

# W · M · C · M · A

## Washington Medical Case Management Association

### Monthly eNewsletter

June 2010



**WMCMA is the Western  
Washington (WA-1)  
Chapter of CMSA**

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#### President's Message



I am back from the CMSA national conference and it was MAGICAL, as the Disney staff put it. The Keynote speakers were truly inspiring. Lee Woodruff did a delightful job in giving us insight into the injury and recovery of her husband, Bob Woodruff, ABC news anchor. I know more about social media than I thought I needed (Watch out, I will soon be "tweeting" away!). The one thing I did this year was stay until the end of the Coast-to-Coast dinner party. This year it was held at the Hollywood Studios Theme Park. There was a lot to do: I did a little shopping, took photos, danced on the street, but I chose not to do the rides concerned I'd set off my vertigo. It was refreshing to see familiar faces and network with others. This truly was a place where one gets transformed into Princes and Princesses and everyone who parties has a ball.

On the home front, soon after I returned from Orlando, my mother was admitted to the hospital. I must say that I was humbled by this experience. I found myself overwhelmed by the change in my mother's condition and was now faced with the possibility of being her home infusion nurse and intermittent caregiver. Then again, after conversations with the physician-led team it was beginning to look like my mother was not going to be able to return home without rehabilitation. I heard myself telling my mother things that I have told patients and families many times ... "this is for a short duration; the best facility is where I can be there to see you as frequently as I can." I went through the process of touring facilities and finally working with our social worker on the transfer process.

Despite the fact that I work in an acute care hospital myself, it truly was different to be on the other side of the coin. I cannot imagine how it is to be in the shoes of someone whose loved one is more critically ill or those who have to be in this situation over an extended period of time.

I want you to know that I appreciate what you do, how you listened and how you continued to ask questions until I finally realized what you were driving at. I want to thank you for advocating for my mother and me and allowing me realize that





## National Case Management Week

**October 10-16, 2010** marks this year's weeklong celebration, recognizing the contributions and commitments case managers make and educating the public about the significant work they perform. Through National Case Management Week, CMSA hopes to educate payers, providers, regulators and consumers about the tremendous value case managers bring to the successful delivery of health care.

The goal of National Case Management Week is to involve as many people as possible in the annual awareness celebration. Below are a few ideas to help get you started (*from CMSA's Case Management Week Celebration and Promotion Guide*):

- Tell 10 other professionals you are a case manager.
- Offer to speak at community events on case management.
- Work cooperatively with hospitals, nursing homes, employers and other community facilities to set up a special display for Case Management Week using promotional materials, such as pins, t-shirts, posters, etc.
- Host a celebration or reception to recognize a case manager in your community or company. Recognition could honor years of service to the community, exemplary acts of service, commitment to case management, etc.
- Host a "lunch and learn" meeting for case managers.
- Display CM Week posters and banners in prominent places and have staff wear CM Week t-shirts and CMSA member pins. These can be purchased through CMSA [here](#).
- Profile case managers willing to share their stories in a company newsletter to raise awareness of the practice.
- Proclaim CM Week at your company and promote a different activity each week during October, or each day during the week of Oct 12-18.
- Encourage employers to purchase CMSA memberships for their case managers.
- Highlight different case management practice settings each day, such as acute care, work comp, rehabilitation or elder care.
- Honor case managers with a recognition day to show you appreciate how much they do for your patients.

For additional ideas on how you can plan Case Management Week activities, CMSA offers their [Promotion Guide](#) on their website. This guide is full of ideas and communication strategies that can help you promote and celebrate National Case Management Week. Make it a goal to do at least one thing during this week to recognize case managers for their contribution to improving the health and well being of patients.

**WMCMA's Education Committee is Looking for a Few Good People** The WMCMA Education Committee is looking for committee members to assist with identifying programs that will be of benefit to all of our members. We would like to have representatives from self employed case managers, Workers Compensation, Third Party Administrators, Hospital/SNF case managers and insurance case management. We are also interested in having our Partners in Case Management (vendors) as representation to assist with providing sponsorship and ideas for sponsoring these programs. It is important for WMCMA to have quality education programs that are of relevance to all of our membership and to assist with growth. If you are interested in participating, please contact Kathy Parry at [parry.k@ghc.org](mailto:parry.k@ghc.org). The time commitment will be minimal with most of the contact coming through e-mail or an occasional conference call. This is a great way to get more involved with your organization!

## WMCMA Logo ReDesign Contest

As WMCMA continues to grow and offer more services to its members and case management partners, we would also like to update our logo to be more

reflective of our western Washington chapter of the Case Management Society of America. One of our goals is to increase member involvement within our group, and what better way to do that than to have a logo created by one of very own our members? So in the upcoming month, we will be rolling out our WMCMA Logo reDesign Contest! The new logo we select may be a spin-off from the current logo or a whole new design but must include our association's name in it. Keep an eye out soon for contest details and start thinking about your ideas for a creative new logo for WMCMA. The contest will happen this summer so we can roll out our new logo at our Annual Conference & Expo in October.

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Washington Medical Case Management Association

**Current WMCMA Logo**

## Case In Point Magazine - The Official Magazine of the Case Management Society of America

Case In Point is an industry-leading, award-winning resource for professionals who serve in the case management industry. As a CMSA member, you should be receiving this publication. Targeted to a multidimensional group of care coordinators, it strives to arm these professionals with the latest trends, informational resources and illustrations of best practice in order to supplement their knowledge-base and augment their personal mission of providing the utmost in safe, cost-effective, quality care.

Through timely departments, columns and feature articles, Case In Point furnishes the case management professional with information vital to the practice and the coordination of care. By engaging the readership with thought-provoking analysis and trends, and by commissioning select, experienced professionals to present articles and information, Case In Point helps care coordinators achieve expertise in their field and balance and strength in the lives of their patients.

Case In Point also provides an online newsletter reaching thousands of case managers, social workers and medical management professionals every week. Click [here](#) if you would like to receive the Case In Point Weekly or want more information on Case In Point.

## WMCMA Welcomes *Disney Institute* to Seattle on June 28, 2010



Every hospital, clinic, group medical practice, dental practice, or freestanding medical care provider has the opportunity to distinguish themselves through the delivery of quality services.

A one-day local workshop, Disney's Approach to Quality Service for Healthcare Professionals program will show you the importance of attention to detail in everything Disney does -- from training its Cast Members (employees) to treating every Guest (patient) as a VIP. You will

hear the stories and see how Disney best practices can be easily adapted to your healthcare delivery organization.

**IMPORTANT: Please use the Washington Medical Case Management Association promotional code WMCMMNE to receive \$50 OFF PER GUEST when registering. Additional group discounts are available.**

**TO LEARN MORE AND REGISTER GO TO:** [www.KeysSeattle.com](http://www.KeysSeattle.com). No prerequisite training required.

*This Disney Institute event is hosted by Washington State Association for Healthcare Quality. WMCMA is a promotional partner in this event.*

## Other Events of Interest / Educational Offerings

### **Traumatic Brain Injury Art Show - July 6-11, 2010**

#### **Recreating Me: Exploring & Healing through Creative Expression**

A picture is worth a thousand words. For artists who have been affected by a traumatic brain injury this deceptively simple statement only begins to tell their complex stories. University of Washington's Traumatic Brain Injury Model System's and the Brain Injury Association of Washington's 2nd multimedia art exhibit brings the experiences of brain injury survivors, family, and friends to life through drawing, music, painting, photography, poetry, sculpture, spoken word, and stories. Opening night is July 6th from 5pm-8:30pm at the Burke Museum and will run through July 11th. For more details, click [here](#).

### **2010 Seating & Mobility Seminar - September 29, 2010**

#### **Lynnwood Convention Center, Lynnwood, WA**

12:30 p.m. to 5:15 p.m. with reception to follow. Hosted by United Seating & Mobility, Users First Alliance, and Permobil. CEUs available.

Presented by Ann Eubank, MSSW, OTR/L, ATP

Cost: \$20 before September 7th; \$30 after September 7th

Seminar topics include:

- Neurological Function and Dysfunction - Understanding the Implications for Seating and Mobility
- Evidence Based Practice - Where to find it --- How to Use it!
- How to Teach Power Mobility to Anyone
- The Power of You - How to be an Advocate in Today's Service Delivery Process

To request a flyer or for more information on this event, please contact Rick Wallaert at [rwallaert@unitedseating.com](mailto:rwallaert@unitedseating.com). Registration is required.

#### **Online Educational Resources:**

- **Dorland Health**, who partners with CMSA and brings us Case In Point, provides pre-approved continuing education programs for professionals involved in case management. Click [here](#) to access their CE programs.
- **PRIME®** provides CCM and other CE credited programs online at little or no cost. If you are looking for CCM hours, click [here](#) for a list of CCM programs through PRIME®.

- **AAACEUs.com** also provides CE credited programs including CCM. Most of these courses do have a fee attached but there are some free courses available as well. Click [here](#) to visit the CCM credited programs listed on their website.
- **Care Management Central** is an interactive website that can help you build a care management toolkit that addresses specific healthcare goals across multiple disease states. The site offers free CEs as well. Click [here](#) to visit their site. To register, you must use access code **gskcares**.

If your company or organization is holding an event that would be of interest to our audience, or if you hear of one that you think would be of interest to this group, we will include that in our monthly newsletter free of charge. Send the details of the event to [sharonb.wmcma@gmail.com](mailto:sharonb.wmcma@gmail.com) by the 2nd week of each month to have your event advertised in that month's newsletter, which comes out the 3rd week of each month.

## Advertise your CM Position with WMCMA

Did you know that WMCMA is able to advertise job opportunities directly to our members and other case management professionals who are on our email list? We've had many employers tell us that they fill their positions based on the advertising done through us. Our members appreciate hearing about job opportunities available to them and employers feel they are really able to gear their open positions towards their intended audience. To learn more about our classified advertising process, click [here](#).

## About WMCMA

Washington Medical Case Management Association (WMCMA) is a not-for profit organization dedicated in supporting the development of the profession of case management by providing its members with networking and continuing education offerings. WMCMA is the WA-1 affiliate chapter of the Case Management Society of America, CMSA, a nationally recognized case management organization. Both WMCMA and CMSA are committed to education, research, and networking. As well, both are dedicated to legislative tracking through grassroots efforts.

Through the support of a certification program, CMSA continues to enhance the level of case manager professionalism - furthering the development of a new, higher level of industry expertise. As well, CMSA/WMCMA provides to its members nationally recognized Standards of Practice for Case Management and a peer-reviewed Ethics Statement on Case Management.

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