

THE CHAPTER DISPATCH

March 2007

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AT A GLANCE – Important Dates

2007 CALENDAR

Mar 15	CPC ELECTION OPENS – Presidents only
Mar 20	National Board Election Closes
Apr 30	Spring MEMBER-GET-A-MEMBER CAMPAIGN closes
Jun 19	CHAPTER LEADERSHIP WORKSHOP, Denver, CO
Jun 20	CPC Meeting, Denver CO

Member-Get-a-Member Campaign

As of **March 15th** all together the chapters have recruited **30 members!**
Keep up the Good Work!
Christine Tocco of Grand Rapids, MI is in the lead she has recruited 14

Help Build the Future of Case Management

Your voice and your efforts can help increase interest and participation in CMSA. Your participation in member development campaigns plays an important and vital role in ensuring the vitality of the Society and the case management industry.

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.

CMSA currently has **over** 10,000 members, but there is always room for more! The stronger the Society, the more opportunities it has to offer its members. So, talk to your coworkers, friends, and case management colleagues, and join the CMSA Membership Drive to corral some new CMSA members. You can receive some nice prizes for your hard work, too!

CMSA's Spring Member Round-Up has begun, February 1 – April 30, 2007

Round up your case/care management coworkers, friends, and colleagues and recruit new members for CMSA's Spring Member-Get-a-Member campaign. When your recruits join CMSA, you receive the following for each new member:

- **FIRST RECRUIT:** A CMSA Member pin
- **EACH RECRUIT:** A \$5 CMSA coupon for each person recruited
- **FIVE OR MORE RECRUITS:** One free year of CMSA membership
- **TOP RECRUITER:** A complimentary Denver 2007 conference registration

Be sure to include your name, city, and state on all applications before dispersing. **Special Member-Get-a-Member Applications are available from the CMSA website** – link at the bottom of the homepage! Include information on local chapter activity and contacts in your packets. CMSA tracks the new members for each Recruiter from the area on the special Individual Membership Application where the Recruiter adds their name, city and state. This will be the only way National Office will know that the member was recruited by you. Recruiters will be highlighted on the website, in *The Chapter Dispatch*, in *The Case Report*, and more.

Get more info at www.cmsa.org/recruit

Inaugural Summit on Behavioral Telehealth: Technology for Behavior Change and Disease Management May 31-June 1, 2007

This Summit will offer detailed and practical instruction on using emerging information technologies to support the integration of behavioral health into primary care and chronic disease management. The program will explore how e-empowered health consumers can truly become partners in their own self-management. This timely event brings together leaders in behavioral health, disease management and telemedicine to celebrate the successes, tackle the challenges and advance the goal of integration.

For information on speaking/sponsorship/exhibition/registration, please contact:

Satish Kavirajan, Managing Director, TCBI Ph: 310-265-2570 Email: sk@tcbi.org.

Case Management Writing Contest

Help us Celebrate Our New Relationship-Enter the Writing Contest

CMSA and Dorland Health Care Information, publisher of *Case in Point*, are hosting their first **CASE MANAGEMENT WRITING CONTEST**, to help mark their new relationship, and to encourage the sharing of best practices. The contest is open to all readers who wish to tell their stories. Enter today- not only will you have the chance to be published in *Case in Point*, but you will also have the opportunity to win one of the valuable prizes listed below:

- **GRAND PRIZE: FREE FULL CONFERENCE REGISTRATION TO DENVER 2007**
CMSA's 17th Annual Conference & Expo, June 19-23, 2007, at the Hyatt Regency Denver & Colorado Convention Center
- **A one-year CMSA membership**
- **A complete set of the Dorland Healthcare Website Guide**
- **A complete set of the Case Management Resource Guide**

Contest Rules

- Entries must be **500 words** in length and demonstrate **"How The Case Management Process Helped You Or Your Organization Overcome A Health-Related Challenge"**.
- **Four winners** will be randomly selected from all eligible entries.
- Winning Entries will **appear in the JUNE 2007 issue of *Case in Point*** and may be edited for length, style, and grammar.
- **Send entries via email to Anne Llewellyn, Editor in Chief, *Case in Point* at allewellyn@dorlandhealth.com by April 2, 2007**, to be entered in the contest.

Northwestern Memorial Hospital Organ Transplantation Webcasts

Tuesday, March 27, 7 p.m. CDT:

Advances in Live Donor Kidney Transplants – Joseph Leventhal, MD, PhD

You are invited to tune in to Patient Power in March to hear surgeons from the Kovler Organ Transplantation Center of Northwestern Memorial Hospital talk about advances in organ Transplantation.

Patient Power, an audio Webcast provided by Northwestern Memorial, provides patients, healthcare consumers and healthcare professionals an opportunity to learn more about complex health issues from physicians on the hospital's medical staff.

In this Webcast, Dr. Leventhal will discuss updates on the latest outcomes of live donor kidney transplants and efforts to expand the donor pool and current donor criteria. He will explain some of the unique live donor pairings such as ABO-incompatible and paired exchanges.

Joseph Leventhal, MD, PhD, is a surgeon on the medical staff at Northwestern Memorial and associate professor of Surgery and director of the Living Renal Donor Transplant Program and Vascular Access Program at the Feinberg School. He is board certified in surgery.

To log in to a Webcast, visit <http://healthnet.nmh.org>.

Archived webcasts and transcripts will be available.

2007 SNEAK National Directory of Independent Medical Examiners

SNEAK 2007 **National Directory of Independent Medical Examiners** print directory is now available. This directory contains hundreds of IME Doctors and dozens of other excellent resources. The **Free** Directory is both a printed version and an online database <http://www.imenet.com/default.asp> . Any one interested in a free copy of the **2007 SEAK National Directory of Independent Medical Examiners**, please send an email to Alex@seak.com requesting the IME directory

JACHO Name Change

JCAHO has officially changed their name to **The Joint Commission**. When corresponding please remove all references to “JCAHO” and replace with their official new name.

CHAPTER REMINDERS

Local Chapter Directory

Visit cmsa.org and click on membership, then chapters, then local chapter's directory. Review the information for your chapter to make sure it is current and up to date. This area can be used to post meeting and event announcements, in addition to your local chapter's websites. As current and perspective members of CMSA visit the website they will be able to view events happening in their area. Send updates and notices to njackson@acminet.com.

Chapter Officer Updates

Thank you to those chapters that have submitted your officer update information as requested. Many chapters still have to undergo elections for the new term; however there are still some chapters that do not have contact information because the terms have expired. 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. Please remember that this information is used to determine who to include on correspondence, reports, chapter dues checks disbursement, chapter contact information, etc.... For the official Officer Update Form, please visit www.cmsa.org, under Membership, then Chapters, then Chapter Resources. Please complete and fax to 501-221-9068 or email njackson@acminet.com.

2007 Annual Leadership Workshop

Are you a new Chapter Officer and struggling for resources and training? Or, have you held a long-term chapter leadership role and can't seem to get out of a rut? This workshop is for you! Join other CMSA Chapter Leaders, Board Members, and Committee Chairs to explore and identify ways to increase your chapter's knowledge and resources. You'll be relieved to discover that your chapter is not the only one facing issues and in need of fresh ideas. Discussions will evolve from getting your members more involved, leadership retreats and board issues, recruiting members from various practice settings, and planning solid educational programming. This full day workshop will be led by your peers as they share real life experiences and knowledge. Also, time is allocated for Q&A to ask those pressing questions to other chapters and CMSA staff.

This is a Pre-Conference workshop that will be held on Tuesday June 19th at the 17th Annual Conference and Expo in Denver. There is still time to register if you have already registered for the conference; this workshop will be an additional cost to the conference registration fee. Go to www.cmsa.org and click on the conference logo, then go to Tuesday under the sessions and events section for more information. Or contact mlee@aciment.com (501)225-2229 ext.1120.

LETTER FROM YOUR CPC REP



Hello Everyone!

It is hard to believe that winter is nearing an end and that we are already into the third month of the New Year. Hope everyone is thawing out; drying out; and that you are all adjusting to the new time change.

As we move into spring there is so much continually going on at CMSA and the local chapter level. I encourage you to go on the CMSA website and visit the Communities of Practice Groups. In addition, please take a look through our new CMSA official publications. There is so much information contained in them. For instance, the February/March issue of Case in Point has items from the Boards trip to Capitol Hill last October, to articles on Independent as well as Hospital Case Management to name a few.

Spring brings new growth. That said, how about our new CMSA membership numbers, over 10,000! The number is outstanding and is a result of everyone's hard work and motivation.

If you haven't already done so, please take a few short minutes to go online and cast your vote in the election. Once again, the committee headed by Susan Rogers this year, has put together an outstanding group of talented individuals who are eager to serve the membership of CMSA. Please show your support by casting your vote.

Don't forget to sign up for the 17th Annual CMSA Conference in Denver as slots are filling up fast. And take advantage of the early cost savings.

Warm Regards,

Pat Agius
2006-2007CPC Chair

CHAPTER HIGHLIGHTS

To contact any of the local affiliate or pending chapters, visit www.cmsa.org – under the Membership link choose Chapter.

Official CMSA Chapters

Fresno, CA

The Central California chapter has Plans for the spring that includes a Luncheon in March where the members fill and bring Easter Baskets to donate to a local charity. This annual event is held at the Spike and Rail Restaurant just off of Highway 99 in Selma, CA and is always a lot of fun for all attendees. April promises a meeting presentation on Elder Care featuring a guest speaker, Lori Hickman. To celebrate Women's Health Month, the chapter will hold a special meeting on May 9 and a large crowd is expected to attend!

It is exciting to see how the Central California Chapter of the C.M.S.A. is growing and developing into an active and vital part of the community. Case Managers meet together, form friendships and professional liaison relationships, and decide to make a positive impact on the care of all we serve. Look forward to seeing a lot of growth and changes from this chapter!

Hartford, CT

What a dynamic speaker!! Dr Kenneth Miller Assistant Professor, Medical Oncology, Yale Cancer Center presented a seminar to the CTCMSA group on February 14th titled *Walking in our Patient's Shoes, Empathy in Medicine*. The presentation was well received by all who attended, it was one of those programs that no one wanted to leave. Dr Miller's presentation was on a patient with Leukemia and discussed the illness from the patient's and family viewpoint & how Case Managers can help a patient through their illness. CTCMSA is looking forward to April 11th; presentation on *Opioid Dependence: Highlighting Buprenorphine Treatment* at the Yankee Silversmith Inn.

Washington, DC

WMCMA Chapter Goes Paperless! The Washington Medical Case Management Association (WMCMA) is the local CMSA chapter in western Washington State. The chapter has an active membership that meets monthly for educational lunch programs. On average, 60-80 people attend these lunch programs. Clock hours for CCM certification are offered for each program and are just one of the draws to the meetings. Traditionally, WMCMA would hand out program evaluations at the end of each meeting for attendees to complete for the CEUs, and attendees were then handed a CEU certificate. A volunteer would then tally the responses to the program evaluations by hand and share them with the guest speaker and Programs committee.

Last year, WMCMA piloted a paperless process of completing evaluations and CEUs online in an effort to reduce paper and increase efficiency and ease of reporting. WMCMA sent all attendees an online program evaluation via e-mail at the end of the day the program was held. Attendees had one week to complete the online program evaluation. The last question of the evaluation asked members if they wanted a CCM certificate for clock hours, and if so, confirmed the e-mail address the attendee wanted the certificate sent to. After the close of the survey, all attendees who requested a certificate were e-mailed an attachment of the CCM certificate.

A few things were required to make this a success—educating the attendees of this new process, finding a free AND reliable online survey service, having a volunteer willing to setup and maintain the online survey service and CEUs, and accurate email addresses of members. A few challenges that came up were e-mail addresses that filtered out the surveys as spam/junk mail, and inaccurate or missing e-mail addresses. This has been resolved by confirming email addresses during check-in at the event and letting attendees know that if they don't receive the survey by the end of the day, it may be a filter issue and they are provided with a contact

person to call or e-mail. WMCMA did not have an issue with members not having e-mail, but if that came up, a paper copy could then be provided.

This process proved to be a success and WMCMA has been using this paperless method for about a year now. It has reduced paper, automated the reporting of program results, and encouraged case managers' use of technology in their professional lives. The chapter has expanded the use of the paperless surveys even further by using the survey service for members to vote during the Board elections, as well as to survey membership on questions that might be otherwise difficult to get consensus on such as changing the venue of our meetings or topics they'd like to see presented at future meetings. From managing a case to participating in a professional organization, case managers should understand and take advantage of the technology available to them to stay connected in this ever changing health care system that we work in.

Orlando, FL

The February meeting for the Central Florida CMSA chapter started with a luncheon sponsored by Centocor. The board members were introduced and updates given by the membership chair and program chair. Megan Jones, PharmD on Remicade presented a very interesting and informative CEU presentation by. There were 74 members and guests present. March 22nd will be the chapter's next CEU presentation on Advances in the Treatment of Chronic Neuropathic Pain.

Fort Wayne, IN

The Fort Wayne Indiana Chapter held a successful conference on February 20th on *Everything You Ever Wanted To Know About Case Management But Were Afraid To Ask*. It was an overwhelming success with over 72 attendees and vendors. Debbie Stubbs did a fantastic job involving the audience in active discussion and activity. Attendees commented on how much they appreciated a seminar on the subject of Case Management. Their next seminar is planned for Thursday May 17th on PTSD and depression.

Springfield, MO

The CMSA of Springfield and the Greater Ozarks held its board meeting this month and began planning for the chapter's 10th Anniversary celebration. An annual meeting will be held at the end of the year with a banquet where new officers will be elected. In celebration of the 10th Anniversary, the chapter is planning to make the banquet/annual meeting very special with something to commemorate this special time for each member. The planning of the annual seminar is in the beginning stages.

St. Louis, MO

The Case Management Society of St. Louis (CMSS) in partnership with Pfizer Pharmaceuticals gave an evening in-service on February 28th from 6:30-8:00 pm on Exubera, the new inhaled insulin from Pfizer. The program is called EXTRA which is an acronym for **E**xubera **T**rainning and **A**wareness. The program was held at the Hilton St. Louis Frontenac and included dinner. The visiting speaker was Mrs. Connie Commander, RN, BS, CCM, ABDA, CPUR, and President CMSA. Mrs. Commander's appearance was a positive for their chapter as members had a chance to meet and talk with the CMSA president. The program is specifically designed for Case Managers with 1.00 approved contact hours given. 47 case managers and 5 Pfizer representatives attended this event. CMSS has started these evening venues in order to include hospital case managers who cannot attend the monthly daytime meetings. They are using the evening programs as a means to provide education as well as a tool to increase membership in their chapter. More evening programs are being planned.

Omaha, NE

The Nebraska Chapter of the CMSA had a wonderful day on March 8th with B.K. Kizziar, RNC, CCM, CLCP! Twenty-eight case managers attended *The Ins and Outs of Case Management, a Prep Tool for the CCM Examination*. The knowledge base required of case managers to pass the exam is ever expanding and it is the responsibility of case managers currently practicing to keep up with these changes.

B.K. was a great speaker; her broad knowledge base and stories about case management and the medical system in Texas shared with her “Texas accent” kept the attendees attentive for the entire day! Thanks, B.K., for coming to Nebraska!

Some of the things discussed in the class were reminiscent of the conversations in the Legislative Work Group last fall. She stressed the importance of being familiar with the Case Management Standards of Practice, whether or not you are “certified,” since it is now the legal measurement of case management practice. She reminded us case management involves looking at “all areas of the patient’s life” and not just an episode of care. She emphasized the importance of transferring care to “someone” when your work with the patient has been completed. She stated we should all be familiar with the Code of Conduct for Professional Case Managers and practice within our “scope of practice” as well as that outlined in the Code of Conduct. Many times throughout the day she stressed the ADVOCACY role of case managers regardless of your practice setting.

There are a number of case management certifications available and recognized by URAC, however B.K. indicated the CCM is the only test based on case management research. She talked about the importance of outcome measurements in practice and quality improvement measures. All that was within the first couple of hours!

As the day progressed, topics included cultural awareness, consent for case management services, confidentiality, conflict resolution, negotiation and critical thinking skills, ethics, negligence and liability issues. She presented information on Federal laws that are implemented by the states. She discussed accommodations in the work place and the Family Medical Leave Act, as well as Medicare, SSDI and SSI.

Part of the day involved discussion of case management of acute and chronic injuries and illnesses, including the selection of rehabilitation facilities and care for the elderly. She presented the components of a disease management program and discussed healthcare reimbursement. She covered vocational rehabilitation issues and life care planning. All in all, the course was extremely comprehensive and a great way to assist with preparation to sit for this exam.

Thanks to the Program Committee of Nebraska CMSA for organizing this program and KUDOS to Kristi Smith and Shelly Kinney for a job well done! Special thanks to Blue Cross Blue Shield of Nebraska, Genex Services Inc., CCMS, Inc., and Dodge Street Radiology for assisting Nebraska CMSA with the sponsorship of this program!

Woodbridge, NJ

The New Jersey Case Management Society is having the first General Membership Program of 2007 on March 14th at the Woodbridge Hilton. The topic is *The Rising Incidence and Prevalence of Kidney Failure* and will be presented by Debra Castner RN MSN APN-c CNN, Team Leader – End Stage Renal Disease/Chronic Kidney Disease. Debra is associated with the Health and Wellness Educational Programs, Horizon Blue Cross Blue Shield of New Jersey and there will be 1.5 CEU’s offered. At this time there are about 140 pre-registrations for this dinner program with approximately 11 Exhibitors expected. Each month the chapter is offering a free exhibiting table to a community group. This month the American Heart Association has been invited.

NJCMSA is conducting a contest for its members to come up with a winning tagline or motto for a chapter pin. In addition, they are seeking candidates for open positions on the Board and Executive Committee and there will be a “celebration of the green” with some gifts for the attendees. The chapter has continued with the theme of focusing on case managers and helping them take better care of themselves through their monthly giveaways. Chapter members have been encouraged to participate in the Member Get A Member campaign; the CMSA elections, and the Conference in Denver.

The NJCMSA Board had an All Day meeting in February and laid out the groundwork for updating its business operations, policies and programs. They look forward to coming out of the deep-freeze of winter that has affected the Northeast!

New York, NY

A mailing to the membership is being prepared to obtain updated email and telephone contact data, since most member communications are sent via email, with telephone outreach as necessary. Many members' list work contact data when they register with CMSA. So, when they change jobs, their contact data is no longer valid. The mailing will include a survey to solicit feedback on the best days of the week and times for future conferences, as well as suggested topics for future meetings.

Hudson Valley, NY

The Hudson Valley Chapter welcomes spring! The chapter's most recent event on March 7 was very well attended with 62 HV-Chapter members enjoying a fabulous presentation and dinner. Graciously sponsored by Mike Morseon of Cyberonics, Inc., Mike presented *The VNS Therapy System* and *Vagus Nerve Stimulation in the Treatment of Treatment Resistant Depression*. The presentation was approved for 1.0 Ceu's and was followed by a interactive question and answer period. Four new members were recruited and warmly welcomed to the Hudson Valley Chapter with one lucky new member winning a great raffle prize!

The April dinner event is scheduled for Wednesday, April 4 at the chapters favorite and familiar spot, Sam's of Gedney Way in White Plains. Sponsored by Hanger Prosthetics and Orthotics, and will again be presenting the Albany outreach presentation, *An Introduction to Prosthetics and Orthotics for the Case Manager*. Due to numerous requests, the chapter is proud to have Cameron Clapp return who will share his inspirational story. And as always, a delicious buffet dinner will be served.

Long Island, NY

February was an important month for the Long Island Chapter. The annual board of directors' elections were held and the new board was announced at the meeting. It is the intention of the current board to increase the member's participation in the activities of the chapter through active participation in committee work. Descriptions of the committee functions are being formulated and volunteer lists are being compiled. There was a large turnout on a very cold winter evening to hear speaker and current national Case Manager of the Year, Peggy Leonard, RN gave a dynamic talk on the *Potential Power and Political Impact of Case Managers*. A lively discussion followed. The next general chapter meeting will be held on April 4 with a presentation by Margie Chu, RN on Long Term Insurance Coverage. If any CMSA member is in the area for the meeting you are welcome to attend. See the website www.CMSALI.com for details and directions.

Las Vegas, Nevada

CMA-LV was honored to welcome Peggy Leonard to Las Vegas as she presented CMAG to a capacity crowd at the St. Rose Sienna campus on March 10th. Additionally, the chapter's Program Committee is diligently working to prepare for the March 20th educational forum on *Innovations in Diabetes Management*. This event will be sponsored by Sanofi-Aventis and Dr. Kannan, a local endocrinologist will be the speaker. The chapter membership committee has also been busy building the email distribution list for 2007 which has nearly 100 names and addresses to date. However, the most exciting news for the CMA-LV chapter is the tremendous growth the chapter has experienced in membership. The February chapter report showed 72 full fledged members!! One of the greatest contributing factors to the chapters growth is the acknowledgement by the Senior Leadership of the HCA-St. Rose system in Las Vegas, that has opted to pay for all of their CM staff to join CMA-LV, CMA-LV acknowledges and thanks HCA colleagues for their innovation and support.

Chattanooga, TN

Chattanooga Chapter CMSA held their monthly meeting on March 13. In recognition of March being DVT awareness month the program was on Deep-Vein Thrombosis. Representatives from BlueCross BlueShield of Tennessee spoke on their DVT Awareness Program and information was also provided on the local Hospital DVT Assessment Program that has been a joint effort of the major facilities in the Chattanooga area. Sanofi-Aventis sponsored the program.

Plans continue for their annual spring seminar on April 13. The theme for this year's conference is *Case Management: Catch the Excitement* which ties into the downtown location and community support of the aquarium. There will be a kick-off reception in the evening on April 12 with CCM offered. CMSA National President Connie Commander will speak at the opening night reception and during the conference. Dr. John Banja and several local speakers will present programs at the conference and the closing speaker will be Tim Durkin.

Richmond, VA

The Virginia Chapter of the Case Management Society of America has focused their initiatives this past year on the growth of membership, member participation and education regarding issues of interest for case managers in Virginia. Education Series - Members have had the opportunity to interact with several outstanding speakers in the education series during fall 2006: September - *Bridging Case Management & Primary Gaps in a Military Setting* - Members had the opportunity to hear Glenda Lewis-Fleming, MSW, ACSW, FAHM & Derenda Farmer Lovelace, RN, C, BSN present their seminar that was highlighted at the National CMSA meeting. October - *Cultural Diversity and Ethics* - Carol Stolte Upman, CCM Commissioner, assisted the Virginia Chapter in celebrating Case Management with her presentation on cultural diversity and ethics. November - *Expectations for Clinical Outcomes for Orthopedic Injuries: A Physical Therapist's Perspective* - Tom Bohanon, MT, OCS, gave great pointers for on how case managers can facilitate their working relationship with physical therapists. Reminders regarding meetings are being sent out both electronically and via post cards for all events and educational seminars to promote ongoing participation.