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## industry news.

### ✉ Easy & Inexpensive Census Building Ideas

If you continue to do what you're doing, you'll continue to get the same or worse results. If you really want to grow your census quickly - you'll need to make significant changes now. Your census building success is mostly a result of your willingness to try new marketing strategies. The areas you'll need to make changes in are the foundations of long-term care marketing. To read more, go to:

<http://ideascoach.info/more.htm#12%20Easy%20&%20Inexpensive>

### ✉ How to Eliminate Budgeting Challenges

Many long-term care facilities invest most of their efforts on moving backwards with budget cuts. You have two variables when working with the budget. The easy-to-do budget balancing variable is to make cuts. The more difficult, upward moving variable is to set realistic budgets and exceed your revenue targets. I suggest putting more emphasis on the offensive moves that would enhance revenue. There is no limit to the revenue generating potential; there is a limit on how much you can cut from your budget. To read more, go to: <http://ideascoach.info/more2.htm#How%20to%20Eliminate%20Budgeting>

## shop talk.

Felicia Wilson LMSW, LNHA

### Reducing Stress

Stress is a natural part of the nursing home industry. Budget cuts, federal and state surveys, CMS, families and staff all contribute to nursing home professions feeling job burnout. Job stress can cause individuals to feel as though they are ineffective and lead to serious health problems such as: high blood pressure, heart attacks, and mental illness. Some causes of stress are: feeling loss of control unstable environment, lack of support, lack of leadership, unclear expectations and too much responsibility.

About.com has an excellent website on stress reducing activities. There are many ways to reduce tension and relax. Here are the ten stress relievers I believe are most effective for the amount of work and time involved. Some can be learned in the time it takes to read this page, while others take a little more practice, but there's something here for everyone! To read more about stress reducing activities, go to:

<http://stress.about.com/od/generaltechniques/tp/toptensionacts.htm>

## trivia time.

Wall Street views the Home Health Care market as \_\_\_\_\_ billion industry as of 2003. The first ten correct responses e-mailed to [support@patientplacement.com](mailto:support@patientplacement.com) will receive a free gift. Be sure to include your mailing address in the e-mail. Congratulations to: **Bonnie Kohoutand Brenda GoodnightLorna Gartzke, Laura Myles, Laura Grueneich, Debbie Bell, and Gwendolyn Mortimer.** They won a free gift for answering the previous trivia question. The previous question was: When was the final rule adopting HIPAA standards for security published in the Federal Register? The answer was: February 20, 2003.

## fun facts

### Did you know that:

- Nearly three-in-four residents of nursing facilities are 75 or older. The median age of nursing facility residents is 83.2.
- The percentage of the oldest age group of the elderly living in nursing homes has declined. About 7.4% of Americans age 75 and older lived in nursing homes in 2006, compared to 10.2% in 1990.
- Wall Street views the Home Health Care market as a 42 billion industry (as of 2003).
- The number of hospices is expected to continue to grow due to the increasing aging population.
- Approximately 10.8 million or 80% of older men, and 10.7 million or 58% of older women, lived in families in 1998.
- The average length of stay for skilled rehab is 25 days.
- The average size for a nursing home is 120 beds.
- 5% of nursing homes receive over 50 pages of documents per inquiry.