



Community Health Care Services Foundation, Inc.

*the premier educational resource
for home care and hospice*

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How to benefit from the stimulus

By **Gayle Farman**

The American Reinvestment and Recovery Act of 2009 (ARRA or stimulus bill) is an historic piece of legislation aimed at addressing the economic conditions of our time. It contains \$787 billion in tax provisions, aid, grants and loans, and touches most segments of our economy.

Overall, the ARRA focuses on jobs and energy with the following key goals:

- Expand access to health care and lower costs.
- Dispense tax cuts to make incentivize working and create jobs.
- Provide assistance to workers hurt by the economy.
- Create a framework for clean, efficient, American energy.
- Transform our economy with science and technology.
- Modernize roads, bridges, transit and waterways.
- Overhaul education for the 21st Century.
- Save public sector jobs and protect vital services.

The question on everyone's mind is "how can we benefit from these funds?"

By far the most important provision for the health care industry is the \$20 billion Health Information Technology Initiative. The goal is to increase efficiency within the health care industry and this provision includes funds to research and develop protocols, to purchase hardware and software, and to provide training and promotion by public health departments. One emphasis is to provide incentives for physician adoption of electronic health

records (EHRs). However, there will be opportunities for home care in the area of telehealth promotion and use of remote monitoring for the aging and chronically ill populations. New York is regularly updating its own recovery web site (www.recovery.ny.gov) to list the different Health IT funding streams as they are announced. This should be watched carefully by providers as opportunities fall under several different Federal agencies and these will also flow through New York State.

There is also \$750 million for the High Growth Job Training Initiative. Some \$500 million of this must be used for research, labor exchange and job training activities that prepare workers for careers in health care, energy efficiency and renewable energy fields. To date, no further details have been released about this program, but information will be updated at www.doleta.gov/BRG/JobTrainInitiative.

The ARRA is designed to save or create 3.5 million jobs. According to the White House, 215,000 of these jobs will be in New York.

Workforce funding

The ARRA provides \$3.95 billion for training and employment services for activities under the Workforce Investment Act. These funds will be

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distributed by existing formulas and the State of New York will receive an estimated \$174 million as its share. Workforce New York provides information to businesses, workers, and job seekers that will enable them to access and better understand the system at www.labor.state.ny.us/workforcenypartners.

The ARRA will also provide formula funds through the New York State Office for the Aging (NYSOFA) Senior Community Service Employment Program (SCSEP). The goals of this program are to enhance employment opportunities for older Americans and the promotion of older workers as a solution for those seeking a trained, qualified and reliable workforce.

\$1 billion in block grants

The U.S. Department of Health and Human Services (HHS) will make an additional \$1 billion in Community Service Block Grants available to states to reduce poverty, revitalize

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low income communities and assist low income families in becoming self-sufficient. Eligible entities use funds to provide services and activities addressing employment, education, housing, nutrition, and emergency services to combat the central causes of poverty.

Home care agencies interested in researching the available funding announcements should regularly check the national Web site www.recovery.gov and www.grants.gov for current announcements.

Gayle Farman is Director of Grants & Demonstrations for CHC. She can be reached at 518/463-1167, ext. 816 or farman@nyshcp.org.

Recovery Act Resources

www.recovery.ny.gov

Up-to-date information on how New York is spending its share of the stimulus funds plus valuable resources on recovery act programs and projects and information for organizations interested in applying for this funding. The "Funding Opportunities" tab contains information by agency with updates on funding availability and eligibility.

www.Recovery.gov

A new site that answers Frequently Asked Questions, provides a timeline of when various events are to occur, and serves as the official public place where grant distribution information is posted.

www.grants.gov

New and expanded grant announcements resulting from the ARRA are coming out daily. Those not already using this site and that may apply for Federal grants, should immediately follow the online process for registering their organization.

www.doleta.gov/BRG/JobTrainInitiative

U.S. Department of Labor High Growth Job Training Initiative.

www.labor.state.ny.us

Careers in demand, education and training, New York competitive industries, jobs, certified training programs and providers, and additional local workforce development opportunities.

www.labor.state.ny.us/workforcenypartners

Workforce New York—information for businesses, workers, jobseekers.

www.doleta.gov/seniors

U.S. Department of Labor Senior Community Service Employment Program.

www.aging.ny.gov/Index.cfm

New York State Office for the Aging initiatives.

www.hhs.gov/recover/programs/acf/csbgmap.html

State-by-state description of Community Services Block Grant Recovery Act Funding.

www.nystar.state.ny.us

Extensive resources about funding opportunities through the ARRA. Individuals can register to receive regular updates.

The Performance Paradox

By Stephen Shapiro

What is the key to personal and professional success? Most self-help books advise us that the solution is to set more goals. The result? We have a society of stressed out “goalaholics” who are convinced that success and happiness lie in the future. Maybe the solution does not lie in more future-oriented goals, but rather an increased focus on the present.

Increase speed, mental abilities with less effort

A few years ago, I worked with a Formula One racing team. Pit crews service ultrafast race cars, refueling, changing tires, and performing required maintenance in a matter of seconds. As they practice, a stopwatch measures their time to milliseconds. Ultimately, no matter how hard they tried, they couldn't go any faster. They hit their performance plateau.

The pit crew was then advised that instead of concentrating on the stop watch, they should focus on their style; their movements were more significant than their speed. Astonishingly, the crew shaved several tenths of a second off their best time even though they “felt” they were slower. This experiment reinforces the concept that the more you focus on your goals, the less likely you are to achieve them. By worrying about the future, you take your eye off the present.

In higher intellectual activities, the results are even more pronounced. Take the true story of a high school student who became increasingly anxious over passing her upcoming final exam in math, always her weakest subject. She studied incredibly hard but failed despite her efforts. She pleaded for one more chance and got it. This time, instead of concentrating on the goal, she used a powerful creativity technique. Her first conscious thought each day when she awoke was to visualize herself as Condoleezza Rice, former U.S. Secretary of State, a very successful, highly-educated woman. Dr. Rice wouldn't worry about a high school math exam, right? By imagining she was someone else, she stopped agonizing and gained more confidence. By focusing on the present rather than the result, she scored a 93%.

Increase sales with less effort

The same concept applies to all areas of life and business, including sales. A woman's clothing store had a competition to determine who among its employees could sell the most in two months. One sales rep decided on a different approach. Instead of trying to make a sale, she zeroed in on serving the customer. If a customer needed help for eight hours to pick out a blouse, that's what she would do. If she felt customers would find a better product at a competitor, she would send them there. After two months, she, who was not trying to make sales, sold more than everyone else did by a significant margin.

We have seen similar results in many sales and service organizations. We all know (and believe) the expression, “You get what you measure,” but will you get what you want? Targets and goals create stress and dysfunctional behavior.

The concept of reducing goal-obsession to improve performance is not new. In the early 1900s, Robert Yerkes and J. D. Dodson developed the aptly named Yerkes-Dodson Law. The premise is performance increases

Stephen Shapiro (www.steveshapiro.com) established and led the 20,000 person Global Process Excellence Practice of Accenture. In 2001, he left the management consulting world to write his first book, “24/7 Innovation.” His second book, “Goal-Free Living,” became the number one Amazon “Business Motivation” bestseller and was featured in Entrepreneur Magazine. At the HCP Annual Management Conference & Exhibition, October 27-30 in Albany, he will present twice including a keynote address on “Creating a 24/7 Brilliant Innovation Culture.”

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Upcoming educational events

Red Flags Rule on Identify Theft

June 25, 2009
Webinar

Forum 44: Reporting & Recording for Paraprofessionals

July 16, 2009
Audio Conference

HCP Annual Management Conference & Exhibition

October 27-30, 2009
Crowne Plaza
Albany, NY

www.hcpconference.org

To register for an event, visit www.chcforum.org/seminars or call 518/463-1167, ext. 802



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Performance paradox . . .

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relative to motivation (they call it “arousal”) only to a point, after which performance drops. Typically, it is drawn as an inverted U-shaped curve.

If you lack motivation, you have low performance. This is not surprising. As your motivation increases, your performance increases . . . to a point. This point is the sweet spot of optimal performance. Then, as you become more goal obsessed, performance paradoxically decreases. Goals increase stress and fixate you on the future rather than the present.

Increased focus on the present is particularly relevant for home care providers. An example is senior citizens and their reasonable fear of falling, which can be a life or death issue for them. An instructor at the Arts for the Aging, Inc. organization who teaches seniors to dance and move says that the elderly address this fear by trying especially hard not to fall. Ironically, trying not to fall makes them more likely to fall. Then, by accident, he discovered something very powerful. When he gets people to fall on purpose and roll on the floor, they become more comfortable with the idea of falling. They realize that they could indeed fall without any serious repercussions. When they lost this fear, they stopped trying not to fall. The result? They stopped falling! As counter-intuitive as it sounds, he says it works.

Focus on the present

For home care providers and others, setting your sights too far ahead is a sure recipe for failure. In life, play your best game today and then tomorrow and then the day after. In doing so, you might just create a 365-day win streak.



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Community Health Care Services
Foundation, Inc.

99 Troy Road, Suite 200,
East Greenbush, NY 12061

Tel: 518/463-1167 Fax: 518/463-1606
chc@chcforum.org www.chcforum.org

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