

# ***THE CHAPTER DISPATCH***

**September 2006**

## **TOPICS IN THIS ISSUE**

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## **AT A GLANCE – Important Dates**

### **2006 CALENDAR**

- |               |  |
|---------------|--|
| <b>Oct 8</b>  | <b>National Case Management Week, Oct 8-14</b> |
| <b>Oct 31</b> | <b>National Board Nominations Deadline</b>     |

### 2006 National Case Management Week!

#### Celebrate Case Management Week, October 8 – 14, 2006!

Case Management Week is just around the corner. Start planning your event today!

Don't forget to contact your local city and/or state government to request a 2006 Proclamation. **Tips on planning events and requesting a proclamation** can be found at [www.cmsa.org/cmweek](http://www.cmsa.org/cmweek).

#### Your Chapter's CM Week Checklist:

##### October:

- Send** National a picture of your chapter receiving their Proclamation from your politicians. (Don't forget to educate them on what case management is!)
- Send** highlights of your events and activities to the National Office to share the success of your celebrations with others in newsletters and online.

Download the CM Week logo to create customized flyers, posters, ads, etc... Add your chapter or employer's event information to create a more detailed piece inviting others to attend your celebratory occasion! Simply right-click on the logo to save or copy graphic to your own creation.



### MEMBER GET A MEMBER CAMPAIGN

Recruit a case manager today. Your participation in member development campaigns plays an important and vital role in ensuring the vitality of the Society and the case management industry. Your efforts never go unnoticed and each time you recruit a new member or spread the word about case management you contribute to CMSA's growth, as well as strengthen the Society's position as the leader in the Case Management industry.

This is a great way for you to get involved in the recruitment! Simply print out the Member-Get-A-Member applications located at [www.cmsa.org/recruit](http://www.cmsa.org/recruit). Don't forget to put your name and city on the 'recruited by' section to get credit. You must also be a member to qualify! You may recruit Individuals or a even a group Company Membership! *For Company apps, please write in 'recruited by: and your name' in the **upper right hand corner of the application** or use labels.*

**So, hand out applications to your co-workers & others in the industry. Encourage membership to CMSA and earn recognition for your efforts!**

**Time Frame for Contest**  
September 1 - November 30, 2006

*For more information and ideas on how to promote the program, visit [www.cmsa.org/recruit](http://www.cmsa.org/recruit).*

## Educational Resource Library Updates

If you have not yet explored and taken advantage of CMSA's Educational Resource Library, you need to set up your web Profile today and get started. There are a lot of free CE Courses and additional resources on diseases to help both the case manager and the consumer. This benefit alone can justify your membership fees!

### ADHERENCE:

Three adherence courses are available to you on the ERL. Go to the "Educational Library" heading to find these topics and many more:

- o [Motivational Interviewing — Improving Adherence Through Health Behavior Change](#)
- o [Medication Non-adherence & CMAG: The Guidelines to Combat the Epidemic](#)
- o [Medication Non-adherence Case Study, Interventions for the Special Populations & Tools to Manage Within the Care Management Plan](#)



### HURRICANE PREPAREDNESS:

Click here [OneStorm™](#) to create a hurricane preparedness plan for your family with [OneStorm™](#), a website dedicated to the mission of educating and preparing families and businesses for dealing with severe weather situations. After the tragic results of last year's hurricane season, disaster management and meteorological professionals are calling for an increase in preparedness.

This year is already predicted to be filled with severe weather, producing a number of violent storms. The perfect time for your family to review your hurricane plan and make changes as necessary is before hurricane season begins. Waiting until the last minute is never the choice to make. "Hurricane Preparedness" is also located in the ERL under "Solution Centers" <http://cmsa.onestorm.org/>.

**CMSA is dedicated to bringing members like you tools you can use in your career, as well as those needed to address specific life needs. The ERL supports a commitment to professional continuing education by offering topics ranging from healthcare-related courses to "Buying a Home," "Fitness," "Emotional Wellbeing," and many more. CMSA is dedicated to equipping you for success in all areas of your life. Check out the [ERL](#) today!**

## CCMC Survey

In an effort to stay current with trends in the roles and functions of case managers, The Commission for Case Manager Certification (CCMC) is conducting a survey of the role and function of practicing case managers nationwide, and would like your input. Two hours of CCM preapproved continuing education is available for completion of this survey, and will be posted to your file by November 1, 2006.

The link to the survey is: <http://websurveyor.net/l.dll/JGsD9F9C7B5D9ImDR9U258898J.htm>.

**Access Code:** 69977



Be sure to complete the survey on or before **Monday, October 16, 2006**, as late submissions will not be considered nor offered continuing education credit. Thank you for your commitment to the field of case management. *Cheryl Gross, Executive Director, Commission for Case Manager Certification*

## Legislative Affairs Communities of Practice Online Forum

CMSA developed a Legislative Council in Spring 2005 as a grassroots committee to begin learning about health policy and how CMSA can become more knowledgeable and educate members on issues going on in today's healthcare industry, particularly case management. In these efforts, one of their recent goals has been accomplished – to bring CMSA members a means of sharing knowledge and seeking involvement! CMSA has added the Legislative Affairs Communities of Practice to their list of CoP's. This online forum allows members to open discussions, share articles and files, link websites and participate in polls. This feedback will be useful to not only the members, but also the Legislative Council to determine member needs, interests and resources needed to help our members become more educated on the legislative process and involvement.

## CMSA National Board Nominations

***MEET ... SERVE ... GROW... MAKE A DIFFERENCE!***  
**Begin Your Adventure to Become a 2007-'08 Board Member.**  
[\[Information here\]](#)

It's easy to get things started ... simply click on the CMSA nominations form [link](#) at [www.cmsa.org](http://www.cmsa.org) under Your Career, then return your completed forms to the CMSA National Office by October 31.

Serving on the CMSA Board of Directors is your opportunity to get involved with your professional case management organization on a national level. As you may know, CMSA is an international not-for-profit Section 501(c)(6) professional society governed by an elected Board supported by appointed task forces and staffed by a professional association management company. And as a leading organization for case management professionals, CMSA prides itself on seeking dedicated and qualified future leaders to serve each year as officers or directors.

Upon being elected, you'll have the chance to meet interesting people, gain valuable leadership experience, and be a part of something worthwhile. Why not consider giving your fellow case managers the chance to benefit from your leadership abilities and people skills ... you'll not only allow yourself the opportunity to increase your networking and to take on new challenges, you'll be helping the case/care management field increase in value and growth!

Read what other CMSA officers have said about their personal experiences on the National Board:

*"To serve my fellow members has fulfilled my professional dream of success and allowed me to give back to the organization which gave so much to my professional life and to me."* Susan Rogers, RN, BSN, CCM, CMSA Immediate Past President

*"As President of my local CMSA chapter in Houston, I got the opportunity to meet the Board at our annual conference. They were such strong mentors for me, and they always encouraged me to take the bigger step and help make CMSA a better organization. It was by their example that I was motivated to run for office."* Claire Lauzon-Vallone, RN, MBA, CCM, CMSA Secretary 2005-'06; CMSA Houston Past President 2003-'04

*"Being on the CMSA Board has brought me lifelong memories and friends and a level of professional growth that I never could have achieved on my own."* Sherry Aliotta, RN, BSN, CCM, CMSA Past President 2004-'05

If you're interested in a national position or know of someone who would make an excellent leader, mail or fax each of the completed forms you'll find included in CMSA's *2007 National Election Nomination Packet* located online at [www.cmsa.org](http://www.cmsa.org), under Career. Or contact [RVDB@acminet.com](mailto:RVDB@acminet.com) for more information.

**Deadline is OCTOBER 31, 2006!**

## CHAPTER REMINDERS

### **New Chapter Services Staff Member**

To better serve the needs of our chapter leaders, we have added additional staff to our Chapter and Member Services Team. Please welcome Nikki Jackson to the CMSA National Staff. Nikki comes from a customer service based background and is excited to be able to serve the chapter leaders. As leaders, you will begin seeing and hearing from her often. She will be assisting with updating officers, as well as calendar and contact information; the monthly distribution of membership reports and chapter dues checks; coordination of announcements to chapter leaders; and the monthly Chapter Dispatch. As she begins to understand the chapter leader's needs more, she will also begin creating guides and resources that can help you manage a local chapter. Nikki can be reached at [njackson@acminet.com](mailto:njackson@acminet.com).

### **CSC Registered Agent Invoices**

In July, CMSA's Registered Agent (Corporation Service Company or CSC) mailed an invoice for services to each affiliated chapter for this next year, beginning Sept 1, 2006 to Aug 31, 2007. Corporations are required by the DC Statute to engage the services of a registered agent. Also, most states require that you have a registered agent when you incorporate within your state, as well. Each chapter is incorporated in DC as a Domestic Corporation but in your state you would be registered as a Foreign Corporation. Your invoice may reflect services for DC (Domestic) and maybe local (state) fees (Foreign) – if you used CSC for the local agent.

The invoices might have gone to your chapter Treasurer, President or Executive Director. Please make sure that these invoices are passed along to the proper person for payment and processed to keep the chapter in good standing with DC. This is very important!

### **Chapter Officer Updates**

Many chapters have recently undergone elections for a new term. Please be sure to get the names, titles and email addresses of these new officers, board members and committee chairs to CMSA National to update the Leadership Database. This information is used to determine who to include on correspondence, reports, chapter checks disbursement, chapter contact information, etc.... For the official Officer Update Form, please visit [www.cmsa.org](http://www.cmsa.org), under Membership, then Chapters, then Chapter Resources. Please complete and fax to 501-221-9068 or email [njackson@acminet.com](mailto:njackson@acminet.com).

## LETTER FROM YOUR CPC REP



Hello Everyone!

Hopefully you have all been able to enjoy some time over the summer with your families and have gotten a chance to get a breath. Here in the Northeast we had our share of heat and power losses. That said, here we are gearing up for many active months ahead.

Case Management Week will soon be before us. This is another opportunity to celebrate with our colleagues and reflect on the work and dedication to quality patient care conducted by case managers everyday. Please share with other chapters what you are doing to recognize your members at the local level.

The Legislative Council, under the direction of Peggy Leonard who reported to the Leadership in Dallas in June, has done much in its' first year. The CMSA Officers and Board are also working very hard to get the word out to legislators on the national level about the benefits of case management activities as well as getting "our voice heard" and getting involved in health care policy making and decisions. Based on our knowledge and experience in the delivery of patient care, utilization and outcomes analysis it is important that we are seen as a resource and a voice for our patients and their families.

In the words of our President Connie Commander it is important that each chapter do what it can to get a grass roots campaign going at your state and local levels as well. This will enable us to unite our efforts in getting the message out. Please watch for her Presidents' Letter in the September/October Journal for more details.

Please keep active on the forum on these two important topics.

In September we will be resuming the Chapter President's Council Quick Tip which began last year. This will be another way of communicating and referencing what is being discussed on the CPC forum. "Quick Tips" serves as an assist with chapter operations. It can be helpful to new and established chapters. When questions come up such as those in recent times, i.e. on the use of members paying by credit card, teleconferencing and web based programs there was an exchange of ideas and issues. It is important that we continue to bring your processes and creative ideas forward.

Your suggestions for topics are also most appreciated.

Warm regards,

*Pat*

Pat Agius  
2006-07 CPC Rep  
CMSA Board of Directors

## CHAPTER HIGHLIGHTS

To contact any of the local affiliate or pending chapters, visit [www.cmsa.org](http://www.cmsa.org) – under the Membership link choose Chapter.

### Official CMSA Chapters

#### **Hartford, CT**

On Oct 11th 2006 CT CMSA will be having our 8th annual conference titled *Many Roles, One Goal*. Special occurrences during the event include: a presentation to a recipient of "The Sandra Colahan Memorial Scholarship" award. Sandy was a past president of CT CMSA & a long-standing member of CMSA and Adam Jemmel from the Governor of CT Jodi Rell office will be coming to present us with a Proclamation declaring Case Management Week in the State of CT.

In addition, one of the conference speakers is none other than Gold Medalist Paralympian, Paul Nitz, speaking on working with disability. In 2000, Paralympic wheelchair racer Paul Nitz achieved his dream to win his third consecutive gold medal in the 100-meter race at the Paralympic Games in Sydney, Australia. In 1992, he won gold at the Barcelona Paralympic Games and at the 1996 Atlanta Paralympics, he set a new world record in the 100-meter race and won the gold medal.

#### **Hudson Valley, NY**

The Hudson Valley Chapter of CMSA was geared up and ready to host their annual kick-off meeting on September 13 at The Westchester Manor in Hastings on Hudson, New York. They were fortunate to have the popular and nationally recognized speaker and author Catherine Mullahy provide them with a presentation called *Emerging Issues in the Care Management of the Transplant Patient*. Case Managers, Social Workers and professionals from all settings were invited to attend! The speaker and dinner were graciously sponsored by Roche Laboratories New Insights Program.

The newly installed board members are eager to begin the year off with a bang and have already begun to make plans for reaching not only their membership goals but to start thinking about winning a few awards at the next annual CMSA conference in June. The chapter wishes everyone a happy and healthy apple and pumpkin picking season!

#### **Long Island, NY**

The September meeting of CMSALI, sponsored by GlaxoSmithKline on Thromboembolitics and presented by Carol Bezick RN, MS, APN, AOCN was a huge success. The chapter was expecting 48 attendees and were delighted when the attendance exceeded 68, and 6 new members signed up! The new chapter meeting location, Huntington Hills Nursing & Rehab Center, Adult Day Care area in Melville, NY is easy to reach, a beautiful room and set up perfectly for both presentations and dinner! Sincere thanks to the administration and staff of Huntington Hills for so graciously donating the use of this facility for their meetings. The Annual LI Chapter Conference will be October 18 from 4p-9p. The theme is *Demystifying Case Management* and those who register before Oct 1 will receive a discounted rate! The Westbury Manor is an elegant facility, the food scrumptious and the speakers' presentations should be both educational and entertaining. CEU's will be given at the end of the conference when the evaluation forms are hand in.

## **Dallas, TX**

The Dallas/Ft. Worth Chapter kicked off the new chapter year with the first dinner meeting Tuesday, September 19th. Regency Hospital sponsored the sit down dinner meeting that included a CEU approved speaker that presented *Weaning From Mechanical Ventilation*. Around 70 members, non-members & guests attended the meeting.

Chapter BOD members celebrated Labor Day by answering phones at the Muscular Dystrophy Telethon. Thirteen people responded to the need for volunteers & even had their share of "face time" on the local television affiliate. The Chapter donated \$1,000 to Jerry's Kids.

Julie Carroll, past president, will participate in the Breast Cancer 3-day Walk in October. She will walk 60 miles in 3 days raising money for breast cancer research through pledges. The Chapter is supporting Julie with a \$2,000 sponsorship. Julie, who attends a fitness camp every summer, has been training for the grueling event for months!

The Chapter is also recruiting volunteers to participate in the 16th Annual Walk to Cure Diabetes in November. Pattie Pittman, current Chapter president, who is living with diabetes, will walk along with other Chapter volunteers who are seeking pledges. The Community Healthcare Relations Committee is to be commended for their work in organizing the Chapter's participation in these activities.

The Annual Day Seminar took place October 4 & 5. The seminar, which included an all day CCM prep class, targets practicing case managers in the metroplex who are not members of CMSA. Nancy Skinner & Connie Commander were, as always, informative & entertaining with their presentations. This is a major membership drive for the Chapter. About 100 people attended the event which also included 8 exhibitor/sponsors. This event is underwritten by the Chapter's Strategic Planning Committee.

## How to Run an Effective Meeting

### Tools to Run an Effective Meeting

The success or failure of a meeting depends largely on what the leaders do before, during and after the meeting. Here are some useful suggestions...

1. Organize and prepare for meetings. They include the topics to be discussed in the meeting, listing them in the order of discussion.

The agenda should be prepared by the executive committee at a regularly scheduled meeting set up for this purpose. Discuss the agenda with your adviser at least one day in advance of the meeting. This will assure that you have covered all the angles.

2. Make copies for everyone and two for your records. Keep one in your notebook for future reference and one for orientation for the next chairperson.
3. Meet with the other officers and the adviser before the meeting to prepare and review the agenda.
4. Plan to distribute the agenda to all members prior to the meeting.
5. List items in priority order. Most important to least important.
6. Eliminate all items from the agenda that can be handled by a small group or committee.

### Meeting Time

- Arrive early and make sure the meeting room is set up properly.
- Start on time.
- Create a warm, friendly atmosphere so the members will feel free to express themselves.
- Always call the individuals by name. Initially, you may want them to introduce themselves before speaking. Get participants to introduce themselves and state their expectations for the meeting.
- Clearly define roles.
- Do not say that a person is wrong when they express their ideas; rather ask for other comments or other ideas on the subject. Remember, no answer is incorrect.
- Strive to get all members to participate and avoid any member to monopolize the discussion.
- Try to guide the group to the goal without getting off the subject. Monitor petty arguments and trivial conversation. Use your judgment to determine whether discussion is productive towards the goal or the growth of the group.
- If you have an agenda, you will not have to refer continually to notes. This saves time at your meetings and you will feel more confident in front of your group.
- Stick to the agenda. If other topics emerge, table them for later discussion.
- Be sure the entire group is with the discussion. Watch for people who look confused or lost, and restate the question or idea or summarize the last few points if necessary. Feel free to call on any member of the group.
- Make the members feel that they themselves are solving the problem at hand. You only guide them. Let the group decide the direction when they arrive at a fork in the road.
- Try to recognize the intrinsic merit of even minor contributions and give each member more confidence in their participation in the decision-making process.
- Set the date and place of the next meeting and develop a preliminary agenda.
- Evaluate the meeting. Close the meeting crisply and positively.
- Prepare the meeting minutes and begin to plan the next meeting.

Information adapted from at <http://www.fandm.edu/x11968.xml>.

### Recruiting and Retaining Members

"New members are the 'spark' that keeps your organization alive and insures its continuity and vitality in the coming years. Whether your organization is new or has been active for a few years, you will always need to find new members" The following tips will help put you on the right track when looking for new members.

#### **Tip #1 - Don't be 'other centered.'**

If you are finding it difficult to recruit and retain members to your organization, ask why? What is it about the organization that makes it unappealing? We have a tendency to look externally for the reasons, i.e., "Everyone is too busy" or "s/he needs to spend more time with their families." Which may be true, but if you find these reasons often used, challenge yourself to take a look INTERNALLY as well.

Remember, people join motivated organizations. **What makes up a motivated organization?** Motivated organizations know what they want; they have goals, a vision, and an action plan. When is the last time you evaluated your organization? Ask your current members to evaluate your organization in the following areas to better understand where you are strong and where more attention needs to be directed.

- A sense of purpose.
- Internal communication.
- Growth and development opportunities.
- Team building - cohesive membership.
- Membership participation.
- Recognition.

#### **Tip #2 - Get Organized and Stay Organized**

Organization is key. Keep a good list and record of all your officers, their positions, and objectives so that you and your group can look at them any time you need to.

#### **Tip #3 - Make your group worth the time to join**

If I am a new member is there something I can do that can give me the sense of accomplishment? Is the only way to actually be "active" in your organization to be an officer? A common complaint from younger members is that, besides putting up flyers and going to meetings, there is nothing for general members to do unless they become officers. Does that sound like fun to you? Empower your members, give them responsibility and the opportunity to practice their leadership skills. This not only will increase their confidence level but will also make them more experienced officers in the future.

#### **Tip #4 - Recruitment is an on-going process**

It isn't something that you only do at the beginning of the year. All members should be prepared to answer the question, "tell me about your organization, what do you do?" Can your current members do that and is the message consistent?

#### **Tip #5 - Create a positive and welcoming environment**

Know your member's names. Know your member's needs. Personal contact is key. Email is great and easy, but if you want to really keep your members and show them that you value them, you must work toward more personal contact. Does your exec board know people's names? if there are too many members to know all their names, it is even more important to have personal contact. By knowing your members, it shows that you care and that this person matters to you regardless of the importance of their role in the organization.

Structure your meetings so that everyone feels comfortable. When discussing issues or brainstorming, allow for individual reflection and group discussion in order to accommodate the different processing styles of introverts and extroverts. Be aware of, respect, and understand cultural differences students may be accustomed to and incorporate them into your meetings. Lastly, create an environment where members are secure with sharing their opinion even when it differs from the leadership or with the majority opinion. Disagreements and conflicts if handled in a professional and respectful way make organizations stronger. Strive to have a very diverse membership base. Different perspectives, experiences, and life styles will make the organization stronger as long as everyone is working towards the same vision and accomplishing the same goals.

**Tip #6 - Recruitment is not one person's job**

Although one person may need to coordinate efforts, EVERYONE should be responsible for maintaining and sustaining membership. Your recruitment campaign should include specific techniques and tasks to be accomplished, a timeline, and an indication of who will be responsible for completing each task.

**Tip #7 - The GRAPE Principle...**

**GRAPE** is the acronym for the five most common reasons why people join organizations. It's important to ask everyone why they joined to make sure you understand your members' needs. Ask them each year, since members' needs will change.

**G - GROWTH;** having opportunities to increase your skills and competencies, personal skill development opportunities, becoming more competent, experienced, and confident.

**R - RECOGNITION;** gaining respect from others you admire, receiving recognition and praise for a job well done, receiving feedback on your work within the organization.

**A - ACHIEVEMENT;** having the opportunity to solve problems, seeing the result of your efforts, being given meaningful responsibilities, seeing your feedback and ideas become reality

**P - PARTICIPATION;** planning and scheduling work, given the opportunity and being allowed to make or contribute in important decision making, being "active" not just a member.

**E - ENJOYMENT;** having fun, working as part of a team, feeling a part of something important.

Information was adapted from <http://www.fandm.edu/x11968.xml>.

### HOW TO DEAL EFFECTIVELY WITH YOUR LEGISLATURE

1. Do not panic. Many issues that seem out-of-hand at first can end up going nowhere or have little impact if the tide of public opinion turns strongly against the issue. Get all of the facts first -- then decide on your plan of action.
2. Research thoroughly. Many times careful, detailed research of a problem or issue can bring to light new methods of compromise or give seemingly radical ideas some substance. If nothing else, you will be well-informed on all aspects of a particular issue and be able to defend your position accurately.
3. Develop a "grassroots" network. Even in small states, it is impossible to know each legislator well. In this area, your colleagues in each district can be of tremendous assistance. They are the voters and constituents in a legislator's district and can be invaluable to a representative or senator during election time. These people do get heard, often times more loudly than your organization does as a whole. Effective use of this system cannot be overstated.
4. Keep your people informed. At least once a week; more often if possible. There is no substitute for good communications with both your organization and outside organizations. This includes legislators. It is imperative to keep them informed of any new developments or positions your organization may have taken.
5. Work both houses of the legislature daily -- meeting with legislators on a regular or daily basis is another important part of communication. Visibility is the key here; let them hear your views -- the more often the better if you have something new of which to inform.
6. Present your side of a position fairly, logically, and factually. Highlight the strengths of your position and be prepared to deal with your weaknesses. Try to distill the issue(s) down as much as possible. Never threaten, harass or try to intimidate a legislator. They function in a high pressure environment and have been intimidated by the best. The least you will gain is their anger. What you will probably end up with is cool indifference or active opposition to any position you take for the remainder of their tenure in the legislature, which could be 25 years or so. It is not worth the risk.
7. Be willing to cooperate with all groups and look for compromise solutions. A willing attitude can often give surprising results. Be willing and available to testify at legislative committee hearings, public hearings before task forces and study commissions, and before private groups. Be especially available to help other groups with similar interests. Forming these types of coalitions early will benefit your industry many times over when the tough issues arise. It also has the benefit of broadening the base of support for your position.

Excerpt from CMSA's Grassroots Handbook.