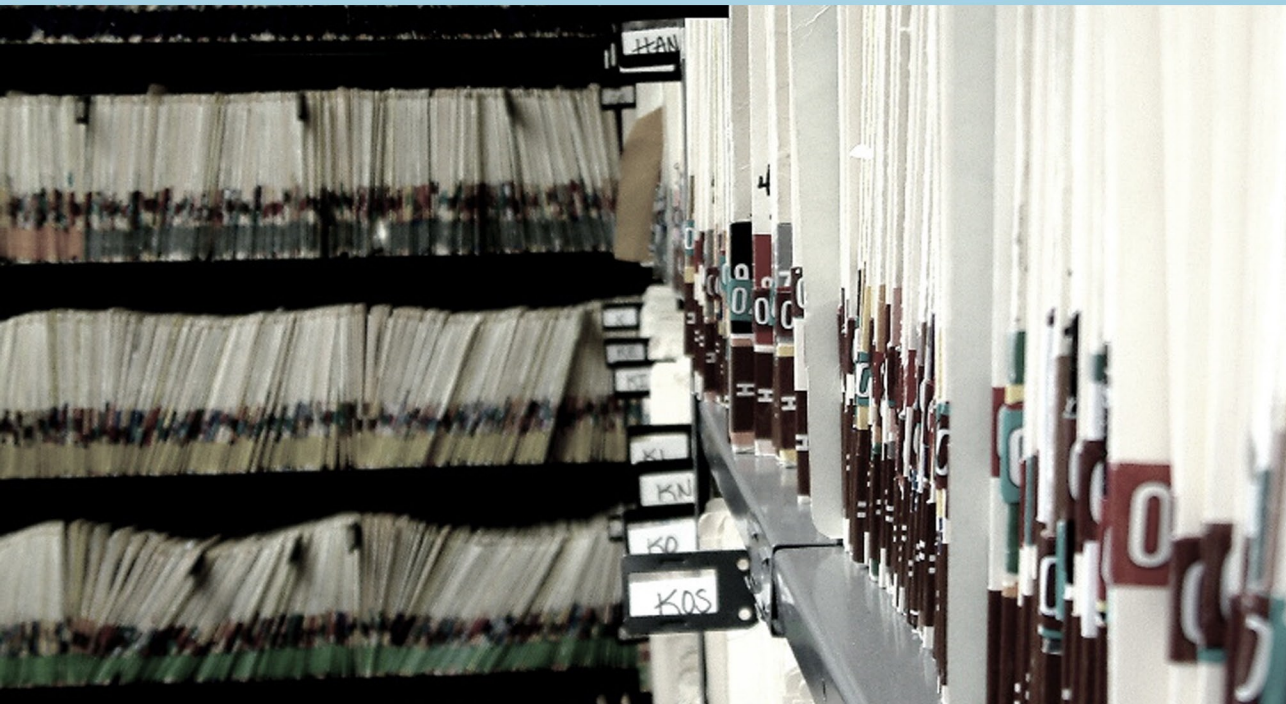


MSP COMPASS

JANUARY 2012

ISSUE #13

A newsletter dedicated to the career and professional development of Medical Staff Services Professionals.



MSP Compass from Team Med Global Consulting is designed to help Medical Staff Services Professionals at every stage expand their careers, build their skills and competencies, reach their greatest potential and maximize their professional value.

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2012: Ready, Set, Goal!

Many of us start the New Year with typical resolutions such as losing weight, being more organized, or cutting back on caffeine. Those are fine, but unfortunately, they all too often remain plans with no action. Make this year different.

Celebrate 2012 as a fresh year of opportunity by setting specific goals and establishing action plans to reach those goals. Tap into your passion and find things that naturally motivate you to achieve your goals. Go beyond the mundane and raise the bar on your goals!

Let's say you're on track so far this year with a few of your New Year's resolutions. You're counting carbs and hitting the treadmill regularly. You've kicked the soda habit. That's great for your personal health. But what about your career health? As a manager or supervisor, you probably set annual goals for your department. But we often forget ourselves in the mix of getting the job done. If we don't look out for our own professional goals, no one else will. Your career path is your responsibility. You can't sit passively and watch the world go by. Take action in 2012!

So what do you want to accomplish this year? A new certification? Course work toward a degree? A promotion? Next, outline the steps to reach your target. Start small. For example, if you're working to secure a promotion or new job, take time to upgrade your portfolio. One important piece of that is a current, professional photo. Do you have one? As I've said before, 'I talk the talk and walk the walk. Recently, I updated my professional photo (something all of us need). Where's your smiling face?

This is your year to make things happen. I can't wait to see all the amazing things you can accomplish. Let me know how you're doing at donna@teamedglobal.com. And remember, if you get stuck or off track, I'm here for you to guide and motivate you. I wish you a happy, successful, goal-oriented year!

P.S. In December, I asked MSPs to contact me and tell me three things they would improve about our profession. As a thank you to those who responded and to all MSP Competency Network members, I sent them each an FB Eye bracelet. I hope you're enjoying the attention the bracelets bring to the profession. My continuing goal for 2012 and beyond is to give back to my profession and colleagues, whether as a thought leader, mentor, collaborator, or friend. Based upon these industry opinions, in a future issue, I'll be sharing the top 3 things your colleagues offered as ways our profession can be improved. Good stuff!



Knowledge Points

A Specialized Career Path Leads to Entrepreneurship

MSP Dina Solis has always worked hard to grow and learn in her career. That energy and drive is now leading her toward becoming an entrepreneur.

Currently, Dina is a credentialing analyst with a San Francisco Bay Area-based national provider of home oxygen and respiratory equipment. Dina started there 11 years ago as an executive assistant with no (MSP) experience. After a year, she started working for the company's director of revenue where she assisted with government contracting and licensing. As the company grew, she continued to climb the ladder from revenue administrator to contracts manager. At one point, she was responsible for both private payer and government payer credentialing and contracting.



Dina Solis
Credentialing Analyst

After having her first child, Dina scaled back her work hours in her current position. She now focuses on government contracting and credentialing while also working with electronic billing and fulfilling other responsibilities. Of the 1,600 employees in her company, she is the only person who has these responsibilities. She is also taking pride in overseeing the implementation of a new credentialing software product for her company that she sourced and recommended.

While her job is dynamic, Dina is taking her career in a new direction in the coming year. She plans to start her own business that will capitalize on the specialized knowledge she has gained in her job.

"I'm so excited to get started," Dina says. "I've been building up to launching my business over the past year. I realize there's a niche for the services I can offer. I'm determined and focused to do it. I have lots of ideas and look forward to feeling more empowered as my own boss."

When she began thinking about starting her business, she evaluated her existing skill set to determine what she needed. That led her to reach out to Donna Goestenkers at Team Med Global Consulting through LinkedIn. "Donna and I belong to some of the same networks so I checked out her profile and saw what she does," Dina says. "One of her tweets about MSPs specializing and finding their niche resonated with me and she's been mentoring me ever since."

Dina says Donna helped her clarify the focus of her business. "Donna has been very supportive. I didn't know where to start and she has given me good ideas and important thoughts to consider as I plan my business."

As Dina gets ready to take the exciting step toward becoming a business owner, she offers other MSPs who want to break out of a rut some advice:

1. **Reach out to other MSPs.**
2. **Look at their profiles (through LinkedIn and other networking avenues) to see what they are doing in their positions.**
3. **Contact those MSPs who are doing what you want to do and find out how they got there.**
4. **Be available to reciprocate and help other MSPs.**

Contact Dina Solis at **(707) 477-9995** and at **dina.solis1@yahoo.com**

Dina's story is just one of other "knowledge points" that will be introduced this year through the MSP Compass. You will be amazed at the broad scope of our industry and the depth MSP talent.

Become a Master MSP

The MSP Summit held in October ignited a passion in many MSPs to take control of their futures. As a result, even more people registered to join the MSP Competency Network as a significant step in advancing their careers.

The success of the MSP Summit has now evolved into a Master Class, to be held this fall, where we'll expound on what we learned through the Summit and address issues related to our industry. For example, based on Summit survey results from more than 2,000 MSPs, the top MSP stressor is being in a rut.

I've been there and remember thinking, "I don't like this feeling." That's when I started volunteering in NAMSS and grew both personally and professionally as I learned new skills and tackled new challenges. Volunteering pulled me out of a rut and I've never looked back. Volunteering gives you a fresh perspective and can help you discover your passion. It's a true win-win. You also may find rut-busting success by volunteering in your community or church or a professional organization.

In the Master Class, we'll discuss issues pertinent to the industry and MSPs as guided by members of the MSP Competency network and our Master Teachers.



Share Your Ideas

Volunteering is just one way to get out of a rut. What has worked for you? Share your ideas on my Facebook page at

www.facebook.com/teammedglobal

or email me at

donna@teammedglobal.com.



Things You May Not Know About Me

We all have challenges in life, both personally and professionally. Our experiences in both categories intersect and shape who we are as a person and how we relate to others. How well do you know your colleagues? Building relationships is an important part of working together. These relationships are based on trust, respect and a little insight into what makes a person tick. In the coming months, I'm going to share a few things about me that you may not know as a way to get to know each other better. I welcome your feedback!

I come from a large, close-knit family that included seven children. When we get together for the holidays, a rambunctious 70 of us take part in games and revelry. So when my nephew, Dusty, was in a serious car accident in 2008, my entire family was devastated. Dusty had spun off the road after hitting a patch of ice. When he got out of his car on the side of the highway to help another accident victim in a different car, he was hit by large SUV. He wasn't expected to live through the night or subsequent nights for that matter. Our family pulled together and leaned on prayer, hope, faith and lots of love!

Miraculously, Dusty survived, although he suffered head injuries, broken bones and a spinal cord injury that resulted in him unable to move his arms and legs. Overnight, this kind, handsome, vibrant, football-playing, Senior college student became helpless and immobile. The first month, he simply fought for his life. For weeks, he couldn't speak. His long road of recovery meant he had to drop out of college in his last semester. The doctors said that his fighting spirit to survive came from his long term football training and tough mental conditioning (He was in prime shape as football season had just ended!). Since then, he has had to fight to get back any sense of normalcy.

Dusty has endured surgeries, long stays at rehabilitation centers, setbacks and episodes of sadness. But thankfully, he has regained his ability to speak, eat, drink and walk with assistance. His sense of humor and zest for life is intact. While he is not 100 percent recovered and continues physical therapy, he has moved toward a bright future. In 2011, he took a brave step by returning to college to finish his degree. I'm proud to say that in December he completed his last semester of college with three As and two Bs! He will receive his formal degree in Sports Media and Communications during the June 2012 graduation ceremony - awesome!!

Dusty's strength and spirit motivate me to always take action and never give up or settle. Throughout Dusty's ordeal, family and friends circled around him in support. They held several fundraisers, including one with motivational speaker Rudy Ruettiger - you know, based on the movie, "Rudy," leading the charge.

As you settle on your goals for 2012 and reflect on those things you wish to accomplish, I hope you'll find this quote from Rudy as inspirational as I do:

"Getting what you want is only a problem if you have nowhere to go next. Dreaming is a lifetime occupation."

Please - never, ever give up on yourself. I know I won't give up on you!

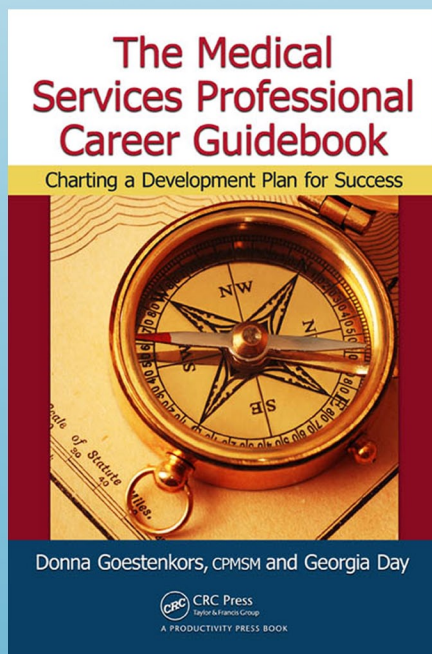


Donna Goestenkers, CPMSM
President - Team Med Global

Invest in Knowledge

Since the NAMSS Conference book sales have exceeded over 100 copies of my new book, *The Medical Services Professional Career Guidebook - Charting a Development Plan for Success*. Georgia Day co-authored the book with me. MSPs who have purchased the book recognize that it is truly an investment in themselves and in their careers. I'm excited about the steps MSPs are taking in their careers. And I'm honored to be the conduit for change.

The book is written for experienced MSPs, new recruits and for students studying the field. It's presented in an easy-to-read format with a series of building blocks to navigate career progression.



Features include:

- * Frequently asked questions by MSPs
- * Sample job descriptions, systematic assessment tools, planning techniques, and strategies for effective performance
- * Real-life stories to illustrate specific points

To invest in your professional development, you have three simple options to order the book with a 10 percent discount:

www.teammedglobal.com

donna@teammedglobal.com

gday@kamama.net

It's also available as an e-book!

Hear what others are saying about the book:

"Georgia & Donna, this book really did serve as a guideline on what I need to do. Now it's time for me to get going on myself!"

- Cindy from Wisconsin

Doctor FB Eye Bracelets For Sale

Doctor FB Eye bracelets are a great way to bring awareness of the important role MSPs play all year round or to honor your team with a fun surprise. Want your very own Doctor FB Eye bracelet? You can purchase them for \$2 at our website, www.teammedglobal.com. Get yours today while they last!



Upcoming Events

January:

1/19
Organizational
Presentation
Massachusetts

1/27 & 1/28
NAMSS Regional Education Summit
Las Vegas, NV
"Becoming Your Own Advocate"

February:

2/2 & 2/3
National Credentialing Forum
San Diego, CA

March:

3/23 - 3/25
Professional Development Training
San Diego, CA

April:

4/26 & 4/27
Kansas Association Medical Staff Services
Wichita, KS

May:

5/11
Colorado Association Medical Staff Services
Lakewood, CO



Donna-isim of the Month:

"Failures do what is tension relieving, while winners do what is goal achieving"

- Dennis Waitley, American Motivational Speaker

Attention MSP Historians:

I know MSPs Never Throw Anything Away! Come on, blow the dust off some of those old files and help me out. Do you have an old time privilege card? Or something even older that reflects just how far our privileging practices have come since the 1960's. Anyone sharing a good example will receive recognition in the MSP Compass.

Please respond to Donna Goestenkers at donna@teammedglobal.com

Next Month: C-Suite Success

The February issue of the MSP Compass will include an MSP success story about how one of our colleagues was promoted to join the team in the C-Suite.



Team Med Global
CONSULTING
Trusted Advice · Customized Solutions



Donna Goestenkers, CPMSM, President of Team Med Global Consulting, is a passionate, high-energy healthcare consultant, speaker, author, educator and mentor with more than 36 years of knowledge and experience to share with colleagues and administrative and Medical Staff Leaders on issues pertinent to the Medical Staff Services industry. One of her primary areas of focus is in the professional development of the Medical Staff Services Professional (MSP). Her diverse expertise extends into all healthcare locations and environments nationwide.

Donna is a frequent contributor to leading healthcare, industry and association publications and is the industry consultant for all Intellisoft Group clients. Through her consulting business, Donna created the MSP Competency Network (TM), a program dedicated to addressing the needs of MSPs and enhancing their effectiveness using customized training and education and mentorship sessions to pursue competence in the profession.

To learn more, call (618) 830-0057, email her at donna@teammedglobal.com or visit www.teammedglobal.com.