility—everyone.**

Care Crowd VT offers something for everyone in the care continuum, from housekeeping to CNAs to administrators. The interactive training is tailored to those who might find it difficult to attend or afford professional training, and also offers insight and information to the most seasoned and senior care staff.

With **Care Crowd VT**, you have an interactive training platform that allows you to quickly and effectively upskill your entire facility. Those who traditionally don’t have the extra time or means (food service, cleaning staff, etc) will appreciate and be particularly eager to leverage training that can improve their on-the-job skills and professional outlook.

3. **It’s more than competitively priced and tailors for the exact needs of your facility.**

We all know that online training is cost-effective because it eliminates the expenses of travel and consulting fees that are inherent with onsite training. In fact, according to a recent study of training techniques by Osterman Research, Inc. almost 80 percent of executives who employ online training and conferencing cite the elimination of travel costs as an important reason for doing so.

Online training can undoubtedly prove cost-effective, however, some online providers have found ways to hinder cost-savings via *nickel and diming* their customers. For example, a provider may offer an initial package that looks attractively priced. But, some facilities learn quickly that they are charged a fee or an additional license every time they hire a new employee who needs to take the training. This can add up quickly if your facility experiences high turnover.

Fortunately, **Care Crowd VT** training is different. It offers *unlimited* users at the licensed facilities to easily accommodate changes in staff and turnover over the course of the license period. Site licenses cover a period of three years and an unlimited use of the **Care Crowd VT** training platform—no fine print or hidden fees.

What our clients are saying:

“One of the best things about Care Crowd VT is its price. Not only is it affordable, but we have the option to pay in installments, which really helps when it comes to budgeting and forecasting.”

4. **It’s convenient.**

According to a study conducted by Wainhouse Research, online training’s flexibility ranks among the highest reasons employees participate and find online training beneficial. That study said online training and conferencing accomplishes two key things: It allows trainers to reach and include learners

who could not attend before and it supplements in-person courses. The study said the leading reason individuals choose to attend online training sessions as a replacement for in-person events is the ease of fitting them into their schedules. Fully 82 percent of respondents cited convenience as a motivating factor.

Care is obviously not a 9-to-5 gig, and there's no doubt that care professionals work busy and hectic schedules. Finding a training time that may be suitable for one group of employees is bound to cause a scheduling conflict for another group. With **Care Crowd VT**, you don't have to worry about accommodating for everyone's schedule. Participants can simply log in when they have time, or an agreed-upon designated time set by their supervisor.

Employees on the second and third shift often miss out on keynote speakers or trainers. However, with **Care Crowd VT**, evening and overnight personnel can participate in, and leverage, the same training their day shift counterparts do. They won't feel *left out*.

5. **It's a modern approach to learning.**

Care Crowd VT is helping to spawn a phenomenon: the collaborative workplace. **Care Crowd VT** can create an environment at your facility where information travels freely, employees are engaged and communicating, and most importantly—solving challenges together.

At the heart of **Care Crowd VT** are 4 pillars that *define what it means to be a Care Crowd member*. These simple principles establish a framework that forms a strong foundation you can build your care career on for a lifetime of success.

- **Care is Cool!**
- **Customers are Great!**
- **Teaming Makes it Easier**
- **I (personally) Make a Difference**

By joining the Care Crowd and mastering these fundamental, yet critical courses, you make tremendous strides in *improving care, building self-esteem, fostering partnerships* and *driving accountability* at all levels. ***Become a part of the solution today!***

What our clients are saying:

“Care Crowd VT's course content is outstanding, and the way in which it's delivered is even better. It covers the primary components that care professionals face and struggle with every day.”

Please take just a few moments for Clint to tell you more about **Care Crowd VT**.

This opportunity for your employees only costs literally pennies per employee per month. Please view the video below and let us know your thoughts.

Thanks for your time, and if you have any questions, call 800.356.2233



Communication Corner

Dealing with Difficult Patients

New Tips & Tricks

Being a healthcare professional is certainly rewarding, but there's also no doubt that the profession comes with its own set of challenges. Perhaps one of the trickiest and most frustrating components of the job is dealing with difficult patient behavior. Moreover, not only is this a challenge, but it's also often a regular occurrence.

Fortunately, there are strategies to help you address and manage such behavior. Next time someone is trying to *push your buttons*, consider these tips for handling difficult patients:

- **Don't try to change them.** You usually can't change a person's disposition on life. If a patient wants to be negative or is in a bad mood all the time, that's their choice. What they are not allowed to do, however, is treat you with disrespect. Big difference there. You're not trying to change their outlook on life; you're trying to help them act in a manner that allows you to do your job.
- **Set firm boundaries and rules.** Consistent processes and approaches that provide clear boundaries from the start give patients cues on how they are expected to act and behave. If a patient begins to cross those boundaries, address it right away with clear statements like, "I will not tolerate being spoken to that way." "I treat you respectfully, and I expect the same in return." These types of statements are respectful, but still allow you to set firm boundaries and expectations.

- **Use short, concise statements.** If someone is being difficult, it's likely that they will not want to listen to all you want to say. So, get your message across quickly and firmly as opposed to lecturing on and on.
- **Don't give in.** If you don't address the behavior or if you give in, you're essentially telling the patient that you're ok with the situation, which may open up the door for even more challenges.
- **Ask for help.** Your colleagues and network of professional peers can offer a tremendous amount of information and tips. So, tell them about the challenges you're experiencing and ask for their thoughts and help.

Lastly, remember not to take difficult behavior personally. Their actions are a usually a reflection of the difficult time they are going through, which unfortunately gets taken out on you, but isn't because of you.

Accept the challenges so that you can feel the exhilaration of victory. □

George S. Patton



Employees Matter

Helping Shift Employees Work Safer & Smarter

It's December—the holidays are near, and stories of Santa working all night to deliver toys to boys and girls are in full swing. Although it is indeed a big job, Santa only has to pull an all-nighter once a year. Could you imagine if thousands of healthcare professionals got so much *love* and attention every time they worked an overnight shift?! To be sure, healthcare shift workers have a tall order in front of them. They must be alert and ready to complete the tasks at hand, all while the majority of the American population is fast asleep.

Moreover, shift workers also face potential health problems. Researchers have found shift workers are more likely to experience higher rates of absenteeism and accidents. And it doesn't stop there. Those who work night or rotating shifts seem to have a higher risk of ulcers, insulin resistance, metabolic syndrome, and heart disease. But, fortunately it's not all doom and gloom. There are steps you can take to not only help shift workers work more safely and efficiently, but also show them that you appreciate what they sacrifice by working at night.

Savvy Tips to Help Shift Workers

- **Ensure lighting is bright enough to compensate for lack of natural daylight.** Bright lights will not only help shift workers stay alert, but exposure to light can help the body's internal clock to adjust.
- **Try to *spice the environment up* as much as possible.** Playing loud upbeat music usually isn't an option while patients are sleeping, but there are other steps that can help employees stay alert. Plants and bright decorations are just a few items that can enliven an otherwise dull working area.
- **Try to eliminate *white noise*.** White noise like a low humming or buzzing sound can dull the senses and increase the tendency to feel sleepy. If you

can't eliminate the noise, you may be able to mask it with music (but not boring elevator music!) that is just slightly louder than the white noise sound.

- **Pay attention to the room temperature.** Consider lowering the thermostat when going into evening shifts. Having fresh or cooler air can help workers feel refreshed and alert. A warm, stuffy environment on the other hand, may make workers more apt to fall asleep.

“Choose a job you love, and you will never have to work a day in your life.”
—Confucius



News You Can Use

Joint Commission Releases List of *Top Performers*

The Joint Commission recently released their list of *Top Performers* and the number increased again this year, even with the addition of new measures.

A total of 1,224 U.S. hospitals made the annual list, which recognizes accredited facilities for outcomes on key quality measures reported the previous year. The list reflects more than one-third of the hospitals accredited by the organization.

The report summarizes how more than 3,300 U.S. hospitals fared on 46 accountability measures for evidence-based care processes linked to positive patient outcomes. The measures focused on care for 10 specific treatment areas: heart attack, heart failure, pneumonia, surgical care, pediatric asthma, inpatient psychiatric services, venous thromboembolisms, stroke, perinatal care and immunizations.

What Constitutes a Top Performer?

To become a 2014 Joint Commission top performer, hospitals had to:

- achieve cumulative performance of 95% or above across all reported accountability measures
- achieve performance of 95% or above on every reported accountability measure for which there were at least 30 denominator cases
- have at least one core measure set with a composite rate of 95% or above

Nearly 37% of the hospitals accredited by the organization met the standards, an 11% increase over 2013, and triple the number of qualifying hospitals since 2010.

There were also increases in the number of academic medical centers and public hospitals recognized. A total of 138 government-owned hospitals and 35 academic medical centers were top performers. The disproportionately small representation of large institutions, including academic medical centers, had raised questions in previous years. Only four academic medical centers made the list in 2011.

The Joint Commission's report also recognized 44 hospitals for voluntarily collecting and reporting data on more core measure sets than required.

“Do not take life too seriously. You will never get out of it alive.”
—Elbert Hubbard



Just For Fun

Jokes So Bad Theyâ€™re Good!

These jokes may make you cringe a bit, but hopefully theyâ€™ll also make you chuckle!

Patient: Doctor, what I need is something to stir me up; something to put me in a fighting mood. Did you put something like that in this prescription?

Doctor: No need for that. You will find that in your bill.

Doctor: Did you take the patientâ€™s temperature?

Nurse: No. Is it missing?

Patient: Doctor, if I give up wine, women, and song, will I live longer?

Doctor: Not really. It will just seem longer.

A patient has a sore throat and goes to a doctor to get treatment for it.

Doctor: Your tonsils gotta come out.

Patient: I wanna second opinion.

Doctor: Okay, youâ€™re ugly, too.



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8031 W. Center Rd.
Suite #222
Omaha, NE 68124

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