

Rehab Net News Update

R E H A B I L I T A T I O N N E T W O R K O F A R K A N S A S

What Great Managers Do Differently

BECKY'S SCHEDULE

- May 7 Rehab Net Board Mtg
- May 19 CMSA Meeting
- May 28 PT Board Meeting

Important Numbers

- Becky's Cell 479-858-2760
- Lobbyists Bill Phillips (501) 329-3111 or Bradley Phillips (501) 269-2723
- HEES (501) 225-8077 for calibration services
- ArklaMed—Rick Pate (870) 864-8896
- AR State Board of PT Web site <http://www.arptb.org>
- ArPTA Web site <http://www.arpta.org>
- APTA Web site <http://www.apta.org>
- AFLAC Anneke Bollman (479) 264-4623

Www.rehabnet-ar.com
User = rna Password = 10144
For member only section

Did you know that employees leave managers not organizations? It's easy to blame losing good people on low pay or poor benefits, but research proves the manager is the critical factor in creating a great place to work. If you have a high turnover rate, the first place you should look for trouble is with the managers.

So what is the magic formula these great managers use to keep the most talented employees: They don't treat everyone the same. Great managers:

- ◆ Get to know their employees
- ◆ Manage individuals individually
- ◆ Manage based on employee strengths not weaknesses
- ◆ Address performance issues
- ◆ Create organizations where employees can answer "yes" to the 12 questions.

Employees who feel they have managers who set clear expectations, care about them, make them feel valuable, and help them to grow will stay even if they make a little less money or don't have all the perks other organizations have to offer.

Great managers don't use the cookie cutter approach to managing. Great managers look at each individual as unique. They understand people will have different styles, different goals, different needs, and different ways of being motivated.

Great managers set consistent expectations with all employees while treating each person differently. They make each person feel his talents are being used while challenging him to grow. They show they care for each person by offering praise for doing a good job and confronting when performance slips.

The twelve questions mentioned earlier are:

1. Do I know what is expected of me at work?
2. Do I have the materials and equipment I need to do my work right?
3. At work, do I have the opportunity to do what I do best every day?
4. In the last seven days, have I received recognition or praise for doing good work?
5. Does my supervisor or someone at work, seem to care about me as a person?
6. Is there someone at work who encourages my development?
7. At work, do my opinions seem to count?
8. Does the mission/purpose of my company make me feel my job is important?
9. Are my co-workers committed to doing quality work?
10. Do I have a best friend at work?
11. In the last six months, has someone at work talked to me about my progress?
12. This last year have I had opportunities at work to learn and grow?

The first six questions are the most critical if you want to build a strong and productive workplace. They examine areas dealing with employee expectations and employee motivation. If you want people to stay, it is important for employees to strongly agree these things are happening to them.

Great managers act as catalyst. According to the Gallup Organization, a catalyst who masters the following keys:

1. Selects the right person
2. Sets expectations for the person
3. Motivates the person
4. Develops the person



CLINICS IN THE SPOTLIGHT

Pinnacle Home Therapy
5912 Cypress Creek Drive
North Little Rock, AR 72116
(501) 771-2005

Paul and Jennifer Cavnor, PTs, are the owners of Pinnacle Home Therapy. They provide a unique service in that they do not have a physical clinic and strictly provide home based physical therapy services. Their offices are located in their home in North Little Rock.

Paul and Jennifer began Pinnacle Home Therapy in 1997. Paul has worked with pediatric and adult physical therapy patients throughout his career while Jennifer has predominantly worked with the pediatric population and still does. They continue to provide services to all age groups and see patients in the patients' homes and at retirement centers. Some of the common diagnoses they see are muscle disuse atrophy, Parkinson's, CVAs, cancer, neuropathies, multiple sclerosis, joint replacements, Alzheimer's, cerebral palsy, spina bifida, muscular dystrophy, etc...

Their staff includes the two of them and two contract physical therapists and one contract physical therapist assistant. Amber Sartain works for the group part time as their office manager.

Pinnacle Home Therapy also contracts with a couple of home health agencies to provide home health services.

Pinnacle Home Therapy can be an asset to your facility if you have a patient who is in the Central Arkansas area and is not eligible for home health but is unable to come in to the clinic for physical therapy for whatever reason.

Of course being so unique does come with some hurdles. A few years ago they were visited by Blue Cross Blue Shield and asked why they did not have proper signage as required by the provider contract. Ms. Cavnor had to explain that patients did not come to her home and the neighborhood association would not allow them to display a sign. Go figure that Blue Cross would want them to put up a sign at their home.



McBride Rehab Group
978 Coley Drive
Mountain Home, AR 72653
(870) 425-5881

Blake McBride, PT, is the owner of McBride Rehab Group in Mountain Home where he treats all age groups. He specializes in outpatient orthopedics, cervical and lumbar dysfunction, and functional capacity evaluations. He also provides work conditioning, manual therapy, cold laser therapy, kinesio taping, and fitness programs.

Blake states, "I like to think the professional care provided by our staff makes the difference. All our professional staff members have a long tenure in the physical therapy business. This experience greatly assists in providing quality care."

Blake describes his staff as dedicated to the profession and they always put their best foot forward, even if they may be having a difficult day.

When asked about a particularly hard case, Blake shared with us the story of a referral from the VA. This individual has a ten year history of lumbago, after years of ineffective treatment (epidural, multiple MRIs and CT Scans) they were FINALLY sent to physical therapy. Blake identified a SI deficit, provided treatment, and after about six weeks the individual had no pain, had returned to all activities, and had met all goals. The entire family came in to say thank you for "giving us our life back." What a great testimony to the value of good physical therapy!

When asked what we should know about Blake and his clinic, Blake stated, "That I am not always able to make all of the Rehab Net meetings, but I do try to stay abreast of current issues. I do appreciate Becky in her efforts to keep us posted on what's going on."

Blake is a person who is always willing to contact his legislators for us when there is legislation out there that effects physical therapy.



Use "THERAPY" as your Coupon Code at the Checkout Screen to receive an additional 10% off your first order!

Order by Phone, Fax, or Internet:
 Toll-Free Phone: 1-866-263-0674
 Toll-Free Fax: 1-866-315-4148

ISOKINETICSINC.COM
 SOLUTIONS FOR YOUR CLINIC AND HOME PATIENT

Thousands Of Products From Brands Like...

...And More!

- Discount Prices
- Fast Connection
- Secure Shopping
- Purchase Orders and Major Credit Cards Accepted

Letter From the Editor

Rehab Net and the Arkansas Physical Therapy Association are pleased to be collaborating on our Fall meeting this year. We will have Terry Malone, MSPT, ATC, speaking on the shoulder. The course is set for the weekend of September 12th and 13th. We are tentatively looking at holding this course in Hot Springs and we are still discussing whether to offer a one or one and a half day program. If we do opt for the longer program, you will be able to attend one or both days.

The ArPTA PAC had a fund raiser along with their recent Spring Course. There were approximately 50 people in attendance at the Crush Wine Bar for the wine tasting and cheese and the PAC made approximately \$1000 for the event. We will be having another PAC event in the fall and I hope you can attend.

Great Managers cont'd from page 1

Catalyst managers select for talent first and skills and knowledge second as they know skills and knowledge can be taught but you either have talent or don't. Talents are recurring patterns of behavior that can be productively applied. Talents explain why a person does what they do, how a person thinks and makes decisions and how a person relates to other people.

Great managers understand three important things:

- ◆ People change very little
- ◆ You are wasting time if you try to develop talents individuals don't have.
- ◆ You must make use of the talent's people have.

Once you have picked the right person with talent you must set clear expectations. Catalyst managers define the outcomes, but not the right steps. If you think your way is the only way, you develop employees who do it your way and are resentful or they are dependent employees who can't do it.

Motivating people must be individualized, and it requires your time and focus. Catalyst managers focus on strengths and not on weaknesses, and invest in their best people.

Lastly, great managers promote people because they have the talent for the next higher position. Great managers create heroes in every role, and make every role performed at excellence a respected role. That's what keeps people motivated to stay in those roles.

Office Manager's Network

- | | |
|------------------|----------------------------------|
| Dona Van Kirk | housley1@alltel.net |
| Tasi Wyatt | twyatt@mcmasterpt.com |
| Susan Hall | susan@coulterpt.com |
| Myra Dickerson | myra@rivervalleytherapy.com |
| Amber Sartain | pinnacleht@comcast.net |
| Krista Tapp | krista_tapp@pedsplustherapy.com |
| Linda Redden | laredden@sbcglobal.net |
| Alicia Teston | alicia@touchstonept.com |
| Tammye Bradley | seaptinc@cablelynx.com |
| Pam Howard | Pam@casportsmed.com |
| Alicia Teston | alicia@touchstonept.com |
| Gayle Morton | g6024@aol.com |
| Liz Smith | esmith.1971@hotmail.com |
| Brenda Alexander | churchskylar12@yahoo.com |
| Diannia Schooley | clintonphysicaltherapy@yahoo.com |
| Debbie Johnson | debjohn@conwaycorp.net |

REHAB NET



Lobbyist Corner

Bradley Phillips
Vice President of
Public Relations
Phillips Mgmt &
Consulting Ser-
vice
C: 501-269-2723
F: 501-327-2458



Lobbyist Corner



P.O. Box 202
Conway, AR 72033

Phone: 866-548-6003
Fax: 866-548-6003
Cell: 479-858-2760
E-mail: rehabnet@alliancecable.net
www.rehabnet-ar.com

As customary, on the last Thursday of the session, the Senate elected new leadership. Paul Bookout will take the helm of the senate in 2011. Bookout has been an advocate for middle class tax cuts and state funding for medical research. Bookout defeated Senators Mary Anne Salmon and Ruth Whitaker.

“What more can you ask for when your colleagues believe in you well enough to be the leader in the next session in the Senate? It is a ways off but we’ll certainly be looking forward to doing a lot of good things when the time comes”, Bookout said.

Bookout resides in Jonesboro where he works as a funeral director. He and his wife Sherry have two children, Morgan and PJ.

Move Forward.
Physical Therapy Brings Motion to Life

E-MAIL DIRECTORY

Andrew Abraham
andrewsearcypt@gmail.com
Velvet Barrows
velvet1@sbcglobal.net
Shan Borchers
harrisonpt@windstream.net
Adam Carson
apcarson@yahoo.com
Jennifer Cavnor
jcavnor@comcast.net
Seth Coulter
seth@coulterpt.com
Jerrie Cummings
gppt@centurytel.net
Joel Sebag
joddebs@aol.com
Kenny DeLuca
kennydeluca@sbcglobal.net
Amy Denton
amy_denton@pedsplustherapy.com
Gabe Freyaldenhoven
Gabe@Rivervalleytherapy.com

Randy Green
rgreen1126@sbcglobal.net
Jon Hardy
tri-lakes@att.net
Craig Hill
chill@cabotphysicaltherapy.com
Steve Hornbeck
seaptinc@cablelynx.com
Matt Jackson
mattjacksonlpt@sbcglobal.net
Steve Joseph
pppt@alltel.net
Blake McBride
rtlsnake@centurytel.net
Harry Morton
HMJPT@aol.com
Bo Renshaw
bo@casportsmed.com
Clint Rhodes
rhodehogg@hotmail.com
Roger Saenger
sptc@alltel.net

Becky Sewell
rehabnet@alliancecable.net
Lee Sowerbutts
sowerbutts@yahoo.com
Steve Stinnett
hollystreetpt@cox-
internet.com
Michael Teston
michael@touchstonept.com
Nathan Tumilson
nathan_associatespt@yahoo.com
Ray Yumang
yumangrehab@yahoo.com