

2004 Case Management Week Activities

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National Case Management Week • October 10 - 16th, 2004

Case Management Week Celebrations

ALABAMA

Birmingham, AL

The Birmingham Chapter held their monthly Lunch N Learn to celebrate Case Management Week. Each CMSA Member who attended was given a CMSA travel mug, and non members were given a CMSA ink pen. The group celebrated with a cake honoring Case Managers. This event was a lot of fun. In addition, Board Members traveled to the State Capitol with other AL chapters to attend a Proclamation signing ceremony and have their photo take with the Governor of AL. The chapter hopes to be more proactive next year with the planning phase of CM Week.

Huntsville, AL

The North Alabama Chapter had a dinner last week at an exclusive restaurant for members only. Door prizes, CMSA coffee mugs, and CMSA pens were given away and the chapter paid for dinner. The history of the chapter was shared and the past presidents were honored with a red rose. A chapter scrapbook was passed around with pictures from past meetings and extravaganzas. There was a cake with the CMSA logo on top and a plaque was presented to the biggest sponsor, thanking them for all their support at the annual Extravaganzas. The award from the CMSA Conference (increase in membership) was framed and displayed at the dinner. The chapter president thanked everyone for all their support and told of the advantages of CMSA membership. One of the past Chapter Presidents read what it means to be a Case Manager. From this meeting, the chapter gained new board members and had other members interested in being an officer. Everyone had a great time networking and getting to know each other. The chapter also joined with other AL chapters and went to Montgomery, AL to receive the State Proclamation and have their photo made with the Governor of Alabama. It was great giving back to the members, recognizing them and getting to know them. This dinner will become an annual event and the chapter hopes to have more members participate when they hear how much fun it was!

ARKANSAS

Fayetteville, AR

The Northwest AR Chapter had a great week. They held an after hours get-together at James at the Mill restaurant in Fayetteville. Over 38 people attended including vendors, social workers, DME folks, etc. The sponsor was Regency Hospital in Fayetteville. The chapter also made a story board and a thank you card for the vendors.

CALIFORNIA

Fresno, CA

The Central CA Chapter held three Case Management Week breakfasts because the area is so large. The first was held in Bakersfield with two sponsors, approximately 15 attendees and two board members. Despite a short power outage, everyone enjoyed a nice continental breakfast. Centre for Neuro Skills provided nice treats and information on their programs. Information was also provided about the chapter and CMSA. Door prizes were given. Good feedback was obtained on a survey being conducted to help increase membership and participation.

Over 36 people attended the breakfast in Visalia. Ten vendors provided very nice gifts and door prizes and spoke briefly about their services. All of the non-vendor attendees were from Kaweah Delta District Hospital whose department head is a former Central Valley Chapter President. Information was provided about the chapter and CMSA as well as the National conference.

In Fresno, 14 CMs attended at the San Joaquin Valley Rehabilitation Hospital where the breakfast was held. An overview of Functional Capacity Evaluations was provided as an educational opportunity. A lot of giveaways were provided and everyone went home with something from the hospital and the chapter.

San Jose, CA

The San Jose Chapter held their bi-monthly dinner meeting the week before Case Management Week and celebrated at that time. Sherry Aliotta, National President of CMSA, was the guest speaker. She gave a presentation on case management outcomes and a sneak preview of the Case Management Adherence Guidelines project. Sherry is an excellent speaker, and everyone was quite interested in hearing more about the project, and quite proud that the organization was leading the way again in efforts towards better patient outcomes and cost containment. Upon entering, each attendee was given a small gift from the chapter and a poster/calendar donated by Coram Healthcare. At the end of the evening, a drawing was held for a number of door prizes that were donated by the chapter as well as many member organizations and vendors. The attendance was among the best of the year. Thanks to Sherry for creating the draw, and all those who worked hard to organize and put on the event.

COLORADO

Denver, CO

The Rocky Mountain Chapter celebrated CM Week by hosting an Educational conference for local/regional case managers, as well as allied healthcare professionals. The theme was *Tools for Our Case Managers* and over 130 attendees and 34 vendors participated. The conference started with breakfast and ended with a cocktail reception. Recognized speakers spoke about topics such as, Influenza and the West Nile Virus, as well as updates on breast and colon cancer. The conference hosted various sponsors from around the state including Craig Hospital, MedImmune, Hill-Rom and many others to speak with attendees about their services. In recognition and appreciation to the attendees, door prizes were awarded throughout the conference, and massages were offered between sessions. In addition, a State Proclamation was presented recognizing Case Management Week in Colorado. It was great to hear from attendees and exhibitors about how beneficial the conference was. Many attendees enjoyed and appreciated the opportunity to celebrate CM Week with other healthcare professionals. Comments received from attendees included, "Just wanted to thank you for a wonderful conference. I appreciate all the hard work that you and your staff obviously put into the event. I am so proud to be a member of this outstanding group of people."

In addition to the chapter activities, **Swedish Hospital** also held a week full of activities sponsored by area vendors, complete with chair massages for all staff. It was wonderful to see all of the dedicated CMs come together for a day of education and enjoy themselves.

DISTRICT OF COLUMBIA

Washington, DC

CMSNCA launched its Sponsor-a-Member Campaign in celebration of CM week. Each Board member personally contacted a new member and invited the person to the October chapter meeting. The new member was greeted at the door, escorted in and introduced to the audience by the "sponsor". The CMSNCA recognized case managers at the October meeting by rewarding attendees with a jot pad with a case manager logo, pens, and door prizes. The TRICARE Management Activity posted a CM Week proclamation on the DoD website: www.tricare.osd.mil/OCMO/case_management.cfm. Next year, the chapter wants to find a way to get patient stories published that share their experiences of recovery and success with the help of case managers and supply posters to local chapters to post in businesses, hospitals, subways, etc.

DELAWARE

Newark, DE

The chapter hosted a CMSA booth setup in a local hospital all week. A luncheon was hosted with over 30 attendees which was good since this took place during the middle of the day during the week. The Gov. of Delaware sent a representative who presented the chapter with a Proclamation. The local news paper is doing an article (hopefully with a picture) on the celebration. There were some case managers there for the first time who expressed interest in joining the Association. It was a lot of fun putting together the luncheon and just having case managers put in the spotlight and receiving recognition.

FLORIDA

Dade/Broward Counties, FL

The South Florida Case Management Network held a celebratory luncheon in honor of Case Management Week. All current members attending the luncheon received desk clocks with the SFCMN logo. There was a lot more community awareness this year which was great.

Jacksonville, FL

The Jacksonville Chapter celebrated CM Week by hosting their second annual *Fall into Case Management* Vendor Show and Networking evening at Dave & Busters. The event was open to anyone in the Jacksonville area that provided case management or those in the field of discharge planning, utilization review or social work. The admission was free. There was a great turn out of 120 nurses/social workers. The attendees had a wonderful time and gave great feedback. Thirty-four vendors participated in this event, many of whom had wonderful door prizes and giveaways. The food and drinks (including an open bar) were free. The Chapter also provided several door prizes. Everyone is already looking forward to this event again for next year. Information was provided about the chapter and upcoming meetings. CMSA membership forms were also distributed to interested parties.

Orlando, FL

The Central Florida Chapter planned a Case Management Night. Editorials were sent to local newspapers and the networking dinner was printed in the local business section. For Case Management Night, everyone met at a local restaurant for networking, appetizers, a small presentation from one of the vendors, door prize drawings and dessert. The dinner was great because attendees could relax without worrying about returning to work. The chapter also ordered oxford shirts for all the board members - with embroidery of "Central Florida CMSA - Board Member". The chapter also received a proclamation from Buddy Dyer, the mayor of Orlando, Florida. The best thing about CM Week was the effort put forth by the chapter members to plan CM night. In addition, many hospitals in the area had either luncheons or breakfast for their staff, as well as circulated flyers throughout the facilities.

GEORGIA

Atlanta, GA

The Case Management Society of GA celebrated Case Management Week with a very successful annual conference. The theme *Get the Scoop on Case Management* led to several literal links by both speakers and vendors including ice cream cones filled with miniature M&Ms, "astronaut ice cream" given by two vendors, ice cream cone notepads and toys presented by a speaker. A giant balloon ice cream cone was the visual focal point for the keynote and final speakers. Committee members dressed in pink or green "sherbet" colors making us very visible to attendees. Medical and workers comp education tracks were included and the attendance TRIPLED over last year! Of course, the afternoon included an ice cream social for attendees and vendors alike. The chapter announced the local Case Manager of the Year, long time member, former president and tireless worker, Mary Hoyt during part of one afternoon session. The board has heard very positive comments about the quality of the programs and will soon be making plans for 2005. This time frame for a conference has competed with other conference bookings in the past; however, for CMSG-Atlanta this is a perfect way to spend an educational (and fun) end to Case Management Week.

HAWAII

Honolulu, HI

CMSA-Hawaii had an all day seminar with Dr. Bruce Berger as the primary speaker presenting *Assessing and Intervening for Meaningful Behavior Change: Helping Patients Better Manage Their Illness*. During the buffet luncheon Dr. Shari Kogan presented "Medications and Falls". Various local businesses provided numerous door prizes for the CMs attending the CM event. Facials, pedicures, manicures, massages, meals were among the donations with the grand prize of a two night stay with dinner at a local four-star hotel. As well the Hawaii Chapter gave each case manager at the CM Week event a rose.

ILLINOIS

Chicago, IL

On October 12, the Illinois Case Management Network of CMSA hosted a dinner in honor of all the case managers in the area. It was held at Maggiano's, a fine restaurant in the Chicagoland area. Connie Sunderhaus, a previous National Board member of CMSA and current director of the local chapter, presented on *What's In a Tool Box? Tools to Build Success in Case Management*. Connie discussed tools available to case management including certifications, other local organizations, CMSA Standards of Practice, as well as the networking the organization allows. As a token of appreciation, the chapter gave each of members a key chain that was actually a small tool kit which fit with the evening's theme. There were approximately 70 case managers in attendance. The chapter celebrated gaining 11 new members over the last month and discussed new projects which include development of a web page, as well sponsoring a CCM Review Course in the Spring for case managers seeking certification. The dinner was sponsored in part by four local vendors- Hanger Prosthetics, Coram, Sanofi-Aventis and Heartland Home Care and Hospice.

INDIANA

Indianapolis, IN

Central Indiana CMSA celebrated Case Managers Week by hosting their 10th Annual Conference—*Case Management...Surviving The Zoo*. The chapter is very excited about the turnout and enthusiasm that the 134 case managers brought to the conference. The well received keynote speaker and member of the chapter, Marci Bennett, RN, BSN, CCRN, LNC opened the conference with *Case Management: Challenges, Creativity, and Collaboration*. This set the tone for the rest of the day as the speakers addressed the challenges of compassionate interdisciplinary care, the collaboration needed in rehabilitation of acquired brain injury and the creativity in caring for the obese patient. The attendees remarked that they appreciated the fact that the speakers were practitioners as well. The attendees also found the 56 exhibitors to be very knowledgeable and friendly and that educated answers were given to their questions.

The chapter board received very positive comments on how this was the best conference they had ever attended and the speakers were outstanding. This was also the largest amount of exhibitors to attend and each said they would definitely exhibit next year. During the opening remarks, all case managers were congratulated and given tribute for their outstanding work in case management. A small gift, donated by an exhibitor, was presented to each attendee. In the President's Address, attendees were warmly welcomed and invited to attend the monthly educational meetings. All non-members were encouraged to make the professional decision to join CMSA, the chapter and to become knowledgeable about current health care issues that impact the case management profession. The day ended with a farewell to friends and members from over the state and a resolve to depart better equipped to meet the judgments of case management.

LOUISIANA

Shreveport, LA

In honor of CM Week, this group held another meeting to get organized as a pending chapter of CMSA. Officers and Board Members were elected. There were over 38 in attendance. Case managers were each given sewing kits and a fresh long stem rose in honor of CM Week. The group is excited about future meetings and affiliation with CMSA.

Also in Louisiana, **Terrebonne General Medical Center** decorated the case management department door with a sign recognizing each case manager. Within the department decorations were balloons and confetti. A hospital wide email was sent to all employees to announce Case Management Week. Each day the case managers were given a treat as it was their special day.

Monday: a kind note with a case management button to wear proudly and breakfast donuts.
Tuesday: a survival kitPencil-to record your daily productivity.

Match- always match your goals with your time.
Post-its- make a list & stick to it
Lifesavers- Case Managers=lifesavers
Gum- "chews" to spend your time wisely
Rubber Band- good organization helps you stretch time
Pennies- money saved by Case Management cost effectiveness
Bag- Remember Good CM helps you keep it together and "in the Bag"
Shout Wipe- to clean up after all the Lunch in-services
Chocolate Kisses- "kiss" your stress Good Bye
Confetti- celebrate how well you do your job
Eraser- just for decoration, case management does not make mistakes
Paper clips- help keep everything together
Candle- take time to relax

Wednesday: a balloon with a candy-gram to each case managers and cake

Thursday: a leather Case Management notepad and ink pen. Cake was provided from the social services staff

Friday: lunch was provided to the case management staff by the medical director

All activities were supported by administration, CEO, VP and other department directors and it was nice to just be recognized with kind and appreciated words from members hospital-wide for the jobs CMs do. Next year, all employees of the hospital will be invited to an open house in celebration and educate them that together all things are possible through good communication and collaboration. It takes all of us to provide the best care possible for patients and families (internal and external). It would be nice for all staff members within the hospital to realize that everyone has a little case management in their job no matter what their jobs are by the things done daily...customer services, greeting and smiling, offering to assist even when it's not your job, saving money by not wasting or avoiding over utilization of resources, good communication, going the extra mile, and many other good deeds which are done daily.

MARYLAND

Group Benefit Services, Inc., a premier third party administrator, sent the entire case management team to the local day long conference put on by the CMSA of the Chesapeake. The Case Management Team promoted themselves within the company this year: The Case Management Team wanted to educate the rest of the company about what CM is and what Case Managers do to help their patients. This department is a small unit of 8 individuals comprised of UM and CM with support staff in a 200-employee TPA.

First two posters were created and placed in the elevators of the building. One is The Case Manager's Creed (courtesy of Staffbuilders) modified to meet their practice setting and the other is a "Top 10 List" (a la David Letterman) of the things that Case Managers do for their patients.

Next, to demonstrate how Case Managers can help populations as well as individuals, "Donate \$1 or More for an Extra Casual Day this Week" fundraiser was created. Every person who donated at least \$1 gets to wear jeans on Thursday as well as the usual casual day Friday. Little pink ribbon pins, thank you cards and a patient educational handout promoting breast cancer awareness were given to each person who makes a donation. All the monies collected were donated on behalf of the organization to the Susan G. Koman Breast Cancer Foundation since Breast Cancer Awareness Month is October.

And finally, a company-wide email for each day of Case Management Week highlighted different aspects of case management such as: information about case management, sample case studies and educational materials given to patients.

MINNESOTA

Minneapolis, MN

CMSA-MN held a Wine, Cheese & Networking and be good to yourself event to celebrate Case Management Week. There was a fabulous speaker who presented *The Role of Feng Shui in Creating Healing Environments*. In addition, several vendors presented healthy lifestyle products. A great time was had by all!

MISSOURI

Kansas City, MO

The Kansas City Chapter of CMSA celebrated Case Management Week with during their mini-conference entitled *Planting the Seeds of Tomorrow: Growing Power, Passion and Promise in Case Management*. It was held on October 17 at Menorah Medical Center with approximately 70 in attendance. The chapter received Proclamations from both the Governor of Missouri and the Governor of Kansas. All conference attendees received a signature CMSA mug filled with sunflower seeds. The attendees representing case managers from around the general Kansas City area sang nothing but praises.

St Louis, MO

The St. Louis Chapter hosted an all day educational event with Guest Speaker, Susan Rogers. Susan's presentation was both informative and very motivational. Vendors were invited to exhibit and sponsor lunch, door and attendance prizes, chair massage, hand paraffin dips, and golf tips. During this celebration, the chapter awarded the "Case Manager of the Year" and the "Rising Star" awards which were voted on by members. The Executive Board selected a member for the "Spirit of Case Management" award. The chapter president, Becky Perez, also presented at a Case Management Week Luncheon for a local hospital. The chapter was able to obtain proclamations from the State of Missouri and from the Mayor of St. Louis. Over 150 people attended the celebration with nothing but positive comments. Also, many are very excited about the launch of the CMAG-1. Next year, the chapter plans to encourage everyone to continue the efforts to get the word out and try even harder for public recognition.

United Seating and Mobility attended the St. Louis Chapter CMSA "Case Manager Appreciation Day" conference in which Susan Rogers spoke. As a supplier of rehab and assistive technology equipment, the company set up an exhibit to showcase products and services. To honor the CMs they work with, they were presented a pink rose, which is a sign of admiration. This company understands the many responsibilities and issues that CMs have to deal with and thanked them for considering them when assessing the needs of their patients and members. It was great being able to talk to the case managers face-to-face and find out what issues they deal with.

Case Management Consultants of St. Louis, MO staff was acknowledged with cake, posters, and the CMSA lapel pins. The entire staff was allowed to attend the local chapter's appreciation day, which was a four hour meeting with prizes, food, and guest speaker Susan Rogers, national president-elect. Staff relayed that they felt invigorated about the field of case management, and really felt the professional had value. Susan was a good cheerleader that day for motivating staff and confirming that the company was on track with the national agenda.

MISSISSIPPI

Jackson, MS

The Mid-Mississippi Chapter celebrated case management with a speaker on Stress Management along with two massage tables for free massages, food, drinks, door prizes, a free gift (a CMSA mug with candy) and a pen for everyone that attended the meeting. Many of the area hospital case managers were recognized by various businesses. It was great getting so many case managers together to celebrate and tell them how much they are needed and appreciated. Next year, the group hopes to plan earlier and have a larger meeting and bring in the news media to bring more attention to case management week.

Also in the Jackson area, **University Medical Center** hosted a luncheon provided by a home health agency with door prizes given by the same agency and a DME company. Hospital helped by paying for a desk clock/calculator. Next year, the hospital will also create a banner and get information into the hospital newsletter.

NEVADA

Las Vegas, NV

An upcoming chapter in Las Vegas used this time to help promote their inaugural meeting, Nov 8, 2004. The "budding" Case Management Association of Las Vegas (CMA-LV) did a massive email distribution advising nurses at most Las Vegas acute care facilities and other prominent MCOs about their group and how to become a part of it.

Also, in the Las Vegas area, **Sierra Health Services** honored the Hospital CMs by giving them each a pin that states "you make a difference" and a corresponding card which read: 'in celebration of National Case Management Week, the Management Staff would like to acknowledge you and your continued efforts on behalf of our health plan patients'. At this clinical meeting, the staff reviewed some of the key CM functions they perform and the results of these activities in relation to ROI.

NEW ENGLAND

New England Chapter (MA, ME, NH, RI)

Each chapter member was given a deluxe name badge holder emblazoned with the CMSNE logo and a discount coupon for \$15 off any program given in the next 12 months. Case Management Week posters were distributed at all programs starting at Annual Conference. CMSNE members were invited to attend CM Week educational programs free of charge. Proclamations were received from the Governors of MA, RI, NH and ME.

CM Week Events:

Chapter Meeting - 10/7 educational programs on Changing Multiple Behaviors and Critical Members of the Transplant Team. Governor's Proclamation on display. Special dessert was cake decorated in recognition of Case Management Week.

Maine Extension Meeting - 10/12 educational program on oxygen delivery systems, received a Governor's proclamation displayed at meeting. The attendee gift give-away included candles and tote bags.

New Hampshire Extension Meeting - 10/14 Leadership Program, Governor's Proclamation displayed at meeting, Yankee candle car freshener provided to all the Case Managers.

Rhode Island Extension Meeting - 10/14 Dinner meeting and educational program at Chelo's in Warwick with a sold-out attendance. Kathy Gremel presented Ethical Dilemmas for Case Managers. Each table was decorated with balloons and Halloween-themed centerpieces and featured hand-made chocolate dipped popcorn treats. Relaxing music played in the background, while a massage therapist and Reiki Master were available for all attendees. Raffles were drawn for Bath and Body Works gift basket, movie theatre tickets and Charity pins.

Western MA Extension Meeting - 10/12 Dinner meeting and educational program at Wingate of Wilbraham. It was well attended with 45 attendees. Peter Moran presented *Case Management: What It Is and What It Is Not* and tied it into the new CM Standards of Practice. A raffle gave away a beautiful fall basket from Atkins Orchards in Amherst with fruit, cheese, sweet breads etc. Wingate also graciously raffled a large goody basket. Deluxe badge holders give-away.

The Maine Extension co-chairpersons, Sue Bartlett and Nancy Benoit attended the Workers Compensation Summit at Sugarloaf with a table display near the registration area. CM Week Celebration poster and State Proclamation were on display as well as information about the organization and the benefits of CM. CMSNE logo'd water bottles with Maine Extension. Tote bags were filled with the water bottle as well as CMSNE information and distributed to 32 case managers attending the conference.

Letters were mailed from CMSNE to CM Directors across the chapter describing the critical role of case managers in the healthcare system and the importance of recognizing CM Week. Each letter was accompanied by a poster recognizing CM Week. The best thing about case management week was the recognition and affirmation of the value of CM and the recognition that is given to each other during this week. It is important to sit back and say 'yes, we do a great job!' because this is not done nearly enough!

Other celebrations in the New England area included an educational luncheon program at **Emerson Hospital** presented by Mary McKendry in Concord, MA entitled *The Evolving Face of Case Management - Integration Strategies*. The presentation was sponsored by both the Hospital and the PHO. Lunch was provided and the program was open to the CNO, the CFO, PHO care managers, the hospital care managers, and the quality department. The program was well attended and it provided a nice platform to discuss what case managers bring to the table. **Hospital News** featured an article on Case Management in their September issue. Teri Treiger and Mary McKendry were interviewed for the article. **Machigonne** CMs received flowers from the VP and the manager took all CMs out to lunch. Neighborhood Health Plan – Rhode Island held scheduled activities and festivities over a week's time, including both department and full staff luncheons, displays of educational materials about case management in the front lobby, surprises on the case manager's desks and participation of a food drive.

NEW JERSEY

Woodbridge, NJ

The Northern New Jersey Chapter coordinated the general membership meeting with the Case Management Week celebration hosting a speaker who specialized in Bariatrics. The room decorations were very festive. Each attendee was given a copy of the Governor's Proclamation, a copy of *To Be a Case Manager*, and a small bag of gourmet chocolates. The chapter gave away two door prizes – a Fall Holiday coaster set and a ceramic Chinese takeout box. The hotel provided "Sunday Brunch for Two" coupons while two sponsors presented raffled door prizes. The chapter was excited to receive a proclamation from Governor James McGreevy of New Jersey. All the information from National was great. Also reading the ideas shared by other chapters was a great reference for future events. More people are being recognized this week than before. It is just nice to celebrate together in this specially designated week. All week long, everyone emailed each other saying Happy Case Management Week.

Also, in New Jersey, **Concentra** held a staff luncheon and **St. Joseph's Wayne Hospital** provided lunch and "goodie baskets" to their case managers. **Kessler Rehab** and **Novacare** held a dinner for invited staff and case managers from insurance companies.

Morristown Memorial Hospital, a company of Atlantic Health Care, started the case manager recognition with a kickoff "stop by the office" breakfast, continued with three lunches coordinated on three consecutive days with educational programs in wound care and research, and ended the week with a raffle/dessert bar. The department was really grateful for the "fuss", which was put together in about ten days! Thanks to Peggy McFadden, department manager and Susan McLaughlin, business coordinator, as well as the following vendors who provided generous recognition with raffles and gifts: Atlantic Home Care, Pine Acres Nursing Home, Coram Health Care, Genesis Corp., Kessler Rehabilitation Services and Health Net. Great work in pulling this off and making it a great success.

NEW YORK

Hudson Valley area, NY

The Hudson Valley Chapter celebrated CM Week with a sponsored educational breakfast meeting at a beautiful historical facility. Each attendee was presented with a gift boxed candle in recognition of CM Week. We also raffled two gift baskets donated by sponsors. To promote the professional development of case managers we also raffled two \$50.00 gift certificates to the annual spring conference. The meeting was well attended and we all had a great time. This was a great time to actively communicate our passions about the CM profession.

Next year, the group plans on developing some posters that can be shared with local hospitals. With a new website, the group hopes to reach more Case Managers who can bring new creative ideas about promoting the profession, especially during CM Week. Several employers in the Hudson Valley area also celebrated case management week. **Hudson Health Plan** warmly recognized their case managers for all the work that they do and provided a gift of gratitude from the VP. Case Management Week posters were hung up in the Clinical Conference Room which is used by all staff. **Danbury Hospital** hosted an all day educational forum in recognition of CM Week and the tremendous value Case Managers bring to the successful delivery of healthcare. **Tree Tops Skilled Nursing Facility** invited the Nurse Case Managers from Hudson Valley Hospital out to lunch in recognition of CM Week.

Long Island, NY

The Long Island Chapter celebrated Case Management Week with a full day educational conference and expo held at the Woodbury Country Club. The program was entitled *Case Managers: The Bridge to Quality Across the Continuum of Care*. Each attendee received a gift bag. New members that joined CMSA at the conference received a discount off their membership fee.

New York, NY

The chapter in New York City held an educational presentation about COPD that included dinner and wine. All attending members received t-shirts with the NYC CMSA logo. Fifteen prizes were raffled off which included discounts for membership, the Tri-chapter Conference and the national conference. Each attendee received a certificate recognizing them and thanking them for their contribution to healthcare. Some hospitals in the area provided luncheons for their case managers and raffled vendor gifts.

NORTH CAROLINA

Raleigh/Jacksonville, NC

Raleigh Chapter attendees to the October meeting received a triangle shaped pen, with the Triangle CMSA logo and National Case Management Week, October 10th -16th, Passion, Power & Promise written on the 3 sides. Door prizes were given away including CMSA travel mugs, coffee mugs or Target gift cards. Everyone won something! The Proclamation for Case Management Week from Governor Easley was read by Linda Dixon, Vice President and a postcard sized copy was provided to all in attendance. To get the word out about CMSA several Board and Chapter members agreed to make site visits to area hospitals, nursing homes, nursing agencies, etc. Each site was treated to cookies, CMSA pens and Free admission cards (good for 1 free visit to non-members) with the hope of encouraging others to join local meetings. There was a lot of excitement about getting the word out to non-members and receiving the official proclamation. In the area, a few other employers also hosted luncheons, ice cream parties and special recognition for their employees.

OKLAHOMA

Oklahoma City/Tulsa, OK

The Oklahoma Chapter hosts their annual educational conference each October. In an effort not to outshine CM Week, the group participated in several recognition activities:

1. Broadcast email to membership with congratulations/thanks.
2. During the conference, gifts were provided to attendees and recognition of their hard work and dedication
3. President of chapter sent an individualized letter to each officer and board member's employer thanking them for their support and praise to employees during CM week

Other organizations in the area that supported Case Management Week included: **Oklahoma Sports Science and Orthopedics** which held a drawing for case managers for a large gift basket full of aromatherapy products.

PENNSYLVANIA

Danville, PA

The Danville Chapter celebrated Case Management Week by sending out press releases to the local papers recognizing Case Management Week. The actual recognition event will be held at the November meeting.


Philadelphia, PA

The Mid-Atlantic Chapter had a very successful Educational program for Case Management Week. The speaker, Amy Goodrich was from John Hopkins Hospital. She spoke on Monoclonal Antibody Therapy in Non-Hodgkin's Lymphoma. Many thanks to Genentech for sponsoring this celebration. At the evening program many items were raffled including a Conference Registration to CMSA Orlando 2005 and admissions to the December holiday party. The board was recognized by the Mid-Atlantic President with the CMSA board pin. The chapter received a proclamation from Governor Rendells declaring Case Management Week in PA. The Secretary for local Congresswoman Connie Williams read and presented the proclamation at the meeting. Interestingly, the presenter had also been a case manager and was very appreciative of case management! The meeting was covered by local papers before and after the event.

RHODE ISLAND

BlueCross & BlueShield of Rhode Island's (BCBSRI) Case Management Department began planning for National Case Management Week in July 2004. Eight staff members volunteered to form a committee that was charged with finding ways to promote case management both internally and externally. In September 2004, the committee met with the Corporate Communications Dept to work on an action plan. Not all aspects of the plan are complete, and there are plans to continue promoting the benefits of case management. The following is a summary of the ways BCBSRI recognized their case managers:

Senior Management Support

James E. Purcell, BCBSRI's Acting President and CEO, posts a weekly corporate status update for employees on the company's intranet: *I'd like to focus on our core value of service, which takes many forms at BCBSRI. As you may know, BCBSRI offers case management services that can help members with certain complex or chronic conditions, such as diabetes, heart disease, or asthma. BCBSRI case managers are member advocates who act as a positive bridge between physicians and members to ensure that members get the care they need, when they need it. The goal is to empower members to take control of their healthcare.*  *One member writes, "I plan to continue the habits I learned from my case manager. Her constant encouragement made it possible for me to manage my diabetes with oral medication, and I no longer need injectable medication. Thank you for the program." To highlight the achievements of our Case Management Department, we're participating in National Case Management Week, which will take place October 10-16, 2004.*

On October 4, Mr. Purcell wrote:

I hope you had a chance to attend last week's Brown Bag Luncheon, which focused on our Case Management Program. Our nurses, social workers, and case managers are able to make a tremendous difference in the lives of our members, and they truly are appreciated by the people they serve. One member recently wrote, "I wanted to send a sincere thank you for the work your staff has done for my father. He has been very ill in recent months, and your case management program has been a great support system for me. Your staff is prompt in returning my calls, and has shown great understanding, compassion, and professionalism, well above the call of duty. They have provided guidance and the answers I was looking for when it seemed no one else could. Thank you again for your terrific staff."

Internal Education

A Brown Bag Luncheon was held to educate BCBSRI employees about the benefits of case management. There was an excellent turnout of employees attending during their lunch hour and providing thoughtful questions. Attendees included employees from other departments, including Legislative Affairs. In the future, the CM

Dept hopes to work with Legislative Affairs staff to help educate Rhode Island Representatives about the CM role in healthcare.

Printed Communications

- With the help of Corporate Communications, the case management brochure was revised and translated into Spanish and Portuguese. In addition, all other case management materials, including letters, consent forms, and satisfaction surveys, were translated to help meet the diverse needs of a population.
- Articles promoting National Case Management Week appeared in *Policy Update*, the monthly physician newsletter; *Choices* magazine, the quarterly member magazine; *Member Update*, a plan-specific insert in *Choices* magazine; and in *Directions*, the employee newsletter.
- To increase the number of direct referrals from physicians, a one-page overview of case management with a perforated Rolodex card (with telephone numbers for referrals), and a cover letter that promotes case management was developed. These will be mailed to physicians in the upcoming weeks.

Other Events

During the week of October 10-16, BCBSRI held a series of fun, educational activities designed to promote the program and recognize staff. These included a staff luncheon; a booth in the company cafeteria with posters and brochures to increase employee awareness of CM services; a breakfast for disease management staff; and an educational session on diabetes provided by Eli Lilly.

Summary

This participation in National Case Management Week has proved rewarding in many ways. In addition to the primary goal of raising awareness of case management, the staff had a chance to learn and grow as professionals.

TENNESSEE

Chattanooga, TN

The Chattanooga Chapter had a wonderful Case Management Week meeting in October focusing on the case manager's needs. Case Managers must take care of themselves in order to care for others.

This event brought in 105 attendees plus another 42 attendees with the exhibits & action stations. The Vendors/Action Stations sponsors included Procter & Gamble Pharmaceuticals, Aventis, Coram, APRIA, Forest Pharmaceuticals, Medtronic, Merck, & Pfizer, Inc and other local health care companies. The "Action Stations" included Bone density scanning for osteoporosis screening, blood pressure screening, blood glucose screening, massage, depression self-screening tool, CCM CEU modules, door prizes, & coupons for discounted yoga classes! Non-profit groups represented at the meeting included M.S. Society, Chattanooga CARES, Chattanooga Area Brain Injury Association, Recovery, Inc, Siskin Children's Institute, & Volunteers in Medicine.

The Chattanooga CMSA chapter provided back pack bags with the chapter logo, and Resource Binders to gather the information from the Vendors. The October Vendor Fair focused on the actual needs of case managers in the community, titled *Together We Make a Difference: Case Managers and Health Care Providers Working Together*. Various healthcare companies and non-profit organizations from the market areas joined the group in a "Health Fair" highlighting the resources they provide for patients and case managers, such as educational resources, patient assistance programs, etc. The vendors brought core informational materials, 3-hole punched or in a clear sleeve for a "Resource Binder" the case managers will be able to construct and take back with them.

Knoxville, TN

The Knoxville chapter dedicated the October CMSA meeting to the case managers. Seven community resources spoke briefly about their programs so the case managers could get CEs for attending and then time was made for everyone to visit with the speakers. There were sponsors for 16 nice door prizes and the chapter gave out CMSA items, also. No attendee left empty handed as one sponsor provided items for everyone. The chapter also paid local dues for anyone joining CMSA that day bringing in 5 new members and all members were admitted free to this luncheon program. A special cake was made in celebration of Case Management Week. The CM Week meeting always draws the most attendees of the entire year and everyone enjoys hearing about the local resources, as well as the recognition provided. This year brought over 74 attendees. Other organizations in the area included **PHP/Cariten**, a local MCO, where the manager of case management gave out CMSA items ordered from National and sent an e-mail to employees recognizing their work. They also featured an article highlighting Case Management in the monthly Employee Newsletter. In addition, a local hospital gave the CMs a card and a free meal.

Memphis, TN

The Memphis Midsouth Chapter had a very successful CM Week celebration attended by over 80 case managers. One of the area hospitals presented a case study and a vendor provided lunch. Attendees were even given goody bags stuffed with items from local vendors and had an opportunity for networking. CMSA Membership was encouraged, as well as a need for volunteers.

TEXAS

Dallas, TX

In honor of National Case Management Week, the Dallas-Ft Worth Chapter had several drawings at the dinner meetings as well as the Fall Conference held in September. Door prizes included CMSA T-shirts, candle, travel mug, certificates for dinner meetings and the 2005 Fall Conference. Proclamations were obtained from the mayors of both Dallas and Fort Worth.

Houston/Gulf Coast

CMSA Houston celebrated Case Management week at the monthly education luncheon. The celebration took place at the Park Plaza Hotel with a delicious lunch and dessert. CMSA mugs filled with candy were set at each table for a favor. There was a great networking session prior to the luncheon. Attendance was good. A Travel Agent from Carnival Cruise Lines was present to help promote the chapter's "Spring Fling" cruise out of Galveston.

Shriners Hospitals for Children-Galveston created posters placed in the hospital lobby and two flyers explaining case management (used material from CMSA website) and the Care Coordination Department. It was nice that after four years, the department was finally able to formally provide some recognition of case management within the hospital.

VERMONT

Montpelier, VT

The Green Mountain Chapter hosted a panel discussion about the varied roles for CMs in VT. The panel included CMs from a variety of settings: Employee Health, AAA, Rehab of brain injured pts, Workers Comp, Private Insurance, Palliative Care, Independent CMs, VA System and Inpatient case managers. This was preceded by a cocktail/networking hour and followed by a great dinner and a very lively question and answer session. All members were invited and encouraged to bring a guest - which most everyone did! There were a lot of laughs and the exposure to the various fields was very well received. It was really a great time. The group was also honored to receive a Proclamation from the State of VT. It was great meeting people from all over the state. A lot of new ideas were gained from this event on how to celebrate next year's CM Week.

Milwaukee, WI

CMSA Milwaukee had their 5th annual conference during the week preceding Case Management Week and therefore used that event as a "kick off" for Case Management Week. The Governor of the State of Wisconsin sent us a proclamation and it was read aloud at the beginning of the annual conference. Many of the local case managers don't feel recognized on a regular basis. The annual conference is used as our "kick off" for case management week and the chapter tries to make everyone feel as important as possible and encourage everyone to run as a board member or officer. Publicly, each board member is acknowledged with a CMSA Board Member pin in front of an audience. The audience is challenged to also wear a CMSA Board Member pin one day.

2004 Proclamations

City of Dallas, TX

City of Ft. Worth, TX

City of Orlando, FL

City of St. Louis, MO

State of Alabama

State of Colorado

State of Delaware

State of Kansas

State of Maine

State of Massachusetts

State of Missouri

State of New Hampshire

State of New Jersey

State of North Carolina

State of Pennsylvania

State of Rhode Island

State of Vermont

State of Wisconsin

TriCare Management Activity

Sponsoring Organizations

Thanks to these organizations that formally recognized and promoted National Case Management Week .

Supporting Organizations for National Case Management Week:



Academy of Certified Case Managers



American Academy of Disability Evaluating Physicians

American Association of Managed Care Nurses

American Association of Managed Care Nurses



Association of Rehabilitation Nurses



The Center for Case Management



Certification of Disability Management Specialists



Commission for Case Manager Certification



Commission on Rehabilitation Counselor Certification



International Academy of Life Care Planners



Utilization Review and Accreditation Commission

Military Health System Official Case Management Week Statement



Military Health System Case Management Proclamation

During the week of October 10-16, 2004, everyone in the Military Health System (MHS) is encouraged to give special recognition to all case managers during National Case Management Week. According to the Case Management Society of America (CMSA), National Case Management Week serves “to recognize case managers, to educate the public about case management, and to increase the recognition of the significant contribution of case managers to quality healthcare for the patient, the healthcare provider, and payor”.

As MTFs establish their Case Management programs throughout the MHS, let us pay special tribute to the strong commitment and advocacy shown by case managers who make a difference every day for all of our beneficiaries in need. Medical Management, which integrates utilization, case, and disease management under one corporate awning in the MHS enterprise, will provide us the opportunity and challenge to blend clinical operations with the business side of healthcare.

Dr. David Tornberg
Chief Medical Officer
Office of the Assistant Secretary of Defense (Health Affairs)/TRICARE Management Activity

2005 Case Management Week Celebrations October 9 – 15, 2005

Begin Planning Now!

1. Reserve facilities.
2. Find and schedule speakers.
3. Use ideas highlighted from other chapters.
4. Use CM Week Promotional Guide for ideas on how to let others know about your event.
5. Begin seeking proclamations from local and state government.
6. Watch CMSA's website for updates on the theme for 2005!