



FEB 2023

TRUE SCIENCE MONTHLY

15[¢]

6 WAYS
TO REDUCE THE **THIRST**
FOR WORLD-DOMINATION!

**NEW SPRING LAB
COAT LINE-UP!**

Fashion that will turn your
specimens & victims heads!

**WHO NEEDS
ROCKETS & CURES!**

When you can shrink a
shirtless man in a bottle!



A **THRILLING** Publication

FLASHPAGE

A Monthly Consolidation of the
Practices of the 90th Percentile!

FEB 2023

INSIDE

Double Shot Video Links..... Page 1

GROWTH! Creating a

"Selling System"..... Page 2

Skill of Happiness..... Page 9

Adventures in Self-Help..... Page 10

What's Real-er Contest..... Page 11



[Click-Here](#)



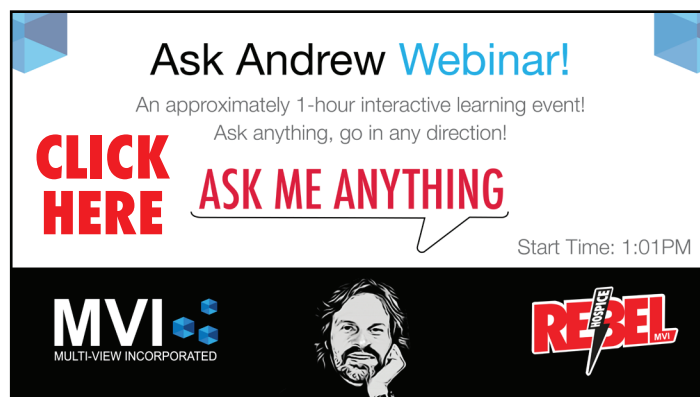
Top 10 Hospice ~~Mistakes~~ Opportunities!

If you did not have the opportunity to watch the 1-hour presentation, here it is! This type of broadcast can help a Hospice or Homecare organization gain "Directional Correctness" – sometimes in what NOT to do! Fasten on your seat belts as Andrew moves through the 10 areas with speed, but with enough commentary to explain why each of these 10 points is not only important, but essential!



Ask Andrew Webinar... Anything

This 1:20 minute webinar hit on most of the main concerns and frustrations of Hospices operating in 2023. Hospices submitted a ton of great questions...and *Best-Known Success Patterns* were shared to help!



GROWTH! Creating a “Selling System”

At present, MVI is HEAVILY involved with GROWING Hospices. And are WINNING BIG! There are NEW techniques and methods that are proving to be absolutely effective! All is based on Reality and “the Numbers” – before and after – cause and effect. Here is an extract from MVI’s unpublished manual and material we use with Magic, Creating an EXTRAORDINARY Selling System!

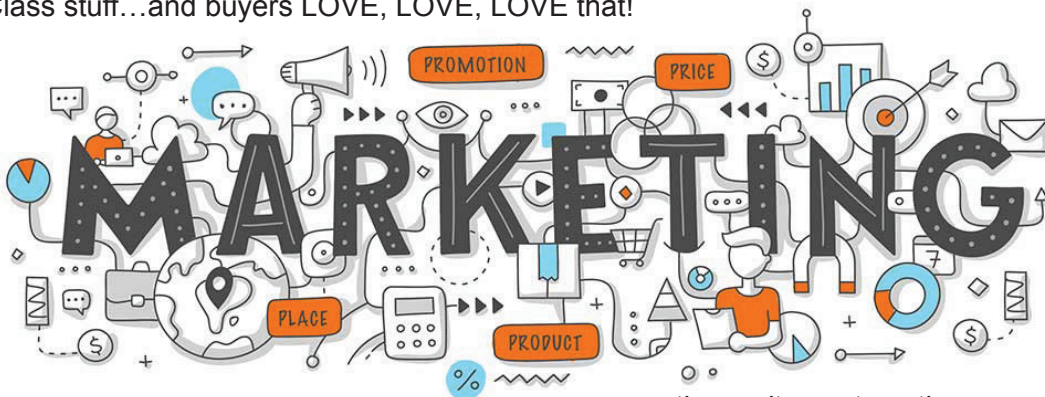
Like all things in the *Perfect Hospice*, a “Selling System” or a deliberate, well-thought-through Standardized method of influencing others to buy, whether it be products, services or ideas, is essential. There is no business without sales. Thus, this is an ESSENTIAL system...

The “system” must be based on Reality...on what actually works on this planet, with humans in this case. It must be pragmatic and based on the REALITIES of human behavior...just like bass fishing is based on the realities of the behavior of bass... When do they strike lure? What color? What type? What time of day? How fast of a retrieval? How best to set the hook? Ha! You get the point! It is a biological as well as a socially programmed response...as well as an individual response to a stimulus. Most all efforts to understand these Realities are of immense value in the creation of your Selling System...

Good Marketing ADDS/CREATES Value!

"Andrew, how can you say that? Isn't it just about getting others to buy?" No. That is perhaps a naïve view... Without great "marketing" or "image-making" how can one explain why one pair of jeans costs \$25 and another \$250? Or a Chanel purse costs \$5,000 versus \$50 from a street vendor or Walmart? Both have the utility-value of personal storage and convenience. So what gives? **The creation of an "image" or "value" is made from a perception in the mind.** It is a "projection" of value. In the case of a Chanel purse, it is a societal value that denotes "status" and "wealth." And it is true! Only a wealthy person could have such a purse unless it was a gift, stolen or something attained from a bargain purchase. Again, an "image" is a projection! Something that is created!

With this said, how does this apply to a Hospice or Homecare organization? Plenty! If you are a Not-for-Profit, it translates into increased referral volume, key health-system/payer relationships, incredible volunteer percentages as well as radically increased community support. If you are a For-Profit, you can also add literally MILLIONS in value if you do it right! Being associated with MVI (and “doing it”) usually increases the valuation “multiples” significantly as it is all about Standardization and Systems...Six Sigma/World-Class stuff...and buyers LOVE, LOVE, LOVE that!



the excitement continues on next page....

The Starting Place when Creating your “Selling System”

Here is a good sequence to reference when in the process of initially BUILDING your Selling System! (We will cover SPECIFIC techniques, such as how to get past gatekeepers, how to train your sales team, how to use Positive “Jarring” and such in subsequent sections of this manual.)

1. Reconciliation of the Realities of Human Behavior

This is ground-zero...for anything else is Fantasy Island and is thus, futile...
What are some of these Realities?

- The Human eye is attracted to Movement.
- The Human eye is attracted to Contrast.
- A Human is attracted to the FEELING of Excitement, Entertainment, Different...NEW!
- A Human is attracted to the FEELING of being accepted, loved, respected...
- A Human in modern sociality is conditioned to feel insecure, incomplete and inadequate and will be attracted to things that are “perceived” to alleviate these FEELINGS. Usually, this is fulfilled in the idea of attaining FEELINGS of Control, Predictability, Certainty, Belief/“Faith in”, etc.
- It has been estimated that Fear registers in the Human psyche at least 200% more powerfully than positive FEELINGS.
- Emotions are the primary impulse in buying decisions. Secondly, they are self-justified by the intellect.
- The Human capacity for Self-Justification is infinite. “I just had to have that 100th pair of shoes.”
- 85-93% of Communication is Non-Verbal.
- 75% of research is done after-hours or on weekends when Humans tend to be in lower Energy states.
- Humans will tend to purchase when their Energy levels are lower or the FEELING of pain is great.

Reconciling that we are indeed, an animal...with all the parts of a horse or a pig should be done. Yes, we may be a “spiritualized animal” – but that could also be said for any other form of protoplasm... chlorophyll or perhaps ALL things as some faith traditions believe (ALL is perhaps ALIVE...even rocks). “Reconciling” is simply gaining an “intellectual/philosophic rationalization” of such that tends to help us FEEL better. And just because we think we understand a topic in our minds does not make it Reality... as language is composed of symbols and words and made-up measurements... THINKING is what Humans do and “like to do” because “that is what we do”... We are “thinking” creatures...and thus we try to “justify” to make us FEEL better! Ha!

the excitement continues on next page....



2. Marketing STARTS with Awareness!

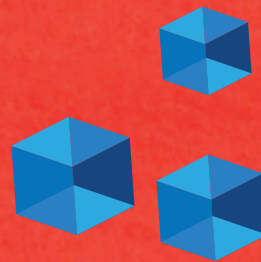
Before anyone can buy any product, service or idea, they must be made aware or conscious of it. This seems so basic...yet it has to be stated. People don't know, what they don't know... And if you are not even on their radar, you don't really even exist in that person's consciousness!

SELLING SYSTEM POINT: In the modern era, this translates into reaching people on their cell phones as well as conventional means such as trade shows, media advertising, mailings, individual personal contacts, etc.

An Enlightened Culture Awaits!

**IF YOU SUBSCRIBED,
YOU'D BE A LOT COOLER!**
**TONS OF CLINICIANS WANTING TO
WORK AT YOUR ORGANIZATION!**

MVI



MULTI-VIEW INCORPORATED

6. TEST, TEST, TEST!

Creative types usually have a difficult time with discipline in certain areas, such as time, budgets and consistency. This would translate into quantifying results over time in spreadsheets and other analysis tools and then communicating those results. Quantification is usually part of being “right-brain” dominated. So this “non-quantification” should be expected from Creative types (So you are not disappointed by asking a person for something they weren’t “wired” to give). The “Left-Brainers” bring more discipline and questioning to the chemistry. And thus, a better balance can be achieved. With both involved, each ad or marketing action produces a result. And the Intelligent recognize the “pattern” or “why?”

Intelligence = Pattern Recognition

Selling and Marketing success will come from being able to recognize¹ AND apply² what has worked to future ads, approaches and campaigns. Equally valuable, recognition of what hasn’t worked keeps us from wasting time and resources.

Virtually ALL ongoing companies and organizations have Marketing and Sales successes...only to often leave these successes behind or have them disappear as new marketing people with different (perhaps ignorant) ideas come into the organization through time and attrition. Knowing the methods/language that WORKED BEFORE or IS WORKING NOW is key to build upon! With this said, you can also have the “old-timer” in a group that will cut down anything suggested that failed in the past...and perhaps miss a “new twist” that was not an ingredient in the previous failure.

Testing involves quantification with a small group to lessen costs in financial as well as reputation/brand terms. Brand Damage is WORST than financial costs normally. It would be like Chanel putting out an ultra-poor quality purse, misspelled logo and a cheap feel...and the public at large become aware of it...violating brand loyalty/trust to a point where the brand may never recover as PAIN is remembered more than pleasure.

SELLING SYSTEM POINT: Establish what your measurements for “Success” are. Establish Trend Reports that attempt to explain, as specifically as possible, “what” caused the success. Be aware of possible Brand Damage.

PRODUCT-KNOWLEDGE! The Perfect Hospice Radically Changes How & What You Sell!

When you “Do the *Perfect Hospice*,” it inherently and radically changes how and what you market. I am not surprised in the least when a Hospice’s census is up 30-50% a year after a *Perfect Hospice Workshop* or a *Magic* engagement. The most growth I have seen is 500% in a single year for a fair-sized Hospice. Why is this? It is because the organization has fundamentally CHANGED its products and services by bringing an entirely new level of predictability to the experience! Yes, you have something new and exciting as well as something that has legs that extend as far as you can see into the future! ***And what are you selling? Your People Development System!!!*** All of an organization’s quality comes from the quality of its People Development System, no more, no less. Now you have to learn to sell it! This also includes the evidence of the highest CAHPS scores in your service areas.

the excitement continues on next page....

It does not take long for a referral source or other “business” or the public at large to link the “cause and effect” relationship between uncommon attention to developing and training employees to the resulting jaw-dropping quality. In fact, if I have any part in helping to design a Hospice’s administrative buildings or IPUs, I place the formal training space as well as the synthetic labs within view of the receptionist’s desk! With a one-way mirror looking into both training spaces, the phrase “*Our quality is no more or less than the quality of our people*” is the main thing you see in the reception area... not a “quilt” or some other nice but lower-value thing. Now I have an IQ of 40 and am trying to improve it every day, but even I would get that!

Management involves the continual “selling of ideas.” Making ideas compelling, appealing, undeniable and something that makes you want to run out and do it immediately, with passion, is what you want! You are selling mindsets...the mindset of winners, an elevated consciousness. A Manager is Teaching. Teaching is selling. So as a Marketer...You are a Teacher... Not even a normal Teacher, but you should be a Master Teacher!!!

Marketers must be Master Teachers.

Marketers must understand the *Perfect Hospice* and the details of your Hospice’s People Development System on an exceptionally deep level. You must know these details to teach your accounts HOW TO BE BETTER BUSINESSES!

Your Hospice needs to be respected as a business...a well-run, WORLD-CLASS business... a business that is managed so extraordinarily well that other businesses want to partner with you! Why do other businesses want to be “near” you? Because your Hospice goes MONTHS without service failures, documentation is at 100% on a day-to-day basis and you have gone YEARS without the phone ringing more than 3 rings before it is answered by a warm, highly-trained, competent person. You are bringing VALUE to their business as they LEARN from you! Therefore,

A Marketer becomes a “business consultant” helping partners become better-run businesses!

Most of our referral sources are businesses, whether For-Profit, Not-For-Profit, Civic, Religious, etc. All are a type of business, and most human organizations are average by definition. What you have and are willing to share are practices that are NOT average, but rather they are practices used by elite organizations (the 90th percentile) operating in the higher realms of service and performance!

The Marketer essentially becomes a
“Business Consultant”
in the Model, offering a “life-changing experience” that improves the business practices of referral sources.



MVI Multi-View Incorporated 

The Model 

Get Beyond “Glittering Generalities”

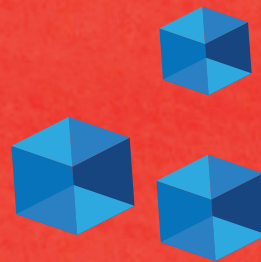
Most Hospices sell “glittering generalities” and stereotypes that do not take much imagination or horsepower to create. I have dissected and trained *hundreds* of Hospice Marketers, sometimes doing some crazy things to find out what they are really communicating to referral sources. Based on hundreds of “pitches,” here is what I usually get!

- “We are the Best!”
- “We Care More!”
- “We’re Not-For-Profit!”

An Enlightened Culture Awaits!

**IF YOU SUBSCRIBED,
YOU’D BE A LOT COOLER!**
**TONS OF CLINICIANS WANTING TO
WORK AT YOUR ORGANIZATION!**

MVI



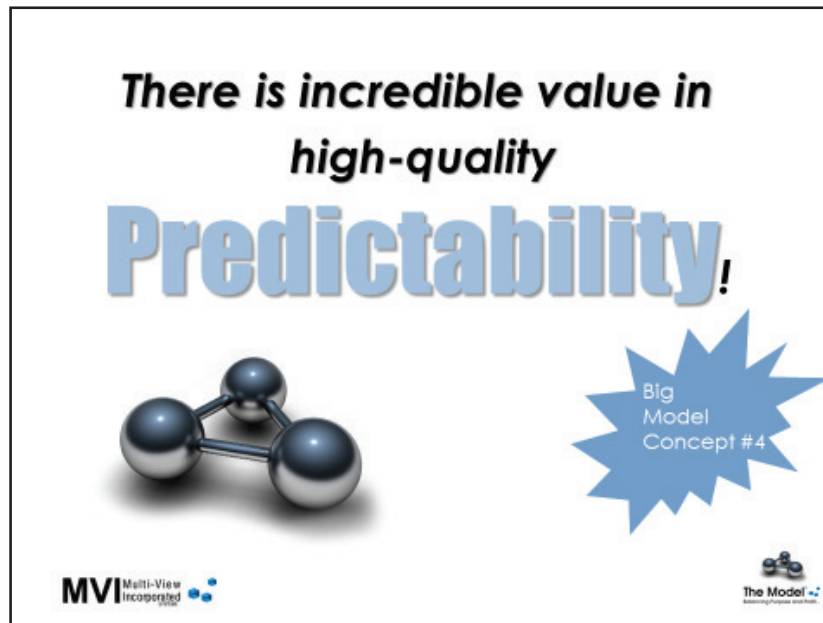
MULTI-VIEW INCORPORATED

Predictability

Predictability is what causes people to hit the “buy” button. Predictability is what you are selling. “Something” inside of us wants to be sure. We want something we can count on. We want to be CERTAIN. Predictability is what comes from a “system.” Predictability produces a FEELING... and FEELINGS are the primary drivers of decisions, including purchase decisions. Once an expectation is established, “anything” less than that expectation leads to disappointment. In fact, it is a violation of trust. It is a lie. It is a deception. It is, in short, BAD. Any service failure is a violation of trust.

“Something inside me changed and I decided not to go back.” This is what happens when predictability is violated. Often these subtle changes in our FEELINGS towards something are on an unconscious level. Example: After explaining “why” things are done a certain way... and the customer finds it not done this particular way on the next visit...there is a letdown. When a clinical visit is not done to Standard, there is a violation of the experience they wanted...that they were expecting...that they were counting on... Therein lies the opportunity!!!

In a healthcare world that is falling apart, there is one thing that is working...and that is Sunny Day Hospice!



We try to be as helpful as we know! This may help folks start thinking about “systems”... and that *“the system is the solution”* - which has tremendous “Directional Correctness!” Ha!

Serving from a place of Love for ALL Expressions of Life...
~ Andrew





The Skill of Happiness!

1. Recognize that your **EXPERIENCE** of **LIFE** is a **View** or **Mindset**.
2. Surround Yourself with carefully constructed Visual images to remind yourself of the Choice to have a **GOOD** Attitude toward all things! **Wowie!**
3. Learn to Improve your Attitude toward things you dislike!
4. **Zen/Judo!** Learn the Zen not to postpone Happiness until a future time or point!
Learn the Judo to elegantly interact or “play” with the perceived external world, such as events and personalities, with an “unfazed” coolness!
5. Experience the **FEELING** of progress!
6. Notice the Satisfaction in the “Gaps” of the Oscillation of Life!
7. Know in your Bones that there is no Loss or Waste...and that you always have the Perfect Energy and Exactly the Resources you Need!

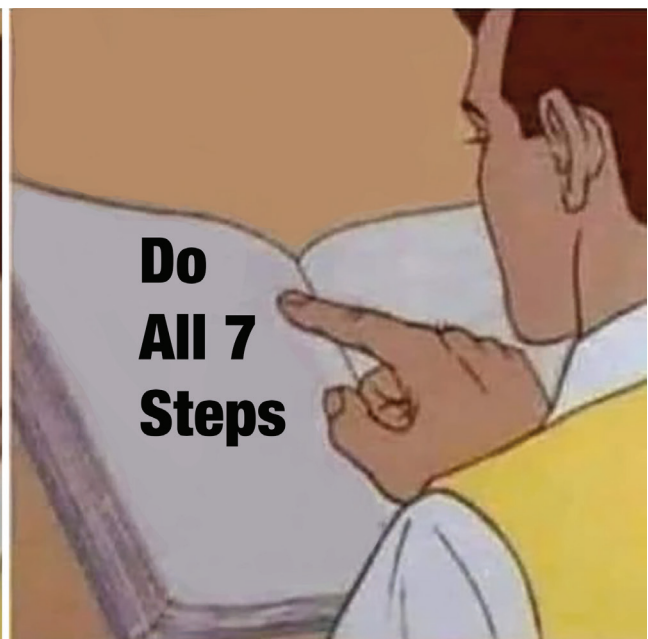
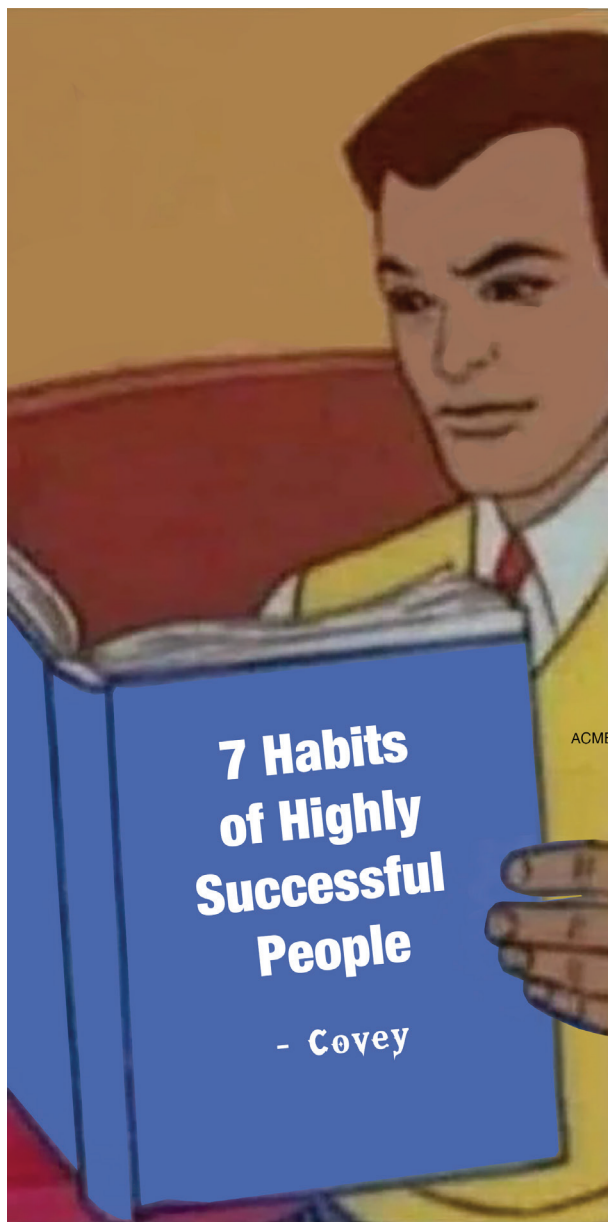


We hope this helps!

*Serving from a place of Love for ALL Expressions of Life...
~ Andrew*

From the Ancient MVI Scrolls...
from cave #11, scroll 42

Adventures in Self-Help



**MVI wants
to know!**

The MVI Real-er Contest!

**"PROTECT YOURSELF AGAINST
ALIEN IDENTITY THEFT!"**

WHAT'S REAL-ER??



BIGFOOT

"SOME SUSPECT IT'S ANDREW." - CNN

**"BIGFOOT STOLE MY WIFE"
- THE NATIONAL ENQUIRER**

**"COOKING FOR SASQUATCH"
10 RECIPES TO TAME THE BEAST
- BETTER HOMES & GARDENS**

**"CAUGHT BUYING A SIZE 8 PETITE SHOE"
- COSMOPOLITAN**



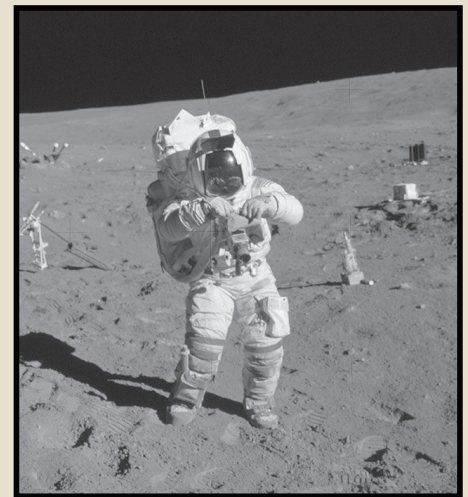
UFO'S

**"A THOUSAND FARMERS CAN'T BE WRONG"
- AGRICULTURE NOW**

**"I'VE BEEN ABDUCTED 50 TIMES, THEY GOT MY
NAME OFF THE INERNET" - USA TODAY**

**SCIENCE HAS VERIFIED 2 IN 5 PEOPLE
ARE ALIENS" - TRUE SCIENCE**

**"MVI'S TECHNOLOGICAL ADVANTAGE REVEALED!
IT'S NOT OF THIS WORLD" - FORTUNE**



MOON LANDING

**"FAKE NEWS!"
- THE KREMLIN GAZETTE**

**"EVIDENCE SURFACES IN
THE ARIZONA DESERT"
- UNCOVERED STANLEY KUBRICK
DOCUMENTS**

**"NOT A SINGLE FLORIDA RESIDENT
CAN VERIFY THE LAUNCH"
- PRAVDA
THE OFFICIAL PARTY PAPER!**

WHICH DO YOU THINK IS REAL-ER?

☐

I THINK BIGFOOT IS REAL-ER!

☐

I THINK UFO'S IS REAL-ER!

Check the appropriate box. Then mail to MVI - 1611 Asheville Hwy. Hendersonville, NC 28791
And then store this magazine in a place with similar security standards as the Crown Jewels

***THIS IS AN ACTUAL CONTEST! SEND IT IN AND RECEIVE A COOL MVI PATCH OR GIFT! THE WINNER WILL BE ANNOUNCED IN THE NEXT ISSUE!
THE IDENTITY OF THE LOSER WILL BE KEPT CONFIDENTIAL!**

☐

I THINK THE MOON LANDING IS REAL-ER!



LifeLock.

THE #1 ALIEN IDENTITY THEFT PROTECTION!

DON'T LEAVE THE GALAXY WITHOUT IT!

Do you ever worry about your identity being stolen by intergalactic thugs? If so, it's time you get to know LifeLock. We stop aliens from stealing your identity before it happens. And with interplanetary space travel now possible, there's no better time than **NOW!**

Try us **FREE for 30 Days**.

Protect yourself, your family and all your beings, and the loot you've worked for.

FREE TRIAL



NEW! HIGH-IMPACT Tough Training Programs in 2023!

2023 will be a **REVOLUTIONARY** year for many MVI Hospices! There are BREAKTHROUGH innovations and NEW Best-Known Success Patterns to share that SIMPLIFY things and get Top-Rung Results much faster and with less effort! But know that ALL major advancements require change and doing things differently! **There will be fewer Tough Training events in 2023** just to conserve Andrew a bit as he is working so closely with various “flagship” Hospices that we have partnered with them to help implement the latest Best-Known Success Patterns (*which any MVI client do if it wants!*). However, any Hospice or organization can schedule its own proprietary training event just as we have done for the last few decades! Here are the dates!

UPCOMING MVI EVENTS! PLAN & REGISTER TODAY!

CEO Retreat (Virtual) – March 21

The Extraordinary Clinical Leader Program
(on the Mountaintop!) – April 4 & 5

Creating an Extraordinary People Development System
(on the Mountaintop!) May 9 & 10

Inpatient Units & the Model
(Virtual) - August 15

The CFO Program
(on the Mountaintop!)
October 24 & 25

MORE INFO CLICK HERE



Make 2023 the BEST EVER!

And it all starts from the top!

Become Aware of the Best-Known Success Patterns...***NEW BREAKTHROUGHS!***

- Create a "Selling System!"
- Solve the problems with the ability to Attract & Retain Clinicians!
- Achieve World-Class Quality and CAHPS as high as possible!
- Creating phenomenal VALUE and Economics!

It's about getting the entire organization to work as an integrated, coherent whole...where each part is doing its function superbly via "systems" and tool to leverage ordinary people to do extraordinary work!

ONLY \$500!!! WHOA!

@THE CEO RETREAT

Virtual Training - March 21, 2023

10:01 am EST

[CLICK HERE](#)



Serving Homecare and Hospice,
The MVI Team
828.698.5885 • www.multiviewinc.com



ABOUT MVI... MVI What???



What is MVI in 173 Words...

Perhaps no other organization has meticulously considered and cared enough about the Hospice and Homecare experience to breakdown and systematize everything from phone interactions to clinical visits to revolutionary bereavement to enormous utilization of volunteers to the economic welfare of the mission. After working with over 1,300 Hospices and Homecare entities, MVI starts with Benchmarking for professional perspective (quantification) and guides an organization all the way through the Model with its establishment of 1) Clear, 2) Impressive and 3) Sustainable Standards. Then via extraordinary People Development, an organization with near-flawless quality is created, where it can go days, sometimes weeks, and even "thousands of visits" between complaints, service failures or documentation errors. Economic results are often 200%-400% above average and are a natural byproduct of radically increased quality as organizations can easily flatten. This is the reality in the Hospice and Homecare world IF the practices of the 90th are adopted. In a healthcare world that is falling apart, there can be something that actually works... This can and should be your organization!

Common Questions:

All the Standardization and changing so many ways we are operating seems like a lot of work! It seems overwhelming.

At first that might appear so. However, one must recognize that with each "Smart Move" your organization 1) REDEEMS time and 2) reduces WASTE. We normally help an organization prioritize those operational moves that redeem time first, as that frees up human capacity for each subsequent move!

Do we have to do "all" of the Model? Can't we just do parts of it?

You bet! The search for Best Known Practices is continual...and no single organization has the whole enchilada! In fact, there are not too many Hospices or Homecare entities that do the entire Model. Most all are "in process" or select the practices they think that would be most beneficial or easy to do. Heck, anytime you replace an inferior practice with a better one, you're ahead!

Subscribing to MVI doesn't cost much, especially for larger organizations. How can we really be getting value for so little? How can you even throw in doing our Medicare Cost Report?

Ha! We have actually applied the practices we recommend and these moves radically decrease costs and increase efficiencies! The fact that MVI hasn't increased rates on any existing Network or Benchmarking client in 26 years says something... Its unheard of and is almost unbelievable! And all phone calls are answered within 3 rings by a real, live, competent person! SERVICE is King to us as old fashioned as that sounds! We also have learned how to spread our costs over hundreds and hundreds of organizations. This helps us keep our prices low.

Though Network and Benchmarking services are budget dust, Magic costs are actually a percentage of Net Patient Revenue. That seems like a lot of money!

It does until you really think about it... Look at it this way. If we help to implement Your Model and it increases Quality to the point that your Net Income is 200%, 300%, even 400% greater than what you are getting now...to us, that is good business! And what does it really cost you? NOTHING! The MVI costs are built into these economic results! It's like "paying for profit" or hiring a really, really super talented FTE! That super talent FTE creates so much value! This is really just a matter of looking at it differently! Almost like fees you pay for a super broker that makes you money with your investments in all market conditions, up or down! You STILL WIN!

YOU GET:

With Network:

- UNLIMITED Technical Support (all calls answered within 3 rings)
- Access to the E-Normous Library of Best Known Practices, Templates, Tools, Financials, Operational and Training Manuals, Videos, Audio Files, Perfect Visit IRMs and other cool products!
- THE PRACTICES!

- o Compensation Systems
- o Perfect Visits with Perfect Documentation
- o Perfect Phone Interactions
- o Creating Extraordinary Clinical Leaders
- o People Development Systems (System7)
- o Perfect Financials
- o How HR, IT, Education, Compliance are structured and work to truly support the front-lines of care and FLATTEN the organization like a pancake!

- Medicare Cost Report Preparation (1 Provider Number included with Network Services)

With Benchmarking:

- UNLIMITED support like Network...BUT you get the NUMBERS! Extracted on a monthly basis! So that you can precisely direct 1) Energy and 2) Resources! This is KEY to on-going, month-to-month management as it tells you precisely where to go to work!

With Magic!

- This is where MVI partners with you with "feet on the ground" and helps you implement Your Model and continually makes sure your organization is using Best Known Practices for the highest ideas known to humankind. Cultures are changed, lives are improved, Quality & Financials SURGE and it is great fun in the process!

The **Resources for KEY FRUSTRATIONS PDF**. This **high-value 56-page booklet** provides insight into obliterating or greatly alleviating the main frustrations of creating and running a Hospice or Homecare organization.



CLICK HERE!

CHECK A BOX

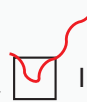
SIGN UP TODAY!



There's Zero Risk!
No Long Term Contracts
Month-to-Month
FIRE Us If You Are Not Happy,
Go Ahead & Kick the Tires!

I Want... MVI, Piece of Cake!

or...



I like things the old way. I prefer mediocrity.

(hesitant check mark)

If you haven't already subscribed to MVI yet,
**What price are you paying
every day by not?**

Every screw-up or service failure hurts a Hospice or Homecare organization's brand. And the economics are negatively impacted as well... PLUS! It's just easier to STANDARDIZE and use PROPRIETARY DATA, simplifying work on all levels, having "systems" that support **1) Clear, 2) Impressive and 3) Sustainable Standards** so that your marketing Promises are fulfilled and your people don't burn out and quit, but rather, they become Energized!



**Is Your GLASS
HALF-FULL or What!**
**Only \$400/Month
For Network!**
**Cost Report Prep
INCLUDED!**
**\$275 FOR
BENCHMARKING!**

Unlimited Technical Support/All Calls Answered Within 3 Rings!



CHER SAYS SHARE!

the MVI Flashpage with all your “Sonny” Day friends!
And Gypsies, Tramps and Thieves!



**More & More Hospices & Homecare folks are waking
up to the Transformative VALUE of MVI, and our good clean fun!**

MVI Tough Training Schedule

The Proprietary Model Workshop

SCHEDULED BY INDIVIDUAL HOSPICES

The Proprietary Model Workshop is a 2-day transformational program where Andrew guides an individual Hospice or Healthcare system through the design of its proprietary Model. The Model is an approach to operating a Hospice as an integrated, coherent and coordinated "system of care" that creates a high-quality, predictable experience that is financially balanced. Andrew's role in this unique program is to keep a Hospice's team FOCUSED, clock management and to introduce insights gained from experience with hundreds of Hospices. Andrew will press to make sure the team walks out with the key Model parameters and Accountability established. This program is a cost-effective way to unify your team and establish long-term organizational structures that have helped Hospices set the benchmarks in quality as well as economic performance. NASBA approved: 16 CPE hours. [More Info>>](#)

NEW! Virtual Training Program OPTION for Individual Hospices!

Scheduled by Individual Hospices or Hospice Groups

Choose YOUR TOPICS! Upon request, Andrew will conduct Virtual trainings for individual or specific Hospice groups!

During these times, we must be flexible and provide OPTIONS to EMPOWER Hospice Leaders and Clinicians with Best Known Practices (Patterns)! We will cover ALL topics of interest by the Hospice or group with fluid and open exchange between your team and Andrew. [More Info>>](#)

Inpatient Units & The Model Training

August 15th | VIRTUAL

This program covers the 8 BIG MOVES an IPU needs to make to be financially successful and increase quality! In addition, 58 other Best Known Practices to-date will be shared regarding the management of Hospice IPUs so it can be financially viable. This insight is based on our work with 200+ IPUs that MVI has helped construct as well as hundreds of others. This program also has direct application to Continuous Care programs. If a Hospice has even an annual \$100,000 loss over a decade, this translates to a MILLION DOLLARS that COULD HAVE been used to compensate staff better or build much needed financial reserves! One of the large units Andrew managed had a 108% occupancy rate and double digit profits! Time to STOP the LOSSES! Bring a laptop with Microsoft Excel, the reports you currently use to manage your IPU, Medicare rates (GIP, Routine, CC), average hourly rate by discipline and cost information regarding your Hospice's current IPU operations. This is a 1 day program. [More Info>>](#)

Compensation & The Model

February 21st | VIRTUAL

Compensation is your LARGEST cost. Yet most organizations use traditional methods and get traditional results. Compensation is the most POWERFUL STRUCTURAL tool a Manager has to create a happy and productive work atmosphere with ultra-strong Accountability. This workshop is for the most forward-thinking Hospices. 100% of Hospices that operate in the 90th percentile have great compensation systems. Yes, 100%! A Hospice's most dramatic advances in quality and profits will come from movements of Talent and the compensation of that Talent. A great compensation system makes management VASTLY easier. Compensation systems also directly impact an organization's People Attraction and Retention system. Talent must be retained over the long-term as the turnover of Talent is the biggest destroyer of quality. A great compensation system is a key! Get rid of the "poverty mindset" regarding how you reward staff! Why not pay better than the hospital or other healthcare entities! Compensation is the fastest way out of financial troubles, as well as one of the most effective structural means to create a healthy Hospice culture. You will need a laptop with Microsoft Excel. Compensation was the beginning of MVI and where we started as a company. MVI only holds the Compensation & the Model Workshop annually. This is a 1 day program. [More Info>>](#)



Balancing Purpose and Profit...

Multi-View Incorporated P.O. Box 2327 Hendersonville, NC 28793

P: 828.698.5885 ■ Fax: 828.698.5884 ■ Email: mvi@multiviewinc.com

©Copyright 2023

Multi-View Incorporated Systems

www.multiviewinc.com

MVI Tough Training Schedule

Designing an Extraordinary People Development System

May 9th - 10th | FLAT ROCK, NC - THE MVI EXECUTIVE CONFERENCE CENTER

This entire workshop will focus on creating a world-class training system for your organization where the paradigm of the Hospice changes to that of a "teaching organization": first and foremost. In this fascinating program, we will explore the teaching practices of master-class teachers in-depth and how these practices translate to a Hospice organization. How to Teach Visit Structures and Phone Interactions will receive extreme emphasis. The workshop is directed toward anyone that either instructs or coordinates training at a Hospice program. People Development IS the center of your Hospice universe as the mission is only accomplished through people.

[More Info>>](#)

The CEO Retreat

March 21st | VIRTUAL

This is an Executive Retreat that helps CEOs become aware of what Outliers (the 90th percentile) are doing...because you have to see it in order to build it! This is a pragmatic program which would benefit any Executive Level person as most all Leaders come to a point where they realize the absolute need for STANDARDIZATION, SYSTEMS and STREAM-LINED PROCESSES...and that these are the solution to virtually all of an organization's frustrations. It is a humble and open program where, as a safe group, we speak candidly and delve into the biggest challenges we face as Hospice & Homecare CEOs. We will also cover 3 Key Strategic areas – 1) Operational, 2) Positioning and 3) Growth, which includes the 21 PROVEN Ways to grow a Hospice. This will help simplify work on all levels though Standardization and understanding of Process. Many of these insights were used when we helped the only Hospice ever to win the Malcom Baldrige Award in our area. [More Info >>](#)

The Extraordinary Clinical Leader

April 4th - 5th | FLAT ROCK, NC - THE MVI EXECUTIVE CONFERENCE CENTER

The Extraordinary Clinical Leader Program is a LIFE-CHANGING and rigorous 2-day program with laser-beam FOCUS on the Leadership and Management skillset needed to be a TRUE Professional Hospice Leader. There is nothing else like it. If a Clinical Leader masters this material, they can literally "Write their own ticket in Hospiceland" This program is designed to instill the mindset and advanced technical competencies into motivated individuals that want to be TOP Hospice Clinical Leaders. This program is a crash course about the BUSINESS of Hospice. [More Info>>](#)

The CFO Program

October 24th - 25th | FLAT ROCK, NC - THE MVI EXECUTIVE CONFERENCE CENTER

A TOP RUNG CFO is essential to the success of an organization as REALITY has to be quantified and effectively

communicated. This program will teach the technical skills and mindset for dramatic IMPACT on operational RESULTS. The CFO Program has proven to be an EFFECTIVE advancement system for CFOs. The CFO is armed with some of the most persuasive information in the organization, the quantified facts of the business...data! The underlying reality is that the economic model MUST work. To be effective, the CFO must accurately quantify the current state of the organization, interpret the situation with predictive insight, formulate strategies, and influence others to execute positive action. The EVIDENCE of an effective CFO is in the numbers! An effective CFO can help a Hospice be radically successful. A poor CFO can help a Hospice out of business. Participants undergo a sequence of testing, training, and retesting until the subject matter is mastered. Participants will have 6 opportunities to score 100% in order to pass the 300 question exam which includes Hospice scenarios, best practices, and measurements. [More Info>>](#)



Balancing Purpose and Profit...

Multi-View Incorporated P.O. Box 2327 Hendersonville, NC 28793

P: 828.698.5885 ■ Fax: 828.698.5884 ■ Email: mvi@multiviewinc.com

©Copyright 2023

Multi-View Incorporated Systems

www.multiviewinc.com

FLASHPAGE *Reference*

Here is a list of past Flashpages by topic over the past 2 years for reference, plus a few of particular significance. Normally, Flashpages cover material on a high level, so it is *highly* recommended that more comprehensive Best Known Practice information (manuals, PDFs, financial tools, templates, videos and audio messages) be obtained by accessing the MVI Website and/or by contacting the MVI offices for unlimited support. All calls are answered within 3 rings.

- 📌 [January 2023 – Modern Scarelines – Tough Training Schedule 2023 – Your Compensation System Is Your Best Teacher – Ask Andrew Webinar – Wanted El Troy – The New MVI Look](#)
- 📌 [December 2022 – YOUR NUMBERS ARE YOUR TRUTH – STARTING POINT OF SUCCESS – CLASSIC ALBUM COVERS – ADVENTURES IN SELF HELP – REALITY = NATURE](#)
- 📌 [November 2022 - Just Go Ahead And Stop Your Inpatient Unit Losses - You Should Care About What People Think About You - The Importance of a Peer Group](#)
- 📌 [October 2022 – Where Do We Start - Self Learning Modules - 3 and a Half Habits Highly Effective People](#)
- 📌 [September 2022 - Financial Models - What Is F9 - Remedy Out of Balance](#)
- 📌 [August 2022 - Percentages of NPR & Not Budgets - Baldest Man Contest - Map of Consciousness](#)
- 📌 [July 2022 - Action Accountant - Getting Clear About Financial Statements - Accounting Centerfold-How To Transform Yourself - Clients](#)
- 📌 [June 2022 - Modern Hellthcare - Value of Standardization Pt2 - New Benchmarking Decision Dashboard-CEO Attitude About Money - Best Mullet](#)
- 📌 [May 2022 - True Job - Value of Standardization - New Benchmarking Decision Dashboard - CHAP Operations Certification](#)
- 📌 [April 2022 - Real Work - Disappearing Nurses Webinar - What You Want From 70ers - Least Worst Healthcare - CHAP Operations Certification](#)
- 📌 [March 2022 - Resources For Key Frustrations - Most Exciting Time In Hospice - Cost Report Wars](#)
- 📌 [February 2022 – The Clinical Manager's Toolbox – Kent Brooks Wins Hospice Award – CHAP Operations Certifications](#)
- 📌 [January 2022 - Hospices Grow Census w/Covid - Why Not Pay People Well?-CHAP Operations Certifications](#)
- 📌 [December 2021 - Make 2022 the Best Operational Year Ever - We Don't Have Enough Time - What Practices Andrew](#)
- 📌 [November 2021 - Managing on a Month to Month Basis - The Magic Formula is the FOCUS of these 2 areas - Where are a Homecare and Hospice Biggest Economic Opportunities - Universal Music Release - Tough Training Schedule 2022](#)
- 📌 [October 2021 - New Benchmarking Version21 - Why Benchmark](#)
- 📌 [September 2021 Pre-save-Twisted-World-Universal-Music-Selling-Your-Culture-How-to-be-successful-in-this-world](#)
- 📌 [August 2021 – CEO2CEO – Retention of clinicians issues – Virtual Extraordinary Clinical Leader Program](#)
- 📌 [July 2021 - Part 2 Turnover - Why do people come to work at a hospice - how do we take care of people - How do we take care of our people](#)

- 📌 [June 2021 - Creating the Inspiring-Electric- Life-Changing” Work Atmosphere- Culture with Meaning & Purpose - Turnover Nursing Shortage - tough trainings at MVI conference center](#)
- 📌 [May 2021 – The Model and Home Health – Extracurricular Programs – NEW LIVE Tough Trainings at the MVI Conference Center! – Andrew and Label Signed with Universal Music Group!](#)
- 📌 [April 2021 – Reduce Turnover to 5% and attract TOP Talent! – Download and Use – The MVI Clinical Manager Scenarios in Front of your Team to “Model” the “Mature Employee” – The Extraordinary Clinical Manager Tough Training – May 4th – Download and Use – The Modular Visit-Step Approach to Creating Your Perfect Visit Videos](#)
- 📌 [March 2021 – No Budgets and Unit Accounts – The Extraordinary Clinical Leader Program In this issue: No Budgets and Unit Accounts. The Extraordinary Clinical Leader Program – May 4th](#)
- 📌 [February 2021 – Productivity and Efficiency are Overrated! – HospiceA Spiritual Business](#)
- 📌 [January 2021 – 3 Evidences of Best Known Practices – Develop Perhaps the Most Essential Skills in Your Clinicians](#)
- 📌 [December 2020 – DOWNLOAD Perfect Visit Step Modules & Videos for Your Relias or other LMS – Life-Changing PDFs on the MVI Website – NEW 2021 Tough Training Dates](#)
- 📌 [November 2020 - Medicare Advantage Power Point: The Emphasis on Quality - Becoming a Teaching Organiza-tion is a Strategic Decision - Can We Sell the Idea that People Development is Important? - Registration is open for the Designing an Extraordinary People Development System Virtual Event on December 7th! | Hospice & Homecare Consulting | Hospice & Medicare Cost Report | Multi-View Inc](#)
- 📌 [October 2020 - Understanding the Nature of Best Known Practices and Human Behavior – Intelligence can be Defined as Pattern Recognition – The Outlier – Benchmarking – Managing Well – Sign-up for The CFO Program Virtual Event now!](#)
- 📌 [September 2020 - “We Don’t Have Enough Time to Implement Best Known Practices. We have so many things we’re trying to do now...” – Sign-up for The The Extraordinary Clinical Manager Virtual Tough Training now!](#)
- 📌 [August 2020 - Hospice Groups for Medicare Advantage and Other Purposes – Client Testimonial from Northern Illinois Hospice – Sign-up for The CEO Virtual Retreat now! A massive value at only \\$500!!!](#)
- 📌 [July 2020 - Hospice Turnover: “Your work is far too important for poor performance” – Hospice of the North Coast and COVID-19 & MVI – Compensation is Part of the People Attraction and People Retention Processes – It’s 2020! Don’t do a Traditional Budget!](#)
- 📌 [June 2020 - Hospice Operational Comparisons by ADC – Cedar Valley Hospice Wins National Gallup Exceptional Workplace Award – MVI Webinar: The Simple Way to Manage a Hospice on a Month to Month Basis for TOP Re-sults! – June 23 @ 1pm – Register Now](#)
- 📌 [May 2020 - Hindsight is 20/20 – Benchmarking System Vendor Updates – MVI Webinar: How Hospices have De-created Turnover to 5% and Attract Top Talent! With Covid-19 showing us a Few Things – May 12 @ 1pm – Reg-ister Now – Dramatically Raise your ROI](#)
- 📌 [April 2020 - What is the Best Hospice Operational Strategy during Covid-19? – Telehealth – Now and in the Fu-ture... – Regional Differences of the Impact of Covid-19 – MVI Webinar: The Best Hospice Strategy...NOW! Tues-day April 28 at 1:00 pm EST – Register Now](#)
- 📌 [March 2020 - Regional Differences of the Impact of Covid-19](#)