



# Chapter Dispatch

May 2008

Volume 8 Issue 64

## 2008 Spring Member-Get-A-Member Campaign

### Important dates:

#### 2008 CALENDAR

**June 17** Chapter leadership Mixer

**June 18** Chapter Leadership Workshop

**June 19-20** 18<sup>th</sup> Annual Conference Orlando, FL.



**79** members have been recruited with the fall Member-Get-A-Member Campaign.

**Congratulations to Christine**

**Tocco**, Top Recruiter with 16 recruits.

**Ame Fuss** came close with an 12 recruits. **Way to Go Ladies!**

Recruiters with five or more recruits were Pam Williams from the Hudson Valley Chapter, and Sheila Bennion from the New England Chapter.

When these new members joined CMSA

during the campaign period, their recruiters received the following for their recruiting efforts:

- **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 Denver 2007 conference registration

## Your New Chapter Presidents Council Representative



**Kathleen Fraser** RN, MHA, CCM, CRRN is currently the Regional Team Manager at Zurich Services; Kathleen is the supervisor over nurses and Case Managers in Texas, Louisiana, Kansas, Missouri, Nebraska, and Mississippi. She has to manage her staff from afar which makes communication key and she prides herself on maintaining a very open and honest level of communication with all her staff. She currently holds the 2007 Zurich

Services National Bronze Award for Leadership in the National Medical Model Rollout and Chairing Emergency Relief committee which created a National Natural Disaster Plan for Remote Employees.

Kathleen is now the current president of her local chapter, Houston/Gulf Coast Chapter of the Case Management Society of America. She has actively served in the Houston/Gulf Coast chapter's board in various leadership roles since 1993. She has been an active member of CMSA since 1993.

# 18th Annual Conference and Expo



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

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. For more information on fees and registration visit [www.cmsa.com](http://www.cmsa.com).

**Register Soon!**

The super saver rate of **\$679** ends **April 25!**

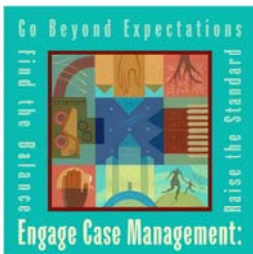
**Is your chapter going to the 18th Annual Conference in Orlando as a group?**

**Why not show up in a limited edition Conference T-shirt!**

**This colorful T-shirt is available for order, please visit [www.cmsa.org](http://www.cmsa.org) to download an order form today!**



## 2008 Conference Leadership Events



### **Tues, Jun 17 Chapter Leadership Workshop**

There is an additional fee of \$79 to register for this workshop. All chapter leaders are welcome to attend this informative workshop.

### **Tues, Jun 17 Annual Membership Meeting**

Meet the National Board and receive information on benefits updates & initiatives.

### **Wed, Jun 18 Chapter Presidents Council Luncheon**

This is for all chapter Presidents, Vice Presidents, and President Elects. Find out Innovation Award Winners.

### **Thurs, Jun 19 Main Session – Chapter Innovations Award Winner Recognition**

Winning chapters may have up to 3 leaders on stage to acknowledge their award in front of attendees.

# Chapter Leader Mixer

You have been invited to attend the **First Annual Chapter Leader Mixer:**

**Where:** Conference and Expo in Orlando, Wekiwa 1

**When:** Monday, June 16, 7:00p-9:00p (*Registration begins at 6:30p*)

This event is will give you the opportunity to network with other chapter leaders of CMSA. Door prizes, light appetizers, and a cash bar will be available.



### Event Highlights

There will be plenty of **networking** time so make sure you bring your business cards. If your chapter does not have any, a small investment can create a great networking tool.

A **Mentor Corner** for newer chapter leaders to meet with more experienced chapter leaders. Get connected and stay connected year round! We are looking for mentors with expertise in: chapter conferences, new chapter development, leadership transitions, membership recruitment, etc...

To add some excitement, each chapter attending is encouraged to donate a **Door Prize** that represents your city or state. These door prizes will be given out throughout the event. If you have not received an invitation through e-mail please contact [njackson@acminet.com](mailto:njackson@acminet.com) .

Please **REGISTER** for this event **no later than June 6.**

**Email or fax this form to Nikki Jackson,  
njackson@acminet.com /501-221-9068.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Chapter Name: \_\_\_\_\_

I will be able to ATTEND the Chapter Leader Mixer.

Our chapter will be providing a DOOR PRIZE for this event.  
*(Please bring with you to the event).*

I am interested in MENTORING another chapter leader.

# CMSA Ambassadors Program

## Keeping the Lines of Communication Open



CMSA is proud to announce the new CE accredited National Ambassador Program. Designed to help CMSA Board Members reach out to CMSA chapters and newly developing groups, the program

will help effectively educate local case managers about CMSA and industry trends. This program features Board Members who speak at chapter programs or events to assist in providing information about the association and the case management industry. While visiting your chapter, the Ambassador will also welcome the opportunity to meet directly with chapter board members to discuss challenges and obstacles facing your chapter.

**CONTACT CMSA:** Any CMSA affiliate or pending chapter may contact CMSA to request an Ambassador. The Chapter will work with the Ambassador to support travel expenses as needed.

**SCHOLARSHIP OPPORTUNITIES:** Through CMSA Sponsors and Corporate Partnerships, limited scholarships are available for chapters with minimal resources. Inquire today.

- Receive one-hour CE credit: - *Nursing credit* - *CCM credit*
- Meet and interact with CMSA's National Board Members
- Learn about CMSA's many member benefits and discuss our vision and how the organization can help case managers
- Understand ways to effectively describe case management and care management
- Review tools and resources available to CMSA members **the program**
- Secures the meeting site and provides audio/visual equipment as needed
- Promotes the meeting – *to chapter members, prospective members, and surrounding chapters*
- Assigns local leaders to coordinate attendee sign-in and evaluations for CMSA National
- Encourages National Board Members to meet with Local Chapter Board about chapter and/or industry issues or trends

### INFORMATION:

**To find out more about CMSA's  
National Ambassador Program,  
please contact Michele Lee  
at [mlee@acminet.com](mailto:mlee@acminet.com)  
or (501)673-1120.**

# Letter from your CPC Rep



Orlando here we come!

Hope you're all joining us, and will be with us at the leadership special events Monday, Tuesday and Weds. There's still time to sign up!!

The Monday night Chapter Leader Mixer will provide great opportunity to meet the CMSA National Board and staff. Please take advantage of this opportunity to get acquainted and share your interests and concerns. I'm looking forward also to the special speaker for the Leadership Symposia on Tuesday, sign up and join us to re-energize your chapter for the coming year.

Kathleen, (your new CPC Rep), Nikki and I are planning the CPC Award luncheon , we'll have some special updates for you as well as presenting the Excellence award winners. Learn how other chapters are addressing the challenges you all face.

The new schedule of events for the Conference promises a more dynamic interactive event than ever, check the conference website for ongoing updates.

For those of you who can't attend the conference- watch for the symposia and concurrent programs when they will be added to the E-Resource Library later in the year. Watch the Presidential updates and CPC forum for continued news on opportunities , Ambassador Program, NTOCC, Integrated Med/Behavioral Program, new CMAG's. and please consider running for a position on the BOD.

You've been a great interactive group on the CPC forum, make sure your newly elected officers are added to the forum in a timely fashion, and please forward any special requests for the CPC Weds meeting to me as we finalize that agenda... My e-mail is [cheryl-humphrey@comcast.net](mailto:cheryl-humphrey@comcast.net) and I look forward to your input and meeting many of you in Orlando. Thanks for a Wonderful Year!

*Cheryl*

# Chapter Highlights

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## Los Angeles, CA

Coming soon is the chapters conference and vendor faire in the Central Valley of CA. They have about 100 case managers coming to their two tracks of phenomenal info. They also have a three hour vendor faire with over 55 vendors. The chapter will be showcasing and providing hands-on experience with the new bionics: the i-hand with fully articulating fingers; the bionic foot, Propriofoot, which Liz Zemkee will be wearing, and, C-legs; we have a scooter that looks like a Segway but you don't have to lean

and it costs under a thousand dollars. They have Walk-Aide for strokes/drop foot; Dr. Galli and the Regional Hand Center are sponsors...he has re-grown fingers after amputation; It will be hard to keep it short; the chapter excitement is overwhelming. It is too late for awards.....but this conference is going to rival many .....that cost much more than \$35. Attendees get Breakfast, Lunch, snacks and drinks, 7 CE/CCMs, then, we're offering a 2 hr. post and 9 home studies---and the vendor faire with freebies, prizes.

## Hartford, CT

The CT-CMSA chapter will be celebrating its 10th Anniversary with a sunset cruise on the Connecticut River, aboard the Lady Katherine Cruise Ship. Open to all their members, the cruise will be a lovely celebration of the past 10 years of CMSA chapter membership.

Over the summer, the CT chapter will take a "siesta", and resume monthly meetings in September. The chapter is planning a half-day "mini-

conference" at the Crown Plaza in Cromwell, CT on October 14, 2008, sponsored by Roche and providing 4 CEUs for attendees.

The next full Annual Conference of CT-CMSA will be held in April of 2009 at the Crown Plaza in Cromwell, CT. Centrally located, the hotel will be provide a lovely poolside venue for their next yearly educational event

## Honolulu, HI

Plans have been finalized for our Annual Case Manager Conference, "Case Manager Review Course" which will be held on Wednesday, July 16<sup>th</sup> in Honolulu, Hawaii. We are pleased to have Anne Llewellyn speaking at this event. Ms. Llewellyn is currently Editor in Chief of Case in Point a national case management magazine, and is a consultant to URAC, a National Accreditation Organization. Along with her many accomplishments Anne is the co-author of, Case Manager Review and Resource Manual: The Essence

of Case Management, and was past president of CMSA National.

Anne will be covering a multitude of topics relating to different aspects of Case Management from Ethical and Legal Issues, Reimbursement Systems, Disease and Data Management to name a few. For more information on attending this program please visit our website at [www.cmsahawaii.org](http://www.cmsahawaii.org), it will give you a great excuse for a trip to Hawaii!

## Chicago, IL

CMSA Chicago had a very successful day long conference on April 8th. Their theme was "Catch the Wave... Surf the Trends. It was a great day with approximately 235 in attendance. Wendy Conners stated "This is such a positive

way to give case managers acknowledgement for the hard work that they do." The chapter also picked up 21 new members since from the day of the conference. The chapter feels it was well worth the time and effort they put in it.

## Chattanooga, TN

The Chattanooga Case Management Society of America held its May meeting and educational presentation on the Baroness Erlanger Campus. The Shepherd Center of Atlanta, GA, sponsored the luncheon and provided the educational event. A tremendous program offered by Emily Cade, M.S., CRC, CCM, CLCP, was titled, "Case Management in Multiple Sclerosis". The audience was involved with questions and testimony regarding the ongoing needs of our population who

have been diagnosed with this chronic degenerative, often episodic disease.

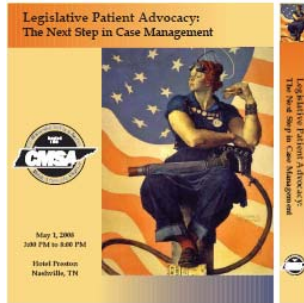
Chattanooga's Chapter of CMSA featured Karen Wright, RN, CCM, CNP as their Case Manager in Highlight.

The Chattanooga Case Management Society of America would like to wish all of the Case Management Community a safe and happy Memorial Day Holiday

## Nashville, TN

The Middle Tennessee Chapter of CMSA held their conference on May 1, 2008 at the beautiful Hotel Preston in Nashville, TN. The conference titled "Legislative Patient Advocacy; The Next Step in Case Management, attended by 80 plus case managers, was well received. Besides a wonderful lineup of speakers, the attendees enjoyed a wonderful dinner, networking opportunities and several won fantastic door prizes including an IPOD nano!

Their keynote speaker; Margaret (Peggy) Leonard, engaged the crowd with her presentation; **Power, Power, Who's Got the Power?** Peggy's presentation gave the chapter a great overview of how case managers can become involved in the political process and help shape health care policy in our country. Next, the chapter learned more about government and policy



with Gene Gant and his lobbyist, John Williams, who spoke to us about **Broad Based Legislative Advocacy; The Shotgun Approach to Fostering Change.** They e learned how case managers can bring health care issues to the legislative table at the local level, along with tips and tools to reach our legislators. They then had the pleasure of hearing the President of the Tennessee Nurses Association, Laura Beth Brown, who gave them an overview of **Legislation and the Tennessee Nurse.**

The chapter learned that as case managers, advocating for their patients and ensuring that they get the right care at the right time, is something case managers do every day. They learned that they do indeed have the power to foster change and they can lend their voices and knowledge of health care issues to help shape policy that affects everyone all.

## Dallas, TX

Summer will be quickly upon us. The DFW Chapter will hold a regular dinner meeting in May then resume meetings in September. The officers & board will continue to work on Chapter initiatives throughout the summer.

The strategic Planning Committee is currently planning the Fall Invitational Leadership Retreat. Chapters from all over the country will be invited to attend this exciting event that brings Chapter leaders together to network, grow & learn from two of the best leadership facilitators available. Plans are also underway for the Fall Seminar. A two (2) track one day seminar that reaches out to practicing vase managers in the

Dallas Ft Worth area who are not currently CMSA members.

The Chapter elections were held prior to the Annual Spring Conference. Jose Alejandro assumed the role of Chapter President at the conference & will present his platform at the upcoming board meeting in June.

Community Outreach is preparing to act as "huggers, cheerleaders & starters" for the Texas Special Olympics which will be held in June. The Outreach Committee works with organizations to offer community support while informing the public about case management & its importance to each healthcare consumer.

## Grand Rapids, MI

GGRK Chapter continues to push forward and gear up for CMSA National Convention in Orlando this June. The networking with other colleagues is truly an invaluable experience along with continuous educational offerings at the national convention. The next general membership for GGRK was held May 20<sup>th</sup> near Holland, MI. The featured speaker for the education portion of the meeting was Teresa Wiersma, MSW, LMSW from Hospice of Holland. She was focusing on "Professional and Client Boundaries". GGRK was offering 1.5 CEU/Contact Hours Credits for SW, CCM and RN. The Membership Needs Committee have been working on a membership data base that can be utilized for emails, by doing this GGRK will assist in the national efforts of "going green". The membership committee also features a spotlight on resources in the newsletter and at the general membership meeting. The resources include the CMSA website, CMAG Adherence Guidelines and resources in the local community. The membership committee also has free local meeting giveaways at the chapter general membership meeting, this assist in encouraging members or non-members to return to the next general membership meeting. Vendor committee continues to be resilient; three more vendors have been added. Vendor logos are featured throughout the newsletter and the on local website. This year GGRK were able to add a diamond level sponsorship. The

vendors are greatly appreciated throughout the chapter. Integration of Practice Standards has started constructing a power point presentation to feature the CMSA Practice Standards along with help market CMSA benefits to local colleagues. The nomination committee is up and running. Although they will not be spending millions of dollars campaigning, nominations are being sought. Nominees are being featured in the newsletter for April/May and June/July. The nominations committee has sent out request via mail and email to all members requesting nominations. This not only allows contact with the membership, but also allows the GGRK chapter to maintain membership, and allows them to contact expired members allowing for renewal of their membership. The GGRK chapter along with Sparrow Hospital held a CCM prep course in Lansing, MI April 11<sup>th</sup> and 12<sup>th</sup>. The recommendation was made to provide a CCM prep course in 2009. The newsletter continues to be on going work in progress. It holds a wealth of information featuring election information regarding candidates, legislative news, and legal issues involving case managers also a member section featuring a member from the GGRK membership. Upcoming topics for membership meetings include: Ethics, Cultural Care and PTSD.

## Detroit, MI

The Detroit Chapter of CMSA had the honor and as well as the pleasure of hosting a two day seminar on February 1<sup>st</sup> and 2<sup>nd</sup> presented by Sinas, Dramis, Brake, Boughton & McIntyre. PC. The presentation was a comprehensive 2 day Seminar for Case Managers and Medical professionals titled "Total No-Fault".

The seminar provided an overview of No-Fault

Benefit Claims, legal entitlement, scope of benefits, medical causation as well as those accommodations which may be needed for the disabled individual involved in a serious motor vehicle accident. As most of us are aware, the majority of injuries which occur in a serious motor vehicle accident usually result in some form of brain trauma. Those persons who are injured necessitate extensive as well as costly treatment during the period of their rehabilitation.

## Detroit , MI Cont.

Mr. Sinas and his associates provided an in depth presentation along with panel discussions which encompassed the “total” picture of all services provided.

Case Managers and medical professionals were also given the opportunity to ask questions and interact with the panelists providing scenarios of their experiences with motor vehicle accident clients.

The panel presented scenarios from the inception of treatment through and including recovery, providing first- hand knowledge for the attendees what is entailed in “the road to recovery”. The panelists

included Emergency Room Physicians, social workers, occupational/physical therapists and many more who addressed the emerging issues in medical care. Additionally, attendant care, transportation, adaptive controls, payment and enforcement of claims in conjunction with coordination of benefits were also addressed.

The two day seminar was a huge success. The feedback from the attendees had such positive feedback that the Detroit Chapter is considering repeating the two day seminar again next year.

## Madison, WI

The Madison CMSA Chapter held its annual conference April 21, 2008. After reviewing evaluation comments the board made a decision to act upon some of the recommendations which included: change day of the week and location. Also of interest is that the previous annual conferences included attendees from other Wisconsin chapters and from other surrounding states. With this in mind a decision was made to change the date from a 2 day conference on Friday and Saturday to a Monday with a Sunday night pre-conference.

So with several new board members and new ideas the planning began for a full year. A Pre-Conference was held on Sunday evening which included a dinner/ education program earning 2.3 CEUs.

The Monday conference titled ‘The Spirit of Case Management’ was held at the Monona Terrace Convention Center in Madison, WI, due to its easy access from primary highways. The conference opened with a national key note speaker, Barb Bancroft, with her entertaining style of education. In addition to Barb Bancroft, there were four other local speakers which included topics on Ethics, Diabetes and ESRD, Com-

plementary Medicine and Stroke. For Monday, attendees earned 7.0 CEUS!

There were 85 attendees, 25 vendors and 3 sponsors for the conference. With the wonderful support of our vendors and sponsors, attendees could pay as little as \$70 for 9.3 CEUs! Attendee and vendor evaluations were obtained and reviewed by the board. The attendee satisfaction rate was 100% for both the Pre-conference and Conference.

The board has already met and reviewed the evaluations, comments and ideas for next year’s conference. Interestingly, the evaluations were so robust, that the topics of interest from the attendees will be incorporated for the next conference! In the end, the board realized how collaborative they had become, how much the enthusiasm increased as the conference date got closer, and pleased to offer a high quality program, at a wonderful facility with a view overlooking a beautiful lake, and walk away with 9.3 CEUs for as little as \$70.00!



## Milwaukee, WI

CMSA-Milwaukee Chapter's annual Conference, *Finding Balance: Walking the Case Management High Wire*, will be held a month earlier than last year on Wednesday, September 24, 2008. The keynote speaker is Diane Kiehl, Executive Director of the Business Healthcare Group and will be speaking on consumerism defined. The chapter still has oppor-

tunities available for sponsors and exhibitors. The chapter would like to give kudos to the speaker for the April Chapter meeting was "Coach Joe" Piccione. His topic was, "Stress or no Stress..." in which he provided a lot of humor and many ways to help us de-stress after leaving our jobs.

# What Makes a Great Treasurer?

**May 2008 newsletter**

What makes a non-profit Treasurer great? The answer can have as much to do with attitude as credentials. A survey of our users revealed the following:

**Board members want their "Treasurer of the Year" to be:**

1. **Approachable.** Great Treasurers listen. And they welcome questions. Board members need to feel it's okay to ask you about things they don't understand.
2. **Transparent.** As a nonprofit Treasurer it is not enough to be honest; you must also appear to be honest. Make sure the way you handle your duties makes your fellow board members feel they can trust you.
3. **Organized.** You need to be able to quickly produce the insurance certificate, retrieve a receipt for hotdogs, or find that bill from the planning company.
4. **Accurate.** Numbers that don't add up destroy your credibility and make fellow board members anxious. Your Treasurer Reports must reflect the truth, to the penny. And you must be able to substantiate every number on your report. (Office Supplies of \$105.47? This was for check #4022 to Offices R Us for \$95.22 for a new filing cabinet and folders and check #4107 to Steve Jones for \$10.25 to reimburse purchase of envelopes.)
5. **Informative.** The Great Treasurer does more than record keeping. Board Members rely on you to interpret what the numbers say. (The fundraiser did not meet budget. Is it because we had costs we didn't anticipate? Or did we not meet our sales goals? Or are we still waiting for money to come in?)
6. **Clairvoyant.** Board Members want you to anticipate their questions and their needs and be prepared to address them.

How do treasurers accomplish all this? **Great Treasurers have Great Systems.** They have procedures that work. They have a filing scheme that supports the organization. They insist on using forms that collect the information and signatures they need to do their job well. And they report in a way that's easy for their board to understand.

That's where NonProfit Central comes in. Our staff is dedicated to simplifying your volunteer activities. We know that you value your time and we have resources that can help you. We invite you to visit our website at: [www.moneyminder.biz](http://www.moneyminder.biz) for resources, free downloads, and of course to check out MoneyMinder, our Great Treasurer Software.

The MoneyMinder Team

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## News From URAC

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### URAC releases draft standards for public input for nine health care management accreditation programs

*Changes include proactive delivery of health care information to patients for disease management, case management programs*

Washington, DC - April 3, 2008 Today URAC called for public comment on revisions to standards across nine of its health care management accreditation programs. URAC is seeking input from any interested parties, including purchasers, policy makers, consumers, health care management organizations and health plans. The deadline for public comment is May 21, 2008.

URAC's Health Standards Committee reviewed and revised the standards now open for public comment. Among the changes were clarifications for the Independent Review Organization program relative to timelines and compliance with state and federal law. Key changes to the Case Management and Disease Management accreditation programs included standards for the proactive delivery of health care information to patients.

No changes were made for the remaining health care management accreditation standards except for assigning weights to each standard element as part of URAC's revised scoring methodology. The new scoring methodology is a refinement from earlier versions and is easier for accredited organizations to understand. These changes affect the following accreditation programs: Health Utilization Management, Workers' Compensation Utilization Management, Provider Credentialing, Credentials Verification Organization, Claims Processing, and Consumer Education and Support.

"Public comment is critical to the continuous quality improvement process used by the URAC Health Standards Committee in its review and updating of the accreditations standards," said Douglas Metz, chairman of the Health Standards Committee and chief health services officer for American Specialty Health. "The Committee carefully reviews every comment and takes them into consideration in the editing process."

The draft standards are available for review at [www.urac.org/publiccomment/](http://www.urac.org/publiccomment/). URAC will only accept comments through this online comment form.

All comments submitted by the deadline will be considered prior to final changes to the standards. Revisions will be submitted to URAC's Board of Directors for final approval at the end of July, 2008, and applications will be accepted under the revised standards starting Jan. 1, 2009.

#### About URAC

URAC, an independent, nonprofit organization, is well-known as a leader in promoting health care quality through its accreditation and education programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry. For more information, visit [www.urac.org](http://www.urac.org)

For more information about URAC go to: <http://www.urac.org>

#### For URAC

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