

Email not displaying correctly?

[View it in your browser](#)



July 1, 2016

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

Words You Want to Avoid

You may not realize it, but in the English language, there are far more negative words than positive ones. To be sure, there are hundreds of words to describe feelings like fear, sadness and anger, but not nearly as many to describe positive feelings. So it's no wonder many of us struggle to hold our negative comments back! The good news is that by simply becoming aware of this reality, you can take steps to avoid words that can have a negative impact on you and those around you. Here are a few examples of such words—they should help give you an idea and get you started on incorporating more positive language into your everyday vocabulary.

Negative Words You Want to Avoid

- **Bad:** Many parents fall victim to saying things like "Don't be a bad boy/girl." However, using the word *bad* to describe someone's character is not helpful and can make that person feel as though they are a bad person (as opposed to the poor decision/action they may have made). If someone has made a *bad* choice, make sure you are using words that describe the action and try to offer constructive criticism. For example, "I don't agree with that choice. Maybe a better way next time would be to take a deep breath and collect your thoughts before you speak."
- **Can't:** If you tell yourself or someone else you can't do something, you or they will believe it! There is a simple substitution that can make all the difference—"won't". When you use the word *can't*, you're implying that you don't have control over the situation. However, when you use the

word *won't*, you're demonstrating that you are empowered to make the decision.

- **Incompetent:** This word is unfortunately tossed around quite frequently in the workplace. Managers and supervisors need to take note: it's one thing to tell an employee that they need to improve their performance, but it's an entirely different story if you start to tell them they're incompetent. Use this word and you will completely demoralize your staff.
- **Shy:** We often use the word *shy* to describe someone who is quiet. But using this word will not come across as a compliment and is usually viewed as offensive—especially in the workplace. For example, saying something like “I know you're shy, but could you take the lead on this meeting?” will likely come across as condescending. You're better off not using this word at all. If someone is quiet—use the word *quiet*. The word *shy* implies that a person wants to speak, but doesn't have the confidence to do so. It doesn't have a positive connotation.
- **Ridiculous:** Using this word to describe someone's actions or ideas is an instant way to make them feel completely inadequate. Want to ensure that someone doesn't offer ideas or suggestions at work? Tell them that the idea was *ridiculous*.

*“In youth we learn; in age we understand.”
—Marie von Ebner-Eschenbach*



The Leading Edge

Serving a Diverse Population: Strategies to Help You Get There

Diversity is a popular and relevant topic in the healthcare and long-term care industry. When diversity is discussed, topics like race, ethnicity, and sexual-orientation are usually raised. But diversity also includes (but is not limited to) things like language, age, hobbies, socioeconomic status, education, political views, and of course, health status. Indeed, serving a diverse population can encompass nearly every facet of a person's life. This is, of course, no easy feat for an organization. However, there are strategies and tactics to help you get there—and if you implement them, your healthcare organization stands to gain a significant competitive advantage.

Here are 5 ways your staff and facility can better serve a more diverse population:

1. **Identify what people want, then give it to them.** What does serving a diverse population at your facility look like? The answer usually remains in discovering what your customers/patients (or potential customers) really want and need. Maybe this includes more bilingual staff or reading materials. Perhaps it means more religious offerings on site. Do your best to find what amenities and services your patients are seeking.

2. **Do some field work.** Take some time to identify new retail shops and restaurants around the area. This could help you identify a potential target market audience, learn about them, and therefore better cater to them.
3. **Incorporate diversity into your marketing.** Simple, but powerful strategies like incorporating a diverse mix of people and languages into your marketing materials, can make a big difference in terms of appeal. Showing a woman in a wheelchair, including different ethnicities, and mixing in Spanish language and terms into your materials are just a few tips that can help you showcase diversity.
4. **Make the most of your menu.** Your facility may need to review its current menu. Menus that reflect cultural, religious and ethnic needs and preferences are a fantastic way to highlight your facility's commitment to serving a diverse population.
5. **Hire diversity.** If you want to attract and serve a diverse population, it's critical that you have a staff that is diverse—plain and simple.

“Your most unhappy customers are your greatest source of learning.”
—Bill Gates



News You Can Use

OIG to Focus Efforts on Skilled Nursing Payments & Avoidable Hospitalizations

According to a recent report, the Department of Health and Human Services Office of Inspector General (OIG) will investigate Medicare requirements for skilled nursing care coverage during the remainder of fiscal year 2016.

The [OIG's FY 2016 Mid-Year Work Plan](#) details a planned compliance review of the requirement that Medicare beneficiaries spend at least three days as a hospital inpatient before becoming eligible for skilled nursing services. Previous reviews found many Medicare payments for skilled nursing care were not compliant with the three-day rule, the OIG said. A report on the three-day qualifying rule is expected to be issued in FY 2016.

The OIG report also includes plans to review medical records for nursing home residents who were hospitalized for urinary tract infections. The review will help determine if the facilities provided services to prevent or detect UTIs in accordance with resident care plans. The results of that review are expected to be released soon the OIG said.

The office also will delve into the rates of and reasons behind Medicaid beneficiaries' transfers from nursing facilities to hospital emergency departments, with a report planned for FY 2017.

The office will also be increasing scrutiny of state survey agencies to determine whether they properly verified correction plans for nursing home deficiencies. The review was spurred in part, the OIG said, by previous findings that one state survey agency did not always verify that facilities had corrected deficiencies found during surveys. That report also is expected next year.

Read the [OIG's full FY 2016 Mid-Year Work Plan](#).

"If I were two-faced, would I be wearing this one?"
—Abraham Lincoln



Just For Fun

Succession Planning

A new manager spends a week at his new office with the manager he is replacing. On the last day, the departing manager tells him, "I have left three numbered envelopes in the desk drawer. Open an envelope if you encounter a crisis you can't solve."

Three months down the road, there is major drama in the office and the manager feels very threatened by it all. He remembers the parting words of his predecessor and opens the first envelope. The message inside says "Blame your predecessor!" he does this and gets off the hook.

About half a year later, the company is experiencing a dip in sales, combined with serious product problems. The manager quickly opens the second envelope. The message read, "Reorganize!" he starts to reorganize and the company quickly rebounds.

Three months later, at his next crisis, he opens the third envelope. The message inside says, "Prepare three envelopes."



Quick Links

MaunLemke.com
ClintMaun.com

ClintCast.com
CareCrowdVT.org



Republish Policy

Permission to republish/reprint an article is given provided the following conditions are met:

- Clint Maun receives proper recognition as the author of the article. A link to Clint Maun's www.clintmaun.com and www.maunlemke.com websites is published at the end of the article. The piece is not modified in any way.
- Clint Maun is informed of the re-publication/reprint and receives a copy of the publication with reprint. ([Contact Us](#))

You are receiving this email because you opted-in through our sign-up process to receive our free company email newsletter, Solutions (published monthly) and occasional news regarding major announcements regarding Clint Maun/Maun-Lemke Speaking and Consulting, LLC. You can unsubscribe at any time and your email information will never be shared with/rented/sold to others.

[Unsubscribe](#) <<Email Address>> from this list | [Forward to a friend](#) | [Update your profile](#)

Our mailing address is:

Maun-Lemke Speaking and Consulting, LLC
8031 W. Center Rd.
Suite #222
Omaha, NE 68124

[Add us to your address book](#)

Copyright (C) 2016 Maun-Lemke Speaking and Consulting, LLC All rights reserved.

