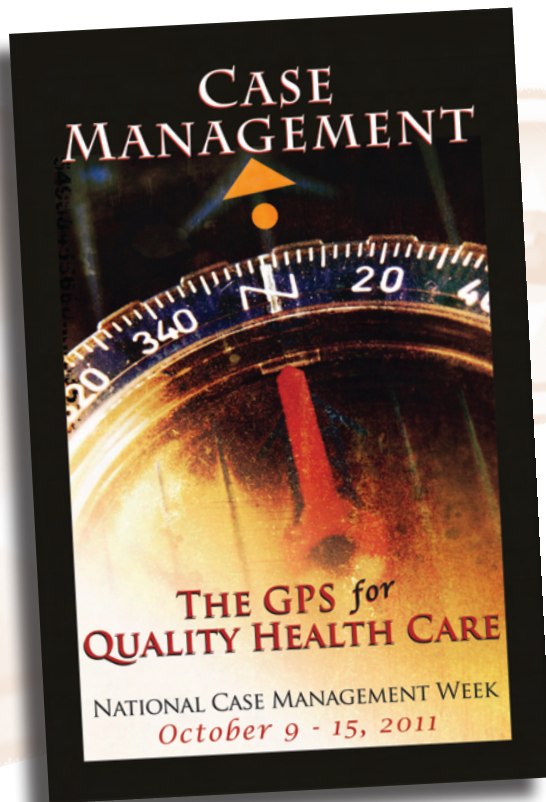


# The Power of National Case Management Week

SUPPORTING THE DEVELOPMENT OF CARE MANAGEMENT PROFESSIONALS.



## Celebrating Our Case Managers & Our Industry — October 9 - 15, 2011

Case managers are important factors in keeping members of the health care team pointed in the right direction. And National Case Management Week 2011 is your chance to celebrate this and all the other great things about case managers and the case management industry.

It's **YOUR** week — an exciting time of recognition & celebration!

This year's CM Week theme has a special significance. It was submitted by Brenda Kitchen, a member of CMSA's Central Virginia Chapter, and selected as the winning entry in the **2011 CM Week Slogan Contest!** And just as a compass or global positioning system (GPS) helps one locate a certain destination, Case Managers make navigating the often choppy waters of the health care continuum, easier, safer, and better!



### FIND OUT MORE AT [WWW.CMSA.ORG/CMWEEK](http://WWW.CMSA.ORG/CMWEEK)

Get great ideas for CM Week celebrations, order fun promotional products, download the CM Week graphic, and more.

## Order Promotional Items

See all the available CM Week promotional items online and get your order in by September 15. You'll help get the word out that Case Management is:

*"The GPS for Quality Health Care."*

- Celebrate Your Colleagues
- Recognize Your Boss
- Share with Your Co-Workers
- Use for CM Department Celebrations
- Donate to Chapter Meetings for Door Prizes
- Hold Prize Drawings
- Give as Client freebies and so much more!



## Plan Exciting Celebrations

In addition to the great products available for National CM Week 2011, you'll want a resource like our *Celebration & Promotion Guide* to help you and your organization promote CM Week and make your celebrations unique. Find this and more at [www.cmsa.org/cmweek](http://www.cmsa.org/cmweek).

There, you'll also find CM Week logos and other online resources. Your activities will not only help get the word out about all the great things about case management, you'll show the case managers with whom you work just how much they're appreciated.

Have a Happy National Case Management Week!



The leading membership association providing professional collaboration across the health care continuum.

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