

THE CHAPTER DISPATCH

April 2005

TOPICS IN THIS ISSUE

*(To go directly to a section of the newsletter,
simply click the headings below)*

Important Dates

National Updates

Conference Updates

Chapter Reminders

Chapter Highlights

Leadership Resources

Membership Resources

Committee Resources

National Office Contact Information:

8201 Cantrell Road, Ste 230

Little Rock, AR 72227

phone: (501) 225-2229; fax: (501) 221-9068

website: www.cmsa.org; email: cmsa@cmsa.org

Membership/Chapter Services Contacts:

Michele Lee, ext 20, mlee@acminet.com

Danielle Marshall, ext 19, dmarshall@acminet.com

Claudia Collins, ext 10, ccollins@acminet.com

AT A GLANCE – Important Dates

Mark your calendars!

2005

April

Apr 29 **Super Saver Discount** deadline for CMSA Annual Conference Registrations

Apr 30 Entry Deadline for **Chapter Innovation and Excellence Awards**

Apr 30 Deadline for **Member Get a Member Campaign**

May

May 6 **Legislative Council Member Application** deadline

June

Jun 21–25 **15th Annual Conf**, Orlando, FL

October

Oct 9–15 **National Case Management Week**

NATIONAL UPDATES

Member-Get-A-Member Campaign

Help promote CMSA's Member-Get-A-Member Campaign. The members are the voice to the case management industry. Help strengthen this voice by making other case managers aware of the association, and resources available to them in the case management industry. Through CMSA's Member-Get-A-Member Campaign, the members are being challenged to help grow the industry and build the future of case management!

This campaign runs from February 1 - April 30, 2005. CMSA Members who recruit new members during this timeframe will be eligible for special recognition and incentives at the National level.

It's easy! Visit the CMSA Home Page at www.cmsa.org for more details on the contest, applications and forms you can download, ideas on finding potential members in your area, and campaign incentives. Or, simply go to: www.cmsa.org/Membership/Recruitment/.

Chapter leaders – this is a great opportunity to get your members involved and help increase the number of members in your chapter. Many local chapters have already begun incorporating this campaign with local recognition and incentive programs for their members that participate in this campaign. Campaign labels are available to put on pre-printed Membership Applications. Contact Michele Lee at mlee@acminet.com.

Time is running out - start sharing CMSA today!

Jump on the Recruitment Wagon today with these CMSA members!
Applications are due by April 30 – Winners will be announced by May 6

<u>Recruiter Name</u>	<u>Chapter Location</u>
Atkinson, Linda	Fresno, CA
Beaudry, Joan	Newark, DE
Erfling, Melissa	Springfield, MO
Klinger, Rick	Spokane, WA
Kotowski, Bill	St. Louis, MO
Lilly, Helen	New England
Lowery, Sandra	New England
Lusch, Gina	Philadelphia, PA
Morris, Cathy	New York, NY
Stover, Betty	Ft. Lauderdale, FL
Thorne, Jacquelyn	Newark, DE

CareerCenter Promotion – April 1–July 15

Employers may take advantage of CMSA's 15th Anniversary Celebration by receiving 25% off of their online job postings at www.cmsa.org/careers! This discount can be taken off any job posting from April 1 – July 15, 2005 by using a special promotion code. When setting up job postings, simply use the code **15ANN2005** in the Promotional Code field.

Please feel free to share this opportunity with employers in the area! For questions, contact CMSA.

CMLC Insight Compendium : Industry Trends and Issues 2005

The Case Management Leadership Coalition (CMLC) has published a 42-page resource titled *Insight Compendium: Industry Trends and Issues 2005* that includes brief papers authored by 19 well-known case management leaders. Contributors to the compendium include Kathleen Moreo, RN, Cm, BSN, BHSA, CCM, CDMS, CEAC, President, Professional Resources in Management Education, Inc. (PRIME); Catherine Mullahy, RN, BS, CRRN, CCM, Editor of *The Case Manager Magazine*; and Mary Smolenski, EdD, APRN, BC, FNP, FAANP, Director of Certification for the American Nurses Credentialing Center (ANCC); and other respected thought leaders. ([Click here](#) for a complete Contributors' listing.)

"The practice of case management is playing a significant role in solving problems facing the healthcare system, and it will play a more significant role in the future," reflects Jeanne Boling, MSN, CRRN, CDMS, CCM, Executive Director of both the Case Management Society of America and the CMLC, and Compendium contributor, about CMLC's mission. "As the first compilation of its kind, this Compendium of thoughts, issues, and trends brings together the strengths and synergies of the affiliate stakeholders as they share their views on the promise that case management offers."

CMLC members held their fourth annual meeting in San Antonio, TX, in January 2005 to discuss collaborative ways to move case management from past success to future significance. After having worked for over a year to craft a consumer-friendly definition of case management, the group formally adopted a definition and discussed plans on gaining its widespread acceptance. From this meeting also came the initiative to compile the viewpoints of attending members – all prominent leaders in the case management industry – addressing their positions on the latest trends and issues facing case management today in order to create an easily accessible resource for other case managers and stakeholders.

The publication contains the CMLC Mission and Vision Statement; the recently adopted consumer-friendly definition of case management; eight translations of said definition, including a Russian and Arabic translation; information on the Compendium contributors; and their 18 brief papers. Topics addressed include, "Disease Management – Turning the Corner to 2005," by Karen Fitzner, PhD; "CM Adherence Guidelines Research Project," by Liza Greenberg, RN, MPH; and "Military Case Management," by Major Melanie A. Prince, USAF, MSN, CCM, CMAC, CNA, CPUR.

The reference is expected to be well-received in case management circles as a valuable wellspring of thought-provoking ideas on the current status of case management, as well as a noteworthy forecast of its predicted future.

It is available for online purchase at the CMSA website for \$24.99 – [click here](#) – or by calling (501)225-2229. Proceeds from sales of the Compendium will be utilized by the CMLC to support further collaborative efforts. More information on CMLC activities, sponsors, and participants is available at www.cmleaders.org/.

CONFERENCE UPDATES

CMSA's Annual Conference - *Registration Discount Opportunities*

GROUP Discount: At least 3 attendees may register together and save \$200 each! Registrations and payment must be received in the same envelope. This is in **addition** to your \$100 membership discount. This discount *does not apply to online* registrations! (See registration for restrictions).

SUPER SAVER Discount: For the deepest discounts, register by April 29!

OTHER Discounts: Students, Military, and VA attendees have an opportunity for additional savings. See registration for details.

Visit www.cmsa.org/conference for conference details and information. Brochures arrived to each member in the Jan/Feb issue of *The Case Manager*. Members may receive up to 3 conference brochure mailings. Encourage them to share their extras with a friend or allow the chapter to disburse to those in need. Chapters have been sent extra brochures to hand out to *non-members* at their local events. If you need more, please let us know at www.cmsa.org.

Chapter Leadership Workshop

CMSA Chapter Leadership Workshop

Tuesday, June 21, 1:00p-5:00p

CMSA 15th Annual Conference, Gaylord Palms Resort & Convention Ctr, Orlando, FL

CMSA's Chapters help members and non-members alike overcome real-life problems with real-life solutions. With 67 affiliated chapters throughout the US, this half-day program is designed to bring together CMSA chapter leaders to centralize their experiences via interactive discussions and best practices/case studies. The workshop will cover the most important issues affecting chapters today and how chapters can make a difference. The interactive networking is one of the most effective ways that chapters can gain access to valuable resources addressing daily questions and concerns that arise from leading a volunteer-staffed organization.

You'll discover that your challenges are shared by your peers, and you'll learn how others have overcome these same obstacles. Come prepared to take lots of notes, make lots of new friends, and leave feeling more secure that your chapter can accomplish the goals necessary to advance the CM industry.

Trivia Quiz Winner

Congratulations to the first 2005 Trivia Quiz Winners!

January 2005: **Wendy Spear in Ormond Beach, FL** and a member of the Orlando chapter.

February 2005: **Susan Manning in Indianapolis, IN** and a member of the Indianapolis chapter.

March 2005: **Dorothy Beck Rice in Arlington, VA** and a member of the Washington DC chapter.

Each winner has received a complimentary registration to the 2005 Annual Conference in Orlando. If you have not yet entered the Trivia Quiz contest, it is not too late. Simply go to <http://www.cmsa.org/Conference/TriviaQuiz/> for your chance to win!

Chapter Presidents' Council (CPC) Meeting

CMSA Chapter Presidents' Council (CPC)

Wednesday, June 22, 11:15a – 12:45p

CMSA 15th Annual Conference, Gaylord Palms Resort & Convention Ctr, Orlando, FL

During the Annual Conference, CMSA chapter leaders come together for an annual Chapter Presidents' Council (CPC) meeting. The CPC is made up of chapter presidents, president-elects and vice-presidents. At this time, the CPC will vote on the CPC Rep for the CMSA National Board. The nominees for the CPC Rep are current chapter presidents, and only current chapter presidents may vote for their choice. It is during the meeting that the final ballots are cast and the new CPC Rep is announced.

Other activities in this meeting include the announcement of the Chapter Excellence & Innovation Award recipients, as well as recognition in Membership Growth over the past year.

**ALL chapter Presidents, President-Elects and Vice-Presidents
are invited and encouraged to attend this annual CPC meeting.**

This year's program is sponsored by Otto Bock Healthcare, www.ottobockus.com.

Show Off Your Voice and Be a Winner!

Start warming up your voices now!

NEW FOR 2005 – Your voice could earn you a loot in the Karaoke Competition Challenge!

This year, CMSA's Karaoke Party has a new twist – a competition with cash prizes!

Opening Night KARAOKE PARTY – Sponsored By Infusion Technologies, Inc.

Wednesday, June 22, 7:00p

5 GREAT CASH PRIZES:

- 1st Prize: \$500
- 2nd Prize: \$250
- (3) Runner up Prizes: \$100

Start practicing your song today and join us for a fun-filled evening of singing, dancing & networking!

The special days of the conference mean so much when you've had a chance to party with old friends and new, current and former (and maybe even future) colleagues. Here's a great chance to see who's at conference this year and to make plans for getting together in the days ahead.

CMSA Membership Meeting

In celebration of CMSA's 15th Anniversary, please join us at the Annual Membership Meeting, Friday, June 24th from 4:15p-5:15p at the CMSA Annual Conference in Orlando, FL.

CMSA President, Sherry Aliotta and President-Elect Susan Rogers will share CMSA's successes over the past 15 years...particularly during 2004-05, and the significant opportunities that lie ahead for the association and for the industry.

Regardless of your position or experience, you will be challenged and amazed at the scope and scale of growth during 2004-05. We firmly believe you will leave the Membership Meeting feeling excited and defining opportunities to participate more fully in case management's significant role in the delivery of healthcare.

We invite you to join the Board of Directors for this special time of reflection and goal setting for CMSA – *your professional association*.

Tuesday Night Symposium

Advances in Prevention of Chemotherapy-Induced Nausea and Vomiting

Tuesday, June 21, 2005

05:30p - 07:00p

This year, CMSA brings you additional educational opportunities on Tuesday evening as part of your conference package. Join us for an evening appetizer Symposium sponsored by [MGI Pharma, Inc.](#) Speaker(s) include: [Jim Koeller](#); [Carrie Tompkins Stricker](#)

Chemotherapy-induced nausea and vomiting (CINV) is consistently listed as one of the most feared side-effects of patient populations undergoing chemotherapy treatment for cancer. The introduction of newer CINV prevention therapies is providing case managers and others charged with managing the cancer patient the opportunity to continue to positively impact patient outcomes. Regardless of the setting, case managers play an ongoing and vital role in the identification, utilization and assessment of CINV prevention strategies.

CHAPTER REMINDERS

Excellence and Innovation Awards

Start planning now to enter your chapter activities in the areas of Membership, Conference, Educational Programming, Technology or Print Publications!! You may enter more than one category. 2005 Entry Forms are available on the website under Professional Development, then the Awards section or <http://www.cmsa.org/Professional/Awards/CEIA/>.

Here is your chance to shine and show the hard work that your chapter has put into this past year. Start planning now to prepare your entry! **Entry deadline is April 30, 2005!!** *These must be in the CMSA office by this date.* Here is a list of last year's winners announced at CMSA's Annual Conference in June 2004:

1. **Award of Excellence for Chapter Conference** - *Northern New Jersey Chapter of Case Management Society of America*
2. **Award of Excellence for Membership Development** - *Northern New Jersey Chapter of Case Management Society of America*
3. **Award of Excellence for Best Use of Technology** - *Case Management Society of New England*
4. **Award of Excellence for Chapter Educational Program** - *Houston/Gulf Coast Chapter of the Case Management Society of America*
5. **Award of Excellence in Print** - *The Rio Grande Chapter*

CMSA Seeks Members to Serve on Legislative Council

Beginning in May 2005, CMSA is forming their first ever CMSA Legislative Council. CMSA is seeking qualified candidates to serve on its newly forming Legislative Council. Qualified candidates must be members in good standing with CMSA, have a good working knowledge of the governmental process, prior grassroots or lobbying experience and an established relationship with one or more of their legislators. Please share this information with other board members or chapter members who may have an interest in applying.

Legislative Council Goals include:

- Developing a legislative agenda for CMSA (with BOD approval)
- Developing policies and procedures for establishing and mobilizing a grassroots network of local case managers in the chapters
- Acting as a liaison between CMSA and assigned legislators
- Educating and lobbying legislators regarding CMSA's position on legislation
- Educating the public about CMSA

Time Commitment:

Council Members are appointed for 1 year with a renewal for 1 year pending the national president's approval and board ratification. This will allow for the continuity necessary to move the CMSA legislative agenda forward.

The Council plans to meet approximately five times a year through conference calls. These calls may last 1.5 - 2.0 hours. For those in attendance at the CMSA Annual Conference in June, an informal meeting will be arranged face-to-face. In addition, Council Members will be required to regularly read and respond to discussions through a web-based Legislative Council Forum.

Application:

To apply to serve on this Council, please contact Michele Lee at mlee@acminet.com for a **Legislative Council Member Application**, and return no later than Friday, May 6, 2005.

CHAPTER HIGHLIGHTS

To contact any of the local chapters below, visit www.cmsa.org under the Contact tab.

Pending CMSA Chapters

Las Vegas, NV

The Case Management Association of Las Vegas is still going strong in their efforts to form a CMSA chapter. Their next meeting is scheduled for April 19th from 5:30-7:00p at the corporate office of Sierra Health Services. The title for this program will be *Exploring the Continuum of Case Management "Pearls of Wisdom"*. This seminar will present 4 areas of Case Management Practice and is just in time for those sitting for the CCM exam on April 30th. CMA-LV has also made arrangements for CEs for MSWs to be offered to those in attendance.

Official CMSA Chapters

Phoenix, AZ

This year has been busy for the Central AZ chapter. As a direct result of member survey results, the chapter has changed the chapter meetings from quarterly dinner meetings to monthly meetings. They have also varied the topics for meetings in order to address the broad variety of case managers in the chapter. Hanger presented at the January breakfast meeting, HSAG presented for the lunch meeting in February, and the Apothecary Shoppe presented at the dinner meeting in March. The chapter has a great group of presentations scheduled for April and May, so look for more information to be coming out soon.

In addition to the activity with chapter meetings, the chapter will again sponsor two scholarships for Camp Not-A-Wheeze this year. We are also offering two scholarships for nursing students. Information is being sent to local nursing programs on these scholarships.

Fresno, CA

The Central CA Chapter just had their Spring Luncheon and the room was full. Eli Davidson, a motivational speaker, was invited to attend. She was excellent. The group of members attending appeared to really enjoy Eli and participated in the session. Eli's talks are generally interactive with the audience and that made for a fun lunch.

San Jose, CA

The San Jose Chapter sponsored a CCM Prep Class by Sandi Lowry on April 8 & 9th. There were 27 attendees (several coming from out of state) and the response from everyone was very positive.

Orlando, FL

The Central Florida Chapter of CMSA has grown to over 200 members with an average of 100 members and guests in attendance at each monthly meeting! The chapter is also proud of their monthly newsletter and Website. In addition, they have been busy developing criteria for selection of a local Case Manager of the Year, and will implement selection and issue the award this year.

The chapter is also eagerly anticipating the Annual Conference in June, being held "in their own backyard." A drawing was held at the March meeting and two members were awarded a registration for conference attendance. The group is looking forward to networking and learning during this exciting conference.

In addition to the monthly luncheon meetings, the chapter is also planning an evening networking event at a local restaurant, in May.

Indianapolis, IN

The CMAG program was a great success in Indianapolis. This location brought over 50 case managers in attendance and Sherry Aliotta gave a very informative and stimulating presentation. Several of the attendees indicated that they would participate in the study and use the information in their daily work.

Plans for the 11th annual conference October 12, 2005 are well underway. The title for the conference is *Indiana's Health Care Challenges and Solutions... Where Do We Go From Here?* Most of the speakers have been selected and confirmed. The chapter is very pleased to have Dr. Judy Monroe, Indiana State Health Commissioner, as the keynote speaker. Before her recent appointment, she was the Director of the Primary Care Center and Family Practice Residency Program at St. Vincent Hospitals and Health Services, Inc.

Baltimore, MD

February was Heart Month so the Chesapeake chapter had Dr. Ahmed speak on Heart Disease - Risk Factors to a group of about 50 attendees. The meeting fee was waived in lieu of a donation to the American Heart Association. The attendees were able to donate \$250 to the AHA. The March meeting was the second annual morning meeting at Mercy Hospital in the heart of Baltimore. *Palliative Care Across the Continuum* was the topic. The speakers were awesome and well received by the audience. The topic for the April meeting at Mt. Washington Pediatric Hospital is Neonatal Abstinence Syndrome. Please check the web site www.cmschesapeake.org for more information on upcoming programs.

Minneapolis, MN

The Minnesota Chapter was busy planning a recent event held on April 12th. The evening included dinner at Dixie's on Grand followed by a presentation on *Shared Decision Making* by Dr. Marcus Thygeson. The topic seems especially timely now. The meeting also allowed time for a brief business meeting. The remainder of the evening was spent socializing and networking. There was a great response to this evening event. There were a number of people from the medical community in attendance and CMSA was promoted to them.

Kansas City, MO

Talk about "Burstin into Spring"! The Kansas City Chapter is frantically putting finishing touches on the annual conference, April 27-28. This year's theme is *Under the Big Top*, featuring Case Managers as the Ringmasters' of Healthcare. The chapter is excited to have Susan Rogers, RN, BSN, CCM, CMSA President-Elect and Major Melanie Prince, USAF, Case Manager of the Year as part of this year's program. As the attendees were "burstin" out of the previous facility, the conference has been moved to a brand new spacious conference center attached to the Sheraton Hotel in Overland Park, KS.

The chapter has also been busy creating a new look for the local newsletter and developing new initiatives to increase membership participation and provide additional support. The board is looking at establishing a mentoring committee, developing surveys to learn ways in which to provide helpful information to the membership and increasing the use of electronic means to communicate this information.

Springfield, MO

CMSA of Springfield and the Greater Ozarks recently held a monthly chapter meeting on April 12 with a presentation on Wound Care and the Wound VAC sponsored by KCI. The Board and conference committee are busy planning the annual conference which is scheduled for September 23 & 24. More details to follow!

New England – MA, ME, NH, RI

Out of a snowy hibernation into the glorious sunshine of a warm spring day....so goes the cycle of the New England seasons and CMSNE. The chapter just finished up their 6th Annual Building Strategies Leadership Conference, *Through the Looking Glass: Are You the Best Leader You Can Be?* A wonderful adventure creatively intertwining the lessons from the Alice Through the Looking Glass story encouraging the attendees to discover their hidden strengths and talents by increasing self-awareness, communicating more effectively, and understanding the impact that they have on the individuals they serve. Speakers Jo Manion, Nancy Skinner and Lauren Jenkins enthralled the audience of 175 attendees with presentations that provided practical skills to apply in both their professional and personal lives.

Over the next few months the chapter has multiple exciting educational programming planned. Two collaborative efforts to teleconference educational programs will be piloted. On April 21 - *The Role of Functional Capacity Evaluations on Case Resolution* is available for teleconferencing on an individual basis through coordination with Lakeview Neuro Rehabilitation Center. Individuals from all over the country can take advantage of participating in this program by calling Lakeview and registering, the program is free. The NH Extension will also simultaneously hold an onsite in person program, followed by dinner and case studies for extra continuing education credits. On May 25 – Sandra Lowery will present *A Roadmap to Case Management Certification* from Shaughnessy Kaplan Rehab Hospital in Salem, MA. This program will be teleconferenced to 6 specified sites throughout New England at the same time. The goal of each of these programs is to offer extended opportunities for Case Managers to participate in CMSNE sponsored programs, earn continuing education units in locations that are convenient to them. The chapter sees these methods of teleconferencing educational opportunities as the wave of the future.

On Saturday, May 21, CMSNE will hold their 2nd full day Hospital-based Case Management educational program, *Hospital Based Case Management: Current Challenges Future Horizons*. The program will feature Stefani Daniels, RN, MSNA, CMAC founder and managing partner of Phoenix Medical Management, Inc. and co-author of “*The Leader’s Guide to Hospital Case Management*” who will speak about the big picture affecting hospital-based case managers, the day will wind up with facilitated round table discussions on Observation, Patient Rounds, Caseload and Scope of Responsibility, Community Resource Shortage, Improving Transfer Documentation, and Managing Uninsured / Underinsured patients. Jones and Bartlett Publishers, a program sponsor, will have books available to review, purchase or order. Hanger P&O will also have information to share information regarding their services and products. Continuing education credit will be maximized with an education program on COPD, sponsored by PRIME, Inc.

CMSNE’s 16th Annual Conference is scheduled for September 15 & 16 in Manchester, NH. The conference theme is *Diversity of Case Management....Exploring the Uniqueness of Individuals*. Diversity implies difference. Difference may imply difficulty or challenge. This year’s conference is intended to reframe this kind of thinking. Case managers experience diversity in clients and in colleagues. Understanding diversity results in an appreciation, a depth of understanding and a richness of experience. The Call for Papers has just concluded, with many wonderful submissions to be considered by the committee. This year, the chapter has the opportunity to have up to 500 Case Managers and 80 exhibitors attend this program, making this the largest conference ever for CMSNE and an opportunity not to be missed.

In an effort to address social responsibility CMSNE will take part in Boston’s Walk for Hunger on Sunday, May 2nd. Members are encouraged to support the chapter by walking, sponsoring a walker or volunteering for this very worthy cause. The ME Extension CMSNE donated \$500 to the Good Shepherd Food Bank to support the campaign for hunger in their region. All CMSA members are encouraged to help the chapter support this worthwhile cause by making a donation and sponsoring the team.

To learn more about these or any of the many other CMSNE’s events, please visit their website at www.CMSNE.org or call the chapter office at 603-329-7481.

Woodbridge, NJ

NJCMSA held its 9th Annual Spring Conference on April 6, entitled, *Keeping Pace With Changing Times*. With grateful appreciation to the Woodbridge Hilton staff, the 23 Exhibitors and the 10 table sponsors/special sponsors, the chapter hosted 177 pre-registered/prepaid attendees. Five CCM credits were awarded for the program. The speakers were Dr. James Cope of UGS, "Medicare Changes and Updates"; Mindy Owen, Past President CMSA, "Hypertension and Cardiovascular Disease", sponsored by Novartis; and Major Melanie Prince USAF, winner of the 2004 National CMSA Case Manager of the Year Award, speaking on "Military Case Management".

In addition to supporting the Ride for Life Motorcycle cause for Breast and Colon Cancer, the attendees presented Major Prince with \$450.00 in donations towards the purchase of "soldier supplies". The Board recognized Jackie Birmingham and Pat Agius, President NJCMSA for their recently published book for hospital case managers entitled, "End of Life Care".

Through continued efforts the chapter reached its' 351st chapter member that evening and is working hard on nomination and committee searches as well as expanding roles/tasks that members can fulfill to meet chapter needs. The chapter also had a great turnout at the CMAG workshop on April 13 with over 60 attendees registered from NJ and surrounding states. Several members are looking forward to the June conference in Orlando.

Hudson Valley, NY

The Hudson Valley Chapter is working collaboratively with the New York City Chapter to coordinate their fifth annual conference titled *CMI, Case Management Investigation*. With a variety of great educational programs that offer a total of 11 CCM credits, the chapters are expecting a great turn out on April 20th.

The May 26th Chapter Meeting will be held at the renowned Culinary Institute of America in Hyde Park, NY. The chapter is fortunate to be able to bring back Mindy Owens, who will present a program *Anemia in the Oncology Patient*.

Membership is growing and the chapter has made a commitment to reach out to case managers in the "northern" Hudson Valley. With a new Membership Chairperson, the group hopes that the Chapter will continue to expand and be able to share educational programs to promote professional development to case managers who have not been able to travel to current meetings.

Long Island, NY

The Long Island Chapter had a successful April meeting on April 6th. We had 25 non member and 75 member attendees. Six new members signed up. The topic was Medicare Changes and Challenges for 2005 - 2006. The speaker was from IPRO. She spoke about the upcoming challenges being faced with the new Medicare changes along with Medicare part D (prescription). The response from the group was overwhelming as everyone enjoyed the conference. Five new members from January & February were welcomed by name.

June 1st is the next meeting and the topic is *Accessing Local (Tri State Area) Community Resources*. The meeting will be held as usual at Vytra Healthcare in Melville, NY at 6 PM. See the website for details - www.cmsali.org.

New York, NY

The CMSA-NYC Chapter held a dinner meeting on March 16. The speaker was Connie Commander, 2003 National Case Manager of the Year. She gave an excellent presentation on Rheumatoid Arthritis and the meeting was very well attended.

The Tri-Chapter Conference is being held on April 20 at the Crowne Plaza Hotel, in White Plains, New York. There is a dinner Symposium on the evening of April 19, followed by a day-long conference. There will also be an exhibit hall, where information for case management providers will on display. The Crowne Plaza can be reached by public transportation.

The next general membership meeting is being held at The Marriot Marquis Hotel in New York City on May 11. This is a dinner meeting and the topics are Breast Cancer and Osteoporosis.

Visit their new website at www.CMSA-NYC.org!

Danville, PA

The Danville Chapter will be meeting on May 12 during a luncheon meeting. The board is continuing to discuss optimum times for the membership meetings. Plans are already underway for activities during Case Management Week. See you in Orlando!

Chattanooga, TN

The Chattanooga Chapter of CMSA is putting on the finishing touches to the conference. JoAnn Foster, Lead for this important event, invites you to attend *The Stars of Collaborative Care* on May 6 at the Chattanooga Choo-Choo Conference Center in Chattanooga, TN. For information visit their new website at www.chattanoogaCMSA.org.

The April Monthly meeting on April 12 hosted a program on *Management Considerations for Patients with COPD: Case Management Strategies to Improve Outcomes*.

Montpelier, VT

The Green Mountain Chapter of CMSA held their 7th Annual Conference *Caring for Yourself, Caring for Others: Breaking New Ground in Case Management* at the Wyndham Hotel in Burlington, VT on April 7&8. Their Keynote speakers were Diann Uustal, Author of "Caring for Yourself and Caring for Others: The Ultimate Balance" and Brian Luke Seaward, Author of several Books including: "Stressed is Desserts Spelled Backwards", "Stand like Mountain, Flow like Water" and "Quiet Mind, Fearless Heart". Other speakers were Stefani Daniels from Phoenix Medical Management, Deb Renshaw from the University of Vermont, and Claudia Bessette of Active Health Management. It was a smashing success!

The Green Mountain Chapter also announced the 2004 Case Manager of the Year. Congratulations to Rhoda Neader, RN, CHPN, CCM!!

Dallas, TX

The Dallas Chapter has been offering CCM Prep classes just prior to the monthly dinner meetings since January. There has been great attendance and feedback from the attendees preparing to sit for their CCM exam and the classes will soon be offered in other locations. The Strategic Planning committee has developed a leadership retreat, which is to be held May 5-7, 2005 at the Garrett Creek Ranch, a resort conference facility. This is an opportunity being offered for CMSA leaders not only in the Dallas Chapter, but in many of the surrounding areas. The Chapter is pleased to have Tim Durkin to assist in addressing various chapter needs. Both of these events have been developed by the chapter in conjunction with the Strategic Planning Committee. The committee's focus is case management education and professional development for the Dallas Fort Worth Chapter, as well as case managers in the surrounding regions.

Houston, TX

CMSA Houston will host their first "Spring Fling" this month. They will be sailing out of Galveston, TX on a cruise with a special rate for CMSA members. There will be education offerings on board, as well as special activities planned for the group. In addition, the chapter is busy planning the annual education conference coming up August 18 & 19 at Park Plaza Hotel.

Milwaukee, WI

The Milwaukee Chapter is in the planning stages of its Annual Conference that will be held this year on October 4, 2005 at the Country Springs Hotel in Pewaukee, WI. The first chapter meeting this year was held on February 3. Speakers presenting at the meeting were Mike Ostrenga from ResponseLink, presenting on Fall Prevention Programs, Advantages and Disadvantages. The second speaker was Darn Knoell from PharmD, presenting Evidence Based Treatment Guidelines to Identify and Manage Patients with Allergic Asthma. The April Chapter meeting was sponsored by the local chapter. The Board of Directors spoke on the benefits of membership and featured the topics "Walking Through the Chem-Panel: Physiological Relationships that Explain Abnormal Lab Values" presented by Teri Jansen, RN from Walgreen's Health Initiative and "Employee 'Total Health' Management: Trends and Opportunities" by Dr. Michael W. Lischak, MD, MPH, Medical Director, Corporate Worx, Columbia-St. Mary's. A fun time was had by all during the "baseball 'Opening Day' tailgate party". This event hosted baseball themed door prizes including a grand prize of a pair of Brewers game tickets! The next chapter meeting will be held June 2, 2005 at the Village at Manor Park, in West Allis, WI. The Milwaukee Chapter offers meetings with CE's on an every other month basis. The meetings alternate between mornings and evenings on the first Thursday of the month.

LEADERSHIP RESOURCES

Involved in a Conflict? Remember the 3 C's

Anger blazes and smolders just like fire. When you add wood to fire, it rages. In the same way, words add fuel to rage.

So if you're involved in a conflict, don't add fire to the fuel. Whatever you say will make the other person angrier.

It's not a disgrace to let the fire die down, even if you are right and the other person is wrong.

In the midst of a conflict, power lies with those who remember 3 C's:

Stay cool, calm and collected.

--- Shar McBee

LEADERSHIP WORKSHOP FOR PRESIDENTS & PRESIDENT-ELECTS LEARN BY PHONE – 3 PART SESSIONS

WARNING: You could have fun at this leadership training!

JOY of LEADERSHIP

You will learn to:

- ◆ Regenerate and raise people's spirits.
- ◆ Set armies moving.
- ◆ Eliminate doer ship.
- ◆ Get things going.
- ◆ Rally people who are indifferent.
- ◆ Eliminate "Us and Them".

REVOLUTIONIZE YOUR LEADERSHIP:

- ◆ How to get the best out of people.
- ◆ How to generate energy within your team.
- ◆ How to let your own true colors shine.

1000's have succeeded with the JOY of LEADERSHIP Method. You will too! Your work becomes easier because you follow the path of least resistance. You give people what they need. Your success comes from the success of your relationships with people. Enthusiasm is a real force in leadership. Many have preceded you in leadership roles. They experienced the same trials and tribulations. When they began, they were no more experienced than you are. How are they remembered? How will you be remembered? That depends on how you lead. Will it be joyfully? Or burdened? Will you take the credit or will you allow others to shine? In the end, will your organization be proud that they promoted you?

This class is taught over the telephone. No need to go to another city. No time away from home or office. Invest three hours and you, your members and your organization will benefit from the JOY of LEADERSHIP method.

INSTRUCTOR:

Shar McBee had not received any management training when she was put in charge of supervising 500 people. It was hard. A wise mentor taught her a secret. It worked amazingly. Since then, Shar has taught the secret to 1000's. Shar is the author of 3 books on leadership, including "JOY of LEADERSHIP - The Only Secret to Your Success as a New Leader." We will use this book as the textbook for the course. It comes with a free downloadable training video and training manual (which will be used in class to apply this method to your specific situation.)

THE COURSE: 3 sessions (one-hour each) taught over the telephone.

Wednesdays: May 25, June 1 & June 8; 8p-9p EST (5p-6p PST)

The discussions are exciting and inter-active. You meet, learn from, and share your journey with others who hold leadership positions. Between each class you will apply, think about and mull over these leadership principles.

FREE - unlimited email support for one year - Priceless. Lifetime 100% Money-Back Satisfaction Guaranteed

REGISTER: "Learn by Phone" teleclasses at www.toleadistoserve.com. **FEE:** \$149.00

April Dispatch 14

MEMBERSHIP RESOURCES

Members can tell you what they WANT. But if you listen carefully, you can hear what they really NEED. Adapted from a newsletter by Dr. Alan Zimmerman – www.drzimmerman.com

Members NEED to have a "remarkable experience." They've got to have something to talk about - whether that be you, your products, or services. Oh they may say that all that "experience" stuff is nothing more than fluff. They may say they don't "need" all those touchy-feely extras, but the statistics on customer loyalty paint a very different picture. Members who have a great "experience" with you stay with you.

And if I may be so bold, you can't afford to skip this part of the customer service formula. Bob Wynn, the vice president of the Federal Reserve System for several years, says it takes 17 times more effort to get a new customer than retain an old one. So let me give you a few more tips on how you can create "memorable experiences" for your Members.

Discover Your Member's Definition of "Remarkable"

As the old saying goes, different strokes for different folks. What's considered truly exceptional service in one industry may mean nothing in your industry or with your Members. In some towns, for example, a gourmet restaurant is a place where you leave the tray on the table after you eat. In other places, that wouldn't even come close to being "remarkable."

And how do you find out your Members' definition of "remarkable?" *You ask for feedback.*

I learned that lesson when I bought a new car three years ago. I learned that from Murray Wright, the Infiniti salesman. And even though I haven't seen him since, I was so impressed with his approach that I still remember his name. Shortly after I met Murray and was looking at his cars, Murray told me that he was always striving for excellence in customer service. He asked me to tell him if he ever did or said anything that was less than excellent. And he would ask me once in a while how he was doing. He wasn't trying to be "slick" or use some fancy sales "technique" on me. He was being sincere. He wanted to serve, and he wanted to give me a "remarkable experience." And, the result? I bought an Infiniti even though I had never even thought of that brand before.

Brainstorm to Stay Ahead of Your Competition

To keep on creating more and more "remarkable experiences" for your Members, get your team together. Brainstorm all the things you "could" do for your Members. But don't ever stop with the first good idea that comes to you. The first idea is rarely the best idea. The reason is fairly simple. The very fact that it was your first idea, that it was easy to come up with, means that your competition has probably thought of that same idea. Make sure you come out of the meeting with at least four or five ideas. That way you'll have some flexibility in deciding which one to use.

Action:

Are you trying to create "remarkable experiences" through trial and error? Are you guessing what your member wants and needs? That's a terribly inefficient and highly expensive way to conduct your business.

This week ask 10 Members about the best experience they've ever had with your organization. Let them tell you about their "moments of magic." Then ask another 10 each week for the next 4 weeks. You'll begin to see a trend -- or at least you'll know what your member considers "remarkable" -- and you can make sure you do more of those things.

Tap the Tool

Adapted from an e-newsletter by Cynthia D'Amour, www.chapterleaders.com

Missy was the new chair of the committee. She was excited to be selected to lead and had a lot of great ideas. In past years, the chair had done the bulk of the work. They always started with a full committee. However, after a meeting or two, attendance dropped -- and there was no one left to volunteer to help.

Missy realized that she didn't have time to do it all and, she needed to make meetings worth attending

One of her biggest frustrations from serving on the committee was the way her time was wasted when she showed up for a meeting. To add more value to showing for meetings, Missy launched a five- pronged attack using her meeting agenda:

1. Missy used her agenda to help paint a picture of what they would achieve together.

She included a statement of vision about what they would be achieve by working on the team together. There was no room for doubt about why the meeting was important.

2. Missy arranged the agenda to have time for debating issues early on in the meeting.

In past years, most people were allowed to be an audience -- rather than actively participate. They had often spent the entire two hours simply listening to reports. UGH! Missy wanted everyone to have the opportunity to help shape the project path -- and to feel some ownership in the project to boost commitment.

3. Missy asked different people to facilitate different parts of the agenda.

Getting others involved in facilitating the meeting helped to guarantee they would show up for the meeting. It also created a leadership development opportunity for members on Missy's team. She wanted to use her meetings to move the project forward -- and to create extra value for her team members.

4. Missy added times to the agenda.

People got notice in advance how long they would have for reports and discussion. When added up, Missy's meetings were 1/3 reports and 2/3 whole group discussion. If you were on the committee, it mattered if you showed up to the meetings.

5. Missy sent out her meeting agenda at least a week in advance.

Missy wanted to give people time to think about the discussion questions -- and to get excited about what they would be working on at the meeting. Missy also included a suggestion to invite any other members or potential members to the meeting who might bring a helpful voice to the table.

This addition of experts and fresh eyes gave the meetings a fresh feel each month -- and helped them to uncover overlooked opportunities. Missy used her agenda (an age-old tool) to market her meetings as important to be at -- and gave the promise that if you showed, you would be an important contributor.

How do you use your meeting agenda to its maximum value?