

THE CHAPTER DISPATCH

October 2007

TOPICS IN THIS ISSUE

Important Dates
National Updates
Chapter Reminders
Chapter Highlights
Leadership Reflections
Ask Barbara
Legislative Resources

6301 Ranch Dr
Little Rock, AR 72223
Phone: (501) 225-2229; fax: (501) 221-9068
Website: www.cmsa.org; email: cmsa@cmsa.org

Membership/Chapter Services Contacts:

Nikki Jackson, 501-673-1121 njackson@acminet.com
Toni Sullivan, 501-673-1110 tsullivan@acminet.com
Michele Lee, 501-673-1120 mlee@acminet.com

AT A GLANCE – Important Dates

2007 CALENDAR

Oct 31	National Board Nomination Deadline
Oct 7-13	National Case Management Week
Oct 31	Deadline for Board of Directors Nominations
Sept 1- Nov 30	Member Get A Member Campaign

CMSA National Board Nominations

Now Accepting Nominations for 2008-2009 Board of Director Candidates

NOMINATION DEADLINE: OCTOBER 31, 2007

CALL FOR LEADERS: CMSA, the world's largest organization of case management professionals is seeking future leaders to serve as officer, director, and international director. CMSA is a not-for-profit Section 501(c)(6) professional society that is governed by an elected Board of Directors, supported by appointed Task Forces, and staffed by a professional association management company.

If you are interested, or know of someone who might be interested, in serving in a national leadership position with the Society, please download and complete all forms within the [National Election Nomination Packet](#).

MISSION: In keeping with its mission "to promote the individual and collective professional development of health care case managers", future leaders will join a team of visionary leaders and dedicated professionals who are setting the pace with case management practice and health policy in today's healthcare environment.

LEADERSHIP COMPETENCIES and PROFESSIONAL LITERACIES: Future leaders will possess the necessary competencies and professional literacy's (as indicated in the Board Position Descriptions and the Leadership Interest Form) and will:

- Be aware of current CMSA issues, concerns, and vision from a global perspective
- Be committed to excellence in case management practice and process
- Demonstrate a balance between visionary thinking and short term action
- Maintain the highest standard of personal conduct
- Contribute to the enrichment of the Society
- Be socially responsive and embrace openness and diversity within the Society and other organizations
- Be knowledgeable of [CMSA Bylaws](#) and Robert's Rules of Order
- Demonstrate an ability to provide effective leadership
- Demonstrate effective verbal and written communication skills
- Be computer literate and online accessible to maintain on-going interactive communication with other board members and staff
- Possess the ability to fulfill the time commitment and travel expectations of a National leadership position

ELECTION FORM PROCESSING: All individuals interested in serving in a leadership position must complete the [National Election Nomination Packet](#) and submit a current Curriculum Vitae (CV). Information not indicated within the [National Election Nomination Packet](#) or CV cannot be considered in the selection process. All forms must be postmarked by October 31, 2006, to the CMSA National office. Deliberations of the Nominating Committee will remain confidential.

Level I minimum criteria will be verified by CMSA National. The Nominating Committee will process all candidate applications who meet Level I criteria by applying Level II criteria. The final slate of candidates to the Board of Directors will be recommended using Level III criteria.

2007 Fall Member-Get-A-Member Campaign

As of October 15th about 42 members have been recruited!

Keep up the Good Work!

Charon Dillard and Amber Ceccarelli are tied for the lead with 5 members recruited

Get ready; the fall membership drive is here. Take some time to brainstorm on what recruiting tools your chapter is going to use to bring new members into your chapter. Your participation in member development campaigns plays an important and vital role in ensuring the vitality of the Society and the case management industry. Your efforts never go unnoticed and each time you recruit a new member or spread the word about case management you contribute to CMSA's growth, as well as strengthen the Society's position as the leader in the Case Management industry.

This is a great way for you to get involved in the recruitment! Simply print out the Member-Get-A-Member applications located at www.cmsa.org/recruit. Don't forget to put your name and chapter on the 'recruited by' section to get credit. You must also be a member to qualify! You may recruit Individuals or even a group Company Membership! *For Company applications, please write in 'recruited by: and your name' in the **upper right hand corner of the application** or use labels.*

Round up your case/care management coworkers, friends, and colleagues and recruit new members for CMSA's Spring Member-Get-a-Member campaign. When your recruits join CMSA, you receive the following for each new member:

- **FIRST RECRUIT:** A CMSA Member pin
- **EACH RECRUIT:** A \$5 CMSA coupon for each person recruited
- **FIVE OR MORE RECRUITS:** One free year of CMSA membership
- **TOP RECRUITER:** A complimentary Orlando 2008 conference registration

Time Frame for Contest

September 1 - November 30, 2007

For more information and ideas on how to promote the program, visit www.cmsa.org/recruit.

CHAPTER REMINDERS

Ask Barbara!

In response to the great presentation by Barbara Dunn, Esq., CMSA's Legal Counsel's, at the Chapter Leadership Workshop we will now have a ask Barbara section in the Dispatch. She will provide various articles she has written on the legal issues of an organization. This will also be an opportunity for your chapter to ask her questions about liability, copyright issues, ect. You can forward any questions that you have for Barbara to Michele Lee, mlee@acminet.com.

Local Chapter Directory

Visit cmsa.org and click on membership, then chapters, then local chapter's directory. Review the information for your chapter to make sure it is current and up to date. This area can be used to post meeting and event announcements, in addition to your local chapter's websites. As current and perspective members of CMSA visit the website they will be able to view events happening in their area. Send updates and notices to njackson@acminet.com.

Chapter Officer Updates

Many chapters have recently undergone elections for a new term. Please be sure to get the names, titles and email addresses of these new officers, board members and committee chairs to CMSA National to update the Leadership Database. This information is used to determine who to include on correspondence, reports, chapter checks disbursement, chapter contact information, etc.... For the official Officer Update Form, please visit www.cmsa.org, under Membership, then Chapters, then Chapter Resources. Please complete and fax to 501-221-9068 or email njackson@acminet.com.

CHAPTER HIGHLIGHTS

To contact any of the local affiliate or pending chapters, visit www.cmsa.org – under the Membership link choose Chapter.

Official CMSA Chapters

Fort Wayne, IN

The Fort Wayne Indiana Chapter is proud to report that they held a successful seminar on September 26th titled "Trends in NICU Management". About 40 attendees and 17 vendors/sponsors gathered to hear Dr. Edward Karotkin, a renowned neonatologist, speak on future trends in neonatal medical technology, strategies for improving neonatal respiratory care, congenital anomalies of the newborn, and ethical dilemmas in treating newborns. Later that evening, the chapter held their annual membership dinner at Don Hall's Restaurant where awards were given out to those who have served on the Board and new Board members were announced and welcomed. The group shared a great time of fellowship and networking.

The Fort Wayne Indiana Chapter is focusing on promoting Case Management during Case Management Week by speaking at a local Crohn's and Colitis support group during the month of October.

Detroit, MI

The CMSA Detroit Chapter is gearing up for what is hoped to be another successful dinner conference schedule for 2007. They also are planning a drive to push for over a 500 member membership this fall through the spring of 2008. This drive will be kicked off at their September meeting and will strive for a goal of 500 members or more by the end of the spring 2008. The Detroit Chapter is also looking forward to their elections of new board members this fall as well. As one board member stated it is always "Good" to have New Faces, New Ideas and a New Attitude! This is just an addition to a hard working group of current board members. Here's to a "Great" 2007-2008 year to all of you!

Asheville, North Carolina

WNC-CMSA of North Carolina held a very successful dinner meeting on Thursday August 16th at the Boathouse on Lake Julian in Fletcher, NC. Topic was Nesitritide (brand name Natrecor) an FDA approved drug for acutely decompensate CHF. Presentation was by Valorie Speegle-Snell, Heart Services Leader of the Chronic Heart Failure Team at Mission Hospital in Asheville NC. The dinner and CEU was underwritten by Scios a member of the Johnson and Johnson family.

In addition to this informative gathering, an important first for WNC-CMSA was the premiere of an electronic newsletter which was sent out on Friday August 19th. The newsletter will be sent quarterly via email to the chapter's members/supporters in an attempt to promote communication in this largely rural chapter of Western North Carolina.

Las Vegas, NV

The CMA-LV Chapter leadership held a strategic planning session in September to develop a three year plan for their chapter. Key strategies include developing a website, adding additional CEUs for CCMs and SWs and establishing goals for membership growth. Their September meeting was scheduled for Sept 18th at the Sierra Health Services corporate office and was sponsored by Pfizer. The topic was Innovations in Cardiac Care presented by Dr. Scleparis, the Chief of Cardiology at SouthWest Medical Associates. The chapter is also holding their annual elections this month and has a wonderful group of professional, highly skilled case

managers that have volunteered to serve our membership in 2007-2008. They continue to plan for the October meeting that will focus on organ transplantation and a holiday party coupled with a local health care service provider fair.

New York City, NY

The CMSA-NYC Board of Directors planned several outreach methods to stimulate interest in the chapter and demonstrate their support for case managers. They voted to celebrate Case Management Week by giving a CMSA luggage tag to all the chapter members. They felt that in addition to thanking our members for their support and the work they do. The CMSA-NYC Chapter Annual Cruise on the Hudson is on October 9th, and the luggage tags will be given out during the cruise. There will be a raffle for discounted chapter meeting registrations and reduced registrations for the all-day chapter conference on April 8th, 2008.

Two board members manned an exhibit for CMSA membership and the benefits at the Memorial Sloan-Kettering Cancer Center Case Management Week celebration. Six vouchers for reduced registration at chapter meetings were raffled. The exhibit generated a lot of interest from case managers and other health care professionals, as well.

The board sent letters to the case management directors at several health plans, hospitals, and home health agencies reminding them of Case Manager's Week. Vouchers for reduced registration at chapter meetings were included for raffling to their case management staff.

Hudson Valley, NY

The Hudson Valley Chapter of CMSA's Celebration of Case Management Week was a huge success last month at Sam's of Gedney Way. Graciously sponsored by Roche Laboratories, Rob Adamson, Pharm. D., our speaker, shared information titled "Preparing for Pandemic Influenza." Rob was charming, funny and very informative and will be repeating this presentation at the 3rd annual Capital District meeting in Albany on November 15, 2007. Thank-you to all who were able to attend!

The next meeting, to be held at Romolo's in Congers on November 7th, 2007 will be graciously sponsored by PromptCare Home Infusion, LLC. The topic, "Transitioning of the IV Patient from Hospital to Home." will be presented by Karina Parise, RN and has been approved for 1CE and 1CCM educational credit. If you are interested in attending, please be sure to RSVP and save your seat!

Cincinnati, Ohio

Congratulations!!!

The Southern Ohio Valley Chapter of CMSA is proud to announce the winners of the 2007 Case Manager Leadership award and Case Manager Excellence in Service award.

Mary Beth Newman, RN, MSN, A-CCC, CMAC, CCP, was awarded the Case Manager Leadership award. Mary Beth has been very active in CMSA on the local and national levels. Mary Beth was a founding member of SOV CMSA as well as the first President. She continues to be very active in the local chapter currently serving as Secretary. She is a CMSA Director and has been a presenter at several CMSA Annual Conferences. Mary Beth is Program Manager for Care Management at Anthem Blue and Cross Blue Shield. She is responsible for maintaining a consistent "best practice" care management program for the company's 5-state Central Zone. Her experience includes the development, implementation, and evaluation of targeted care management programs for Anthem's managed care population.

Teresa Emmons, RN, BSN, CCM, CMCN, was awarded the Case Manager Excellence in Service award. Teresa is an active member of SOV CMSA and is on the Membership Committee. She is also a member of the American Society for Metabolic and Bariatric Surgery and the National Association of Bariatric Nursing.

During the past year, Teresa was a major contributor in the development of the National Bariatric Surgery Case Management Program for WellPoint/Anthem Blue Cross and Blue Shield.

The awards were presented at the SOV Chapter Annual Fall Conference on September 22, 2007.

Dallas, TX

Invitational Leadership Re-Retreat

The Strategic Planning Committee of DFW CMSA hosted the second Invitational Leadership Retreat Sept 28-30 in Southlake, TX. Chapter leaders from 14 chapters were present to brainstorm and strategize ways of making our individual chapters more successful and productive. This event was fondly labeled the “Re-Retreat” as there were attendees who were new to the leadership retreat experience, those who had attended the spring retreat and several who were on their third retreat. All-in-all it was a great time for networking, brainstorming and obtaining “take-away” tools to help in personal, professional and chapter leadership roles. The event was at no cost to the attendees through the tremendous generosity of our industry sponsors who participated in the meetings and made valuable contributions and recommendations related to leadership development.

Special Guest Speaker

The October dinner meeting will have a special guest speaker sponsored by Sanofi-aventis. Nancy Skinner, beloved by all, will bring a presentation, “Survival; Your Patient’s Expectation”. This will also be a membership meeting for the chapter. In that meeting the new chapter logo will be unveiled for the first time!

CCM Prep and Fall Seminar

The annual Fall Seminar and CCM Prep Class, sponsored by the Strategic Planning Committee, will be held Oct 16th and 17th. BK Kizziar will teach the all day prep class on the 16th followed by a 2 track seminar on the 17th. The track topics will focus on Worker’s Comp and Hospital Case Management. Nancy Skinner will be the opening and closing speaker for the seminar.

Case Management Week Celebration

In order to help celebrate Case Management Week the DFW chapter provided special “coupons” to our industry sponsors to include in goodie baskets they were distributing. The coupons were good for non-CMSA members to attend the Oct dinner meeting FREE!. As well, the coupons were “blasted” out to our non-member email “blast” list and also available on the chapter’s website. The goal was to reach as many non-CMSA member case managers as possible and encourage their attendance of the dinner meeting to learn more about the wonderful benefits of CMSA, hear a fantastic speaker and network with other case managers.

The chapter also purchased numerous items from the national “shop”, such as mugs, luggage tags, umbrellas, pins and t-shirts that were given out as door prizes prior to Case Management Week.

Leadership Reflections

Case Management Week Celebration 2007 Reflection

The theme for Case Management Week, 2007 is “A showing of Hands: Merging Disciplines in Case Management”. As I thought about the idea of “A showing of hands” the first thought that came to mind was remembering back to the classroom of grade school. The raising and showing of hands meant only 2 things. First and foremost, you knew the answer. Not only did you know the answer, but you would enthusiastically and energetically waive that hand in the air hoping to be called upon for the answer. An opportunity to demonstrate your exceptional intellect and grasp of the curriculum. The second reason was to show that you wanted to be included. Again, the enthusiastic and energetic waiving of the hand. To be counted in, to be one of those willing to participate in a group activity. You can just hear Mrs. Kowalski (my third grade teacher) asking: “Who would like to _____ you can fill in the blank- it might have been go out to recess, go on a field trip, do a science project—or, to participate in her favorite annual event—the making of Stone Soup. Now, that’s a recipe for a different night. But, whatever the reason, we were all showing our hands. Of course, there was that one other reason to raise your hand but, we’ll let that one go unmentioned.

Then, I thought about the follow-up, “tag-line” to this year’s theme—Merging Disciplines in Case Management. I’m not sure what the National CMSA was meaning to convey and they didn’t ever really say. So, I am left to my own devices to consider the meaning. In my world, Case Management **always** meant a merging of disciplines. This is nothing new. It meant that my job was a mixed up concoction of Utilization Review, Discharge Planning, Risk Management, Financial Counselor, Insurance Guru and Cruise Director. Sprinkle in a little Health Educator, Adherence Manager and top off with a whole bucket-full of Regulatory Compliance Specialist and you pretty much have a well rounded Case Manager.

Together, the two lines: A showing of hands and Merging Disciplines says to me: Ok, who wants to join? Who wants to be a Case Manager? Perhaps CMSA National meant that though the vast majority of us are nurses, maybe you don’t have to be. Why not a Social Worker, A behavioral Health provider, a pharmacist? A Physician, or a Physical Therapist? A Case Manager is the glue in a fragmented healthcare system. This glue is in short supply and fragmentation is up. Maybe it’s not so much about what your discipline is but rather about the skill set, the qualities and the commitment. I’m not sure. But I do know one thing; every one of you is showing your hand. You all know the answer and you all want to be included!

Barbara H. Drapola, RN, CCM, CPHQ
President, Green Mountain Chapter, Burlington, Vermont

Intellectual Property Basics: Copyrights

By: Barbara F. Dunn, Esq.

It is important to understand how intellectual property issues can impact a chapter's conferences and publications. This column is designed to provide the essential elements of one type of intellectual property: copyrights.

Definition

Copyright is a property right in an original work of authorship such as an article, book, sermon, picture, music, or software. This property right arises from the moment a work is created. Ideas, which are not reduced into some tangible form, and facts, such as names and addresses, are not eligible for copyright protection. Also government publications, such as an IRS publication, are not subject to copyright law and therefore may be used freely.

Ownership

The creator of the work owns the copyright to the work unless the person who created the work is an employee of an organization and created the work in the scope of their employment. If both requirements are met, the employer owns the copyright to the work.

There is a doctrine known as "work made for hire" which will also determine ownership. Under the doctrine, a contractor hired to produce a work for another automatically transfers ownership in the work to the hiring party. This doctrine, however, has been limited by recent case law. Organizations should not rely on the work made for hire doctrine alone to obtain copyright ownership but should instead have a written document with the contractor which states that this is a "work made for hire" and that the contractor is transferring and assigning all rights to the organization.

So How Does Copyright Apply to Chapters?

Chapters are often faced with a variety of copyright issues. For example, when speakers are retained for the chapter's meetings, the speaker owns the copyright to their presentation and to their handouts. If the chapter wants to audiotape, videotape, or photograph the speaker or if the chapter wants to reproduce the speaker's handouts or put them online or on a CD-Rom, the chapter must first secure permission from the speaker to do so. Such permission is called a "license". The best vehicle to secure a license is a speaker agreement.

Chapters also hire photographers for their meetings. Since the photographer owns the rights to the picture, chapters should ensure that the contract with the photographer transfers ownership to the chapter. This transfer of ownership is known as an "assignment". By owning the pictures, the chapter can freely reproduce them, display them on their web site, etc.

Another copyright issue which chapters often face is music licensing. The copyright to a particular piece of music is owned by the composer. Performing rights societies such as BMI and ASCAP were formed to represent the interests of music composers. If an organization wants to play music at its meetings, it must secure a license from the performing rights society which represents the composer of such music. Performing rights societies offer organizations a "blanket" license agreement in which the group can pay one fee per year for all music played during the year at the organization's and events.

Planners should also be aware that when they hire contractors (non-employees), they must obtain either ownership of the work (via assignment) or permission to use the work (via license) from the contractor. For

example, if the chapter retains the services of a graphic artist to design its conference brochure, the agreement with the graphic artist should state that the brochure is a “work made for hire” and that the graphic artist is transferring their rights in the brochure to the chapter. Note also that if volunteers, such as chapter members, create works such as songs, articles, or photographs, the chapter must obtain a copyright assignment from the volunteer or a license from the volunteer to use the work.

Summary

As you can see, copyright issues can frequently arise for chapters. Chapters should ensure that the proper measures are in place to protect copyrighted works owned by the chapter and to seek proper permission to use the copyrighted works of others.

Barbara Dunn is an attorney and partner with Howe & Hutton, Ltd, a law firm which serves as General Counsel to CMSA. She can be contacted at bfd@howehutton.com.

Communicating with Elected Officials

Article from ONS Legislative Action Center, www.ons.org.

Heightened security measures have dramatically increased the time it takes for a letter sent by post to reach the offices of federal or state legislators. More and more, citizens are using emails and faxes to communicate their concerns and increasingly elected officials' offices prefer electronic communications for constituent contact. As a general rule, Members of Congress are far more likely to heed your message if you are one of their constituents. The following tips aim to improve the effectiveness of your correspondence, regardless of the means you choose to deliver your message.

Tips for Writing Congress: <http://www.ons.org/lac/pdf/10TipsLetters.pdf>

- State your purpose for writing in the first sentence of the letter. For example: As your constituent, I am writing to urge your support for increased funding for health care.
- If your letter pertains to a specific piece of legislation, identify it. And make sure that you are referencing the correct legislation to the correct body of Congress. House bills are H.R.____; Senate bills are designated as S.____. It is also important to know the status of the bill.
- Be courteous.
- If appropriate, include personal information about why the issue matters to you to make your point.
- Address only one issue in each email.
- Close your letter with a restatement of your purpose and indicate the response that you expect.

Addressing Your Correspondence to a Senator:

The Honorable [Jimmy Stewart]
__(room number)__(name of) Senate Office Building
United States Senate
Washington, DC 20510

Dear Senator [Stewart]:

Addressing Your Correspondence to a Representative:

The Honorable [Jimmy Stewart]
__(room number)__(name of) House Office Building
United States House of Representatives
Washington, DC 20515

Dear Representative [Stewart]:

Tips for Phoning Congress: <http://www.ons.org/lac/pdf/10TipsCalls.pdf>

Telephone calls are usually taken by a staff member, not the member of Congress. Ask to speak with the aide who handles the issue about which you wish to comment. (See our guide to Congressional staff [here](#).)

After identifying yourself as a constituent, tell the aide you would like to leave a brief message, such as: "Please tell Senator/Representative [Name] that I support/oppose [S.____/H.R.____]."

State your reasons for your support or opposition to the bill. Ask for your senators' or representative's position on the bill. You may also request a written response to your telephone call.