

# CMSA TODAY™

THE OFFICIAL VOICE OF THE CASE MANAGEMENT SOCIETY OF AMERICA

*CMSA Today* – the quarterly publication’s print and digital versions – is the magazine for case managers. We are committed to meet the information of case managers in all sectors of the field. To facilitate that mission, we accept original articles written by case managers of all health care backgrounds for consideration for publication in the magazine. We also accept for consideration expertly prepared articles from professional writers – whether medical writers or experienced generalists – on case management topics.



We also accept feature articles, column material, and news about case management trends and issues, as well as about CMSA chapters and their activities. We also accept for consideration submissions of profiles on case managers and facilities. In future editions, we will also accept for consideration such personal Member-generated items considered nontraditional for a professional-association publication as poems, remembrances and similar sorts of content.

These types of nontraditional editorial contributions must be:

- Original;
- Authored by a CMSA Member;
- Nonderogatory, nondiscriminatory and nonpolitical;
- No longer than 40 lines if poetry or other nonprose form; and
- No more than 1,000 words if prose.

No submission to any version of *CMSA Today* should be viewed by the author or the submitter as an opinion piece, a promotion for a company or employer, or any purpose other than to share neutral information about case management practices and related items of interest.

All regular publication aspects of ownership, copyright, use and editing apply to nonarticle submissions to *CMSA Today* (see appropriate topic in these Guidelines).

## WRITERS' GUIDELINES



Thank you for your interest in submitting an article or article idea for consideration for publication in *CMSA Today*.

We welcome submissions from case managers in all health fields, from professional health care writers, and from authors in fields such as law or management who examine issues relevant to case management.

## ARTICLE TYPES, IN BRIEF

(See end for details.)

We accept feature articles, column material, and news about case management trends and issues, as well as about CMSA chapters and their activities. We also accept for consideration submissions of profiles on case managers and facilities.

## WHAT 'CONSIDERATION' AND 'REVIEW' MEAN



Acceptance of an article for review does not guarantee that a submitted article, or undeveloped article idea, will be published.

Material submitted for review and consideration for publication, including articles solicited from authors and unsolicited material, must pass editorial review by the managing editor and, when necessary to ensure technical accuracy, the Editorial Advisory Board.

## OWNERSHIP AND RIGHTS

When accepted for publication, all material becomes the copyrighted property of CMSA Today and the Case Management Society of America, either of which may use that property online or in print for any purposes the Association desires. The property, once owned by *CMSA Today* and the Association, may be used afterward elsewhere only as specified under express permission of the Association.



Any material accepted for publication may appear in the print or digital version of *CMSA Today*, or elsewhere, depending on *CMSA Today's* or the Association's needs, which are determined solely by *CMSA Today* or the Association.

## COMPENSATION IS HELPING YOUR PROFESSION

Neither *CMSA Today* nor the Association pays contributors for articles that *CMSA Today* accepted for publication, nor is a kill fee paid if an article accepted for or scheduled for publication is not published.

## NO GUARANTEES

Acceptance for publication does not guarantee publication. *CMSA Today* and the Association are the final arbiters on publication of any material, whether unsolicited or solicited, that is submitted for consideration, or is accepted, for publication.

## MANUSCRIPT PREPARATION



Maximum feature-article length is 2,000 words. Use Microsoft Word. Write articles in 12-point Times New Roman font. Double-space the text.

Submit articles for consideration in Word files attached to an e-mail. Address e-mails to [cmsatoday@cmsa.org](mailto:cmsatoday@cmsa.org).

Include the following information:

- Submitter/author name;
- Submitter/author title;
- Author credentials such as degrees, certifications

and licenses;

- Submitter/author e-mail address;
- Submitter/author mailing address;
- Submitter/author phone number; and
- Submitter/author employer's name and location (city and state), and her or his job title.

Writing must be product agnostic, or product neutral: types of medical equipment or products should be described generically, not by manufacturer, unless truly necessary, such as because only one manufacturer makes the equipment or product.

The same applies to companies, except for the name of authors' companies when those companies play an integral role in the story and, even then, the frequency with which a company name appears in an article is subject to editing.

Drugs should be identified by their generic name, followed in parentheses by their branded or commercial name, for clarity, or if otherwise necessary, such as for accepted treatment protocols.

## WE LIKE 'READER AIDS'

We encourage authors to submit graphics such as photographs, charts, illustrations and maps with articles for consideration. These enhance the readability and usefulness of articles.

All text and illustrations must include suggested captions to explain what and who is depicted, and all submitted material must have the name of the person whose work it is and permission to use the work.

## ALL SUBMITTERS



All submitters acknowledge that material, if accepted for publication, becomes *CMSA Today* and Association property.

Authors also acknowledge that they own or have permission to submit and to transfer ownership of material at the time of submission. Submitters acknowledge, on submission, that neither *CMSA Today* nor the Association, or any of the Association's affiliates, is responsible for or liable for any financial or legal claim connected to submission of materials to be considered for publication.

Authors guarantee, to the reasonable extent they are able, that all information in articles and illustrations submitted is accurate and true, and that authors made a reasonable attempt to ensure the accuracy and truth of content. Authors also acknowledge that, when required, patient and other waivers were secured, and must furnish this material to *CMSA Today* or to the Association on request.

## CONTENT DATA DRILL-DOWN

ARTICLES should include all contributors' names. Provide a one- or two-sentence bio on author and other contributors.

Include a suggested title for the article. Also, we encourage the use of subheads throughout the article to facilitate reading.

Any information in the article that is based on findings from a published or unpublished study or other data-finding method should be referenced. A simple attribution to a referenced source in journalistic style, such as, "A 1999 study by Scholarly University published in the school's journal, InScholar, in 2001, showed ..." is sufficient in the text. All references used, regardless of whether cited in the article, should be listed at the end in the reference style of the American Psychological Association.

## STYLE

We want a breezy, but professional style – a style more like that seen in a popular magazine than in a professional journal. Write the way a case manager would speak to a colleague. Prepare articles in Standard Written English, but with some flexibility that mirrors how we use language.



In general, use:

- Active voice, including for attribution of people's names in quotes, whenever possible;
- Only as many adjectives as needed;
- Anecdotes to explain situations;
- People's experiences to illustrate the article narrative;
- No jargon, except as needed for equipment names or practice terms;
- A variety of sentence styles;
- Quotations from people in the article;
- Description to complement the narrative, when appropriate; and
- Smooth transitions.

## NAMES, TITLES AND OTHER IDENTIFIERS

Use people's full names instead of such expressions as *Ms. Catherine* or *Mr. Stokes*. Use nicknames only after properly identifying a story subject and only if the nickname is how a person is typically known. Use the honorific title Dr. for physicians and academicians who hold a doctorate. Do not use other honorific titles. Include people's ages – age helps reinforce experience.

## A COUPLE MORE STYLE POINTERS: REFERENCE WORKS AND GUIDES



Be creative but maintain a tone appropriate for a magazine for an audience of medical professionals.

For writing-style questions, such as spellings and usages, refer to the Associated Press Stylebook (see, [www.apstylebook.com](http://www.apstylebook.com)).

For questions on reference citations for the end of the article, refer to *The Publication Manual of the American Psychological Society, Sixth Edition* (a limited free tutorial, information on corrections and updates, and other APA style products and aids is available at [www.apastyle.org/index.aspx](http://www.apastyle.org/index.aspx)).

## SUBJECT MATTER

A list of the type of articles *CMSA Today* will consider follows.



- Analyses for legitimate clinical and outcomes purposes of popular case management techniques or practices;
- Examinations of new case management techniques or practices;
- Generally, innovations (practice, approach, support, protocols) that enhance case management for patients and case managers;
- Reports on news (legislative, regulatory, judicial, training, accreditation, disciplinary, licensing);
- Trends in case management, whether clinical, business, personnel management, support for patients or case managers;
- Studies of corporate or work culture;
- Communication among case managers and patients;
- Case management success stories;
- Profiles of case managers; and
- Profiles of facilities in which case managers succeed.

Submit articles for consideration and any questions regarding the guidelines to [cmsatoday@cmsa.org](mailto:cmsatoday@cmsa.org).