



Chapter Dispatch

February 2008

Volume 6 Issue 61

Important dates:

2008 CALENDAR

February 29 Chapter of Excellence Award Entries are due

February 29 CMOY/AOSE Award Nomination Deadline

June 17 Chapter leadership Mixer

June 18 Chapter Leadership Workshop

June 19-23 18th Annual Conference Orlando, FL

Chapter Excellence & Innovation Award Program

Enter your chapter's best projects in CMSA's 2008 *Chapter Excellence & Innovation Awards (CEIA)*. Entries will be accepted from **January 1 until Feb 29**. Visit www.cmsa.org/professional/awards/ceia/ to find out more and to download award entry forms.

Recipients of these awards will be recognized at the Orlando 2008 Annual Conference for promoting the growth and value of case management and supporting the evolving need of the case management professional.

Tips on Entering the Competition:

Fill out the entry forms as completely as possible. Judges look at the description on the form, so provide information as completely, yet concisely, as possible.

Supporting reports, brochures, videotapes, and photos are optional, but welcomed. Concentrate on the goal, its impact, the outcome and significance of the success. While numbers are very important, also include how the activity improved the lives of those involved or the community at large.

Chapter Excellence and Innovation Award Categories:

- Best Use of Technology
- Conference
- Educational Programming Membership Development
- Print

CMOY & AOSE Award Nomination

Take a moment to nominate your peer for a Case Manager of the Year (CMOY) award or Award of Service Excellence (AOSE). The deadline is **February 29, 2008**. Each year at the annual conference, CMSA presents these two prestigious awards to members whose case management careers elevate professional standards, enhance individual and leadership performance, and exemplify merit and distinctions. Visit www.cmsa.org Click on "Your Career" then on "Awards" to download forms and view previous award winners. That special case manager deserves an award, so why not

help recognize a deserving CMSA member who has significantly impacted the field of case management. Does your chapter have someone who meets the dedication and leadership in case management or the essence of a case manager to qualify for one of the prestigious awards below? Why not nominate them today? Nominate your local chapter award winners for a National award! Contact CMOY/ AOSE Staff Liaison Michele Lee at mlee@acminet.com (501)225-2229 ext 1120

Deadline has been extended until February 29, 2008

2007 Fall Member-Get-A-Member Campaign

Get ready; the spring 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 co-workers, 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 February 1–April 30

18th Annual Conference



CMSA's 18th Annual Conference & Expo is the largest case management event of the year and an exclusive

opportunity for you to connect with over 300 companies that will be available and ready to share knowledge, insights, and cutting-edge solutions.

Our educational sessions will engage your unique abilities to move from "what is" toward "what can be." You're invited to join

us on this incredible journey as we create new ways to add professional value, develop critical thinking skills, enhance careers and learn experientially. This conference will be your source of cutting-edge practical advice, proven strategies, and how-to guidance. [Online Registration is now open](#). For more information on fees and registration visit.

[Case Management Society of America > Conference > 18th Annual Conference & Expo - ORLANDO, FL](#)

Chapter Presidents Council

This liaison position is the voice for the chapter leaders to the National Board and shares industry issues, requests, needs, and solutions related to chapters.

This position is elected by the Chapter Presidents in March 2008. The Term of Office will begin June 2008 during CMSA's Annual Conference. **As the CPC Representative the person elected will serve on the Board of Directors, the following minimum criteria apply:**

- Case manager "A" member in good standing by the date of election (March 15, 2008).
- CMSA member for two (2) years by the date of election (March 15, 2008)
- Individual must be serving as president or Pres-Elect of a fully affiliated chapter and be in office of President on the day of election (March 15th). Nomination of a President will be accepted if this is the office that assumes the presidency as of this date.
- The newly Elected CPC Representative will close the CPC meeting at the Annual conference with a five minute overview of goals for the up coming year.

Officer Update Form

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 mail, fax to 501-221-9068, or email to njackson@acminet.com.

Snap for Seniors

The CMSA Senior Housing Locator, powered by SNAPforSeniors is a **member only**, online management tool which allows you to quickly and easily find the senior housing options which best fit your client's specific requirements.

Save Time- A single database of 65,000+ senior housing facilities in the U.S. eliminates the need to consult multiple sources. Search for nursing for nursing homes, assisted living facilities, CCRCs, Residential care homes and more with a click of the mouse.

Stay Current- Facility information is regularly updated and maintained from more than 200 data sources ensuring current information despite the 20% annual turnover in senior housing providers.

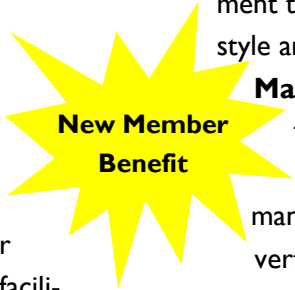
Improve Outcomes- Advanced search options yield tailored results, translating into a better fit between pro-

spective residents and facilities. Search by criteria such a geographic location, license type, facility names, availability status, payment types, care services and lifestyle amenities.

Maintain Objectivity- All facilities receive free listings, eliminating the bias that many referral services and advertisement-based websites possess.

A growing number of facilities have detailed listings comprised of 150+ data elements, some displaying photo galleries, virtual tours and current availability.

Visit [Case Management Society of America > CMSA Senior Housing Locator](#) for more information



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 a



announcements, in addition to your local chapter's websites. As current and prospective 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.

Letter from your CPC Rep



Winter is Wild and storms in several parts of the country- hope this finds you all well and safe! I had the pleasure of visiting in the CMSA office this week, and Nikki tells me she is still receiving some input from speakers wishing to be added to the Speakers Directory. It seems especially those not in the first edition are contacting her. So if you or those in your chapter wish to be added, forward them the link that Michele provided in the Chapter forum so they can submit directly online to the CMSA office. Current plans are that after the initial revision - deadline is 2/29/08, then Directory will then be updated quarterly. Here is the link, or return to the Yahoo Groups CPC Forum if you want to forward them Michele's invitation/ explanation also.

http://www.magnetmail.net/Forms/display_form.cfm?fid=14005&mid=404583&rid=4051968&rtype=mm

Did you submit your name as a candidate for the CPC rep for the coming year? If not, I believe there's still time to nominate yourself for this wonderful opportunity to work directly with both Chapter and National Leaders. I want to thank this group for providing me this opportunity for the current year, and encourage each of you to step up and challenge yourself. I am more than willing to speak to anyone individually regarding the responsibilities and opportunities this offers if they wish to call me directly at 413-250-0304.

In April I will be attending CMSA BOD meeting in DC, where we will then break up into groups and attend "Day on the Hill" sessions with selected legislators to discuss Healthcare Policy and Case Management issues. Has your Chapter submitted names of Liaisons to the Healthcare Policy Committee to assist your chapter leaders in better understanding and supporting national initiatives in your local arena? If not- consider submitting those to Michele today, There is still time, although I believe the initial call took place last week.

Let's keep discussions going. Remind your local chapters to VOTE in the National CMSA elections, and to support your local candidates. The Candidate brochure is very thorough and well done to provide you information in making your decisions.

Hope to see each of you at Rosen Shingle Creek in Orlando, and please try to join us at the Monday night social event and don't miss the Chapter Leaders Special session on Tuesday Morning just prior to the opening sessions of the conference.

It's been a busy year and the conference will see the introduction of many of the ongoing projects that Peter has been discussing in his monthly updates.

See you in Orlando.

Cheryl

Chapter Highlights



Volume 6 Issue

Anchorage, AK

Alaska Chapter of CMSA continues to meet monthly working on development of the chapter. The chapter is now incorporated.

They meet the second Tuesday of the month.

For members outside Anchorage, teleconference is available. They continue to seek new members and sponsors for development of future educational offerings and networking opportunities.

Grand Rapids, MI

The Great Grand Rapids/Kalamazoo Chapter has been actively looking at ways to implement their strategic plan for the remainder of 2008 and looking forward to how the chapter can best benefit their membership. Christine Tocco was a winner of the Member-Get-a-Member Campaign and continues her drive and dedication to recruit members. The Greater Grand Rapids/Kalamazoo Chapter continues challenge the membership to identify CMSA Practice Standards and how to incorporate practice standards in the everyday function of case management. Education on practice standards for the general membership is sought through the local chapter newsletters, the GGRK website and the national website. The GRRK website has shown to be a wealth of information for the local chapter. Carrie Hull chairperson for the website has put forth countless hours and continues to define the needs that will benefit the general membership. The website may be visited at

www.cmsa-westmi.com. The educational committee's goal is to improve and enhance educational offerings by expanding the content and focus of educational offerings and increase the continue education credits offered. March general membership meeting will focus on "Self-Directed Care. The Key to Patient Adherence" and will be held in Lansing. It was established that GGRK will offer a pain CEU and an ethics CEU every two years to meet the requirements for nursing as well social work. How many times has a person said, "I wish I could have done something" or "What is our government thinking?" Greater Grand Rapids/Kalamazoo Chapter will focus on legislative view points. Members will be made aware of legislative updates via newsletter, membership meetings and at general membership meetings. Following the January general membership meeting, Sherri Wosabo, RN, Clinical Coordinator of Health Partners, won a free registration to the CMSA National Convention in Orlando.

Las Vegas, NV

On January 15th CMA-LV had there education meeting with a presentation by Jennifer Christian from UMC North in Tucson, Arizona on Bone Marrow Transplants. It was an excellent presentation and well received by the attendees. There was information presented about CMSA conference in Orlando in June as well as requesting a volunteer for the Public Policy Liasion Network Committee. CMA-LV will be offering their 3rd Annual Case Manage-

ment Certification Class in 2008 to help case managers/social workers prepare for the CCM exam. The attendees were informed of the Case Manager of the Year and National Award of Service Excellence awards through CMSA and nominations being open until February 14th. They were all encouraged to nominate that special case manager.

New England

The Case Management Society of New England held a special meeting entitled "Revision of CMSA's 2002 Standards of Practice for Case Management: Feedback From the Field". The event was facilitated by Sandra Lowery, RN, BSN, CRRN, CCM in November 2007. Standards are an important component of any profession and assist the professional in establishing strong interventions and quality performance indicators. The meeting included a facilitated format for discussion and consensus development related to CMSA's proposed standards of practice. Breakout groups reported to the general audience their recommendations. A document was developed by the facilitator from the feedback and provided to CMSA as representing the chapter's input. This document will also be printed in the chapter newsletter, *The Facilitator*.

If your chapter is interested in hosting a similar type of venue for reviewing the Standards and proposing feedback for the new revisions underway, please contact Sandra Lowery, 603-329-7481, cmsne@cmsne.org.

In addition, CMSNE has been busy planning its upcoming events for the year. They will hold their **9th Annual Building Strategies for Success Conference – Juggling Work Challenges** on March 12th at the Lantana in Randolph, MA. This full day event will feature nationally known speakers to include **Diann Uustal**, who will discuss ethical dilemmas in Case Management, **Les Cavacchi**, returning from our annual conference as a favorite and dynamic speaker will address how to win and influence with every communication and **Wendy Kaufman** will close out our program with putting humor into our life by understanding time and stress management techniques. This full day event was developed 9 years ago with the goal to provide a low cost conference that offered strategies/techniques to be used in everyday life, both professionally and personally. It has always been an overwhelming success attracting over 20 exhibitors and 175+ attendees.

On other horizons, the Annual Conference committee has secured general session speakers, developed title, theme and objectives and has distributed the Annual Call for Papers for breakout sessions and posters. This year's conference **A Celebration of Case Management - Collaboration Across the Continuum of Care** to be held on October 2 & 3 at the DCU Convention Center in Worcester, MA will be a celebration of case managers working in a variety of clinical settings but facing similar daily challenges. The conference will demonstrate that a collaborative relationship amongst case managers in these various settings can provide for a

smooth transition of the patient across the continuum of care. Discussions will include Transitions of Care in the various practice settings and also in our own personal life challenges. The theme of this year's conference was developed to be in line with CMSA's Transitions of Care Coalition and in keeping with the National Case Management Week theme of Communicate – Collaborate – Celebrate. The conference this year moves to a new and exciting venue, a large convention center located in central Massachusetts, this will finally allow us to be able to accommodate the many more additional participants that our past sites have limited us from doing.

In May, CMSNE will again offer it's annual full day Hospital Based Case Management program, this program has grown in popularity so much over the last few years that we now are seeking a larger site to accommodate up to 150 attendees. This program is held annually on a Saturday in May, this allows many of our hospital based members who otherwise could not attend during a weekday to come and network and receive necessary CEU's. This year's topics will include Observation Management, Risk and Legal Issues and Severity Adjusted DRG's.

The Executive Board is in the process of completing a membership survey regarding educational opportunities. In the past year the chapter has seen a drastic decline in the attendance of programs, even to a point where the chapter has cancelled several due to low enrollment. The survey is exploring barriers to programs, different educational opportunities to include topics, times, location, cost and delivery. The results will be reviewed and tabulated by geographic region and practice setting so that future planning can reflect the need and desire of that specific group. A technical consultant will also be contracted by the chapter to help in the development of teleconferenced and web-based programming should the survey reflect a desire of the membership to have these options. In order to secure the maximum responses to the survey, Executive Board members have personally reached out to members to encourage their participation in the survey and to answer any membership questions/concerns that they may have. With a membership of over 750 individuals in 4 states, it was felt that it is important that the board continues to do personal outreach to hear what our members want.

While these programs are in the works, the chapter is also offering many additional educational opportunities, as well as promoting our year long Social Initiative on Traumatic Brain Injury.



Dallas, TX

The Chapter is excited about having 2 candidates on the national ballot this year! Cheryl Acres & BK Kizziar are running for BOD & Treasurer, respectively. Each has extensive leadership experience at the Chapter level & will make great national representatives.

Preparations for the annual educational conference are in full swing. The April 2-5 conference will include 4 tracks & terrific general session speakers along with an all day CCM prep class for the Post Conference. Check out the

dfwcmsa.com website for exciting details.

The Strategic Planning Committee is collaborating with the West Texas Society for Case Management to produce an all day seminar February 26 & 27. The first day is an all day CCM prep class followed the next day by a 2 track seminar including TMF, the Texas QIO, presenting information on Medicare rules & reimbursement plus Tim Durkin presenting a personal & professional leadership seminar.



Montplier, VT

The Green Mountain Chapter in Vermont is under new leadership, with a new President, Myrna Frank. There are many new members that were elected to the Board. They will be bringing fresh perspectives, and are welcome additions. There are also Board members that have been very active in the past to ensure the viability of the Chapter. The efforts and service all recent board members are certainly appreciated. At the Strategic Planning Meeting, the

Chapter is committed to continue to strengthen the Green Mountain Chapter to maintain a local presence in Vermont. There are plans to pursue the Nurse Licensure Compact since Vermont is not participating, and this issue impacts many nurses in the Chapter. The Chapter is going to establish new relationships to increase membership, and create a Chapter that is supportive and responsive to Case Managers from all practice settings.

How to Organize a Membership Drive

Set Goals - You should always set goals for any undertaking. Make sure they are attainable and measurable.

Develop a Good Organizational Plan - Look at the area or office you want to recruit in, and make sure you have the resources you need. Determine who the non-members are and where they are located.

Develop a contact sheet to insure every non-member is contacted. - Incentives for joining CMSA are a good idea, and you might want to offer free dinner during lunch and dinner meetings to entice non-members to come to you. Most districts set aside funds for membership in their budget. You can use that money to pay for incentives and refreshments.

Select Willing Recruiters - It is very important to select members that can give their time to recruitment efforts and are dedicated to having a successful membership drive. Be sure you have enough recruiters to get the job done. Make sure they know their areas of responsibilities. Be sure to keep your recruiters informed.

The Approach

The best way to sell a CMSA membership is by asking a person face to face to join. Learn as much about a potential new member as you can. Ask how long he/she has been a state employee, what his/her position is, whether he/she has been a member previously, whether he/she has ever been asked to join before, what his/her family is like and what his/her interests are. All of these things help you to know a prospect's specific needs and how CMSA can assist them in addressing those needs.

The Presentation

Be confident and clear. Talk to prospective members on their level and be sure to answer any and all questions they may have.

What if the answer is YES?

Make sure new members have information about CMSA's member benefits. Let new members know they will receive membership cards and further information in the mail. Send their membership applications to the CMSA's national office. It is very important to keep in touch with new members. Remember that the recruiter has a responsibility to make sure new members are getting

What if they say they are undecided?

- Be prepared for objections.
- Listen carefully to what a prospect is saying.
- Rephrase the objection or show agreement with objection.
- Ask questions designed to discover the real concerns.

Try to turn the objection to your advantage.

What if they say, "The price is not right."?

- Turn the purchase into an investment, not an expense. (Talk about the benefits, legislative gains, savings through group buying discounts, and scholarship opportunities.)
- Make it smaller (one soft drink a week, pennies a day, etc.).
- Compare our cost to other organizations

Compare results (review legislative gains for the last five years, savings available (Conference Discounts, merchandise.)

What if the answer is NO?

- Determine why they said no.
- Offer additional information.
- Try again later.
- Let someone else try.

Information was adapted from: <http://www.seanc.org/site//index.cfm?fuseaction=page&filename=tips.html>



News From CCMC

All future CCM exams to be administered in electronic format

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To access the Certification Guide and Application, please visit the CCMC's website at www.ccmcertification.org.

CCMC is partnering with Prometric to deliver the certification examinations electronically, starting with the Fall 2008 examination cycle.

There are many benefits to computer-based testing (CBT):

- **More flexibility in site locations.** Previously, only 65 exam sites were available. Now there are over 300 locations nationwide for you to schedule at a location convenient to you.
- **More flexibility in choosing when to take the exam.** Rather than requiring you to take the exam on a particular date and time, you will have your choice of seating over the course of a week-long window.
- **More opportunities to apply.** The exam will be offered in three windows per year, as opposed to the two dates currently offered.
- **Shorter exam.** Prometric has demonstrated that the exam can be shortened without sacrificing examination reliability or validity. The current 6-hour exam will be reduced to approximately 3 hours.
- **Faster results.** Rather than waiting two months for your scores, you'll receive your score report approximately 2-3 weeks following the exam.

Since 1993, the CCM has been the gold standard in case management certification, with over 26,000 certificates nationwide. Offering a reliable computer-based examination will provide increased service to our candidates.

APPLICATION PROCESS UPDATE

Streamlining will simplify the application process

With the ability to offer exams three times per year, CCMC will also streamline the application process. The new application (available in February 2008) will contain all forms required for certification:

- Application
- License Verification Form
- Employment Verification Form

Rather than requiring a separate application and examination fee, only one fee will be submitted for the entire certification process. A partial refund for those not found eligible to sit for the exam will be provided.

This will greatly reduce the steps and challenges applicants have reported in the past in meeting deadlines and obtaining their employment documentation and other verifications. More improvements to the process are anticipated, and will be announced in February.

If you have questions or need more information, visit the website (www.ccmcertification.org) or email at info@ccmcertification.org. Please forward this information to those who may be interested.