

**National Case Management Week
October 9 – 15, 2005**

Case Management



The Power to Solve the Healthcare Puzzle!

NATIONAL CASE MANAGEMENT WEEK 2005

2005 CM Week Proclamations

City of Tuscaloosa, AL

State of Arkansas

State of California

City of Fresno, CA

State of Colorado

State of Connecticut

State of Maine

State of Massachusetts

City of St. Louis, MO

State of Nebraska

State of New Hampshire

State of New Jersey

State of New Mexico

State of New York

City of New York, NY

State of Pennsylvania

State of Tennessee

City of Chattanooga, TN

State of Texas

City of Dallas, TX

City of Ft. Worth, TX

City of Houston, TX

State of Rhode Island

State of Washington

State of Wisconsin

2005 CM Week Activity Highlights

REGIONAL ACTIVITIES

In honor of Case Management month, **Hanger Prosthetics & Orthotics** donated \$250 dollars to the American Red Cross / Katrina relief on behalf of each chapter of the 30 chapters where there is a Hanger representative/member of that chapter. Most donations took place through October but a few continued on into November. This activity resulted in thousands of dollars donated by Hanger Orthopedic Group, Inc. on behalf of CMSA chapters to the American Red Cross. **WellPoint Central Region (IN, KY, MO, OH, TN, VA, WI)** celebrated CM Week by honoring their case managers and support staff with a vase containing a rose and a beautiful slide show of roses expressing thanks for all they do. The efforts were well received and appreciated by all. In addition, CM Week products were purchased for continued recognition.

ACTIVITIES BY STATE

ALABAMA

The Case Management Society of Alabama celebrated Case Management Week with their annual membership meeting. Carol Nesbitt presented the Board Goals for 2005 - 2006 to the membership. Each member was given a CM Recognition t-Shirt and door prizes were awarded by drawing. The chapter also had an evening meeting for the Case Managers who were unable to attend the luncheon. These members were also presented with a t-Shirt and door prizes at the dinner meeting. Both meetings combined, the chapter had an approximately 85 Case Managers participate in the celebration. Attempts were made for a proclamation but with all of the Hurricane Katrina activity, the Governor was not available to honor any this year.

ARKANSAS

Arkansas BCBS held their annual educational Case Management Conference where their CMs invited other CMs and healthcare workers that they work with on a daily basis. The 7th Annual Conference titled *The Circle of Life* from preconception to death was a resounding success. Case managers from across the state participated with multiple disciplines represented including insurance, hospital, home health, hospice and provider case managers, nurses and social workers totaling 320 attendees including 40 exhibitors. This conference was complimentary to the invitees and BCBS provided 6.5 CCM hours and 7.2 nursing hours. The Proclamation from Governor Mike Huckabee was noted during this celebration. A banner that states "We Applaud All Case Managers during National Case Management Week" was displayed behind the speaker's podium. The **Central AR CMSA Chapter** participated as an exhibitor at the ARK Blue Cross Blue Shield Educational Conference.

CALIFORNIA

The Central California Chapter of CMSA held many activities for Case Management Week. Lunch was provided by The Bone Store for the case managers in Fresno. The chapter gave out gifts of pens and candy filled pumpkins as a thank you and had a terrific turnout. There was also a breakfast at San Joaquin Valley Rehab in Fresno and a luncheon in Visalia. The chapter tried to cover as many days and times as they could to accommodate more case managers. In addition, the Central California Chapter received proclamations from California Governor Schwarzenegger and the Mayor of Fresno, Alan Autry.

The San Jose Chapter celebrated Case Management Week with an Oktoberfest. Dinner included brats and kraut. All attendees were given a present from the chapter and entered a raffle for a number of door prizes donated by vendors. The chapter president, Jim Sepeda, gave a presentation to the group on the new Medicare Part D benefit. Keynote Speaker, Joe Hafkenshiel, President of the California Assoc. of Health Services At Home (CAHSAH), provided a report on the state of Home Care in California and issues facing Home Health Agencies and other home care providers. The meeting was a great combination of fun and useful information.

COLORADO

The **Case Management Society Chapter of the Rocky Mountain Region** held their annual conference with 160 in attendance in honor of Case Management Week. They were also recognized with a state proclamation signed by the governor and presented by the house majority leader. Additional recognition included a presentation of a scholarship award to a case manager furthering her career. Overall, they had a great celebration of the week. In addition, a donation fund for Habitat for Humanity and the Red Cross was started.

DELAWARE

The **Delaware Chapter of CMSA** celebrated Case Management Week by manning a table at the local trauma center, Christiana Care Hospital. They also hosted a luncheon on Oct. 13 with a topic on pay-for performance.

FLORIDA

For Case Management Week, the **South Florida Case Management Network Chapter** held their monthly meeting. Prior to the meeting, they held a networking session and handed out bags and other goodies. The Chapter bought Mouse Pads and Key Chain Hand Sanitizers to give out to all who attended. The leftovers were then given to a few vendors to put in their goodie bags that went out to other case managers in the South Florida area. The **Case Management Society of Central Florida** hosted its 2nd annual evening networking event on October 8th in celebration of Case Management Week. Attendees were treated to a cocktail hour and the announcement of the 2005 CMSA-CF Case Manager of the Year. The vendor sponsoring the event also provided door prizes. The chapter designed CMSA-CF magnets which has all the meeting and contact information. These were passed out at during the evening event and October monthly meeting.

GEORGIA

The **Case Management Society of Georgia –Atlanta Chapter** once again kicked off National Case Management Week by presenting their annual conference entitled *Winning Big with Case Management*. This event was held on October 8, followed by countless months and hours of planning. There 125 case managers enjoyed topics ranging from liver transplantation to hospice care to stress management. The chapter is fortunate to have community support in the form of a sold-out vendor space for this event.

ILLINOIS

In celebration of Case Management Week, **CMSA Chicago** hosted the October dinner meeting with focus on the Case Manager's self growth & development. They invited a wonderful speaker, Mary Sue Reining. This event was free to members. In addition, all members present were given membership pins. **Wellpoint, Inc** celebrated Case Management Week with daily lunch in-services at Unicare/Chicago on Oct 11 - 14. They hosted various topics and speakers sponsored by Genentech, Medtronics, Anodyne Therapy, and Quality Living, Inc. For fun, they had Case Management puzzles and trivia questions. They also voted for the Case Manager who embodies the power to educate, the power to collaborate, the power to advocate, and the power to communicate. It was a unanimous decision for Karen Schlote, RN. At the end of the week, each Case Manager was presented a certificate of excellence (plus a pedometer) from management.

INDIANA

The **Fort Wayne Chapter of the Case Management Society of America** was treated to a wine and cheese party hosted by Option Care. The invitation was to members with a request to bring a friend. The wine, cheese, and door prizes were provided by Option Care and the Chapter. Everyone had a wonderful time conversing with each other and hearing stories that they usually do not have time to share. It turned out to be a great social gathering of case managers. The **Central Indiana CMSA** celebrated Case Management Week during their 11th Annual Conference. They paid special tribute to all Case Managers. Each attendee received an address book and calendar as a reminder of their positive impact on healthcare and to commemorate Case Management Week. These items will also be distributed at the monthly Chapter meetings and Holiday Gathering in December.

MARYLAND

The Chesapeake Chapter held their annual all day conference. There were 124 case managers and 40 vendors who enjoyed the conference held at the Maritime Institute during Case Management Week. *Setting Sail for New Horizons in Case Management* had two keynote speakers: Dr. Austin Errico and Melodie Chenevert, RN.

HealthCare Strategies, Inc out of Columbia, MD announced the initiation of recognition of Case Management Week. Posters were placed throughout the company office in observance of the week. On October 11, the case managers participated in a celebration meeting at 2:00pm. The CM's onsite participated in the HCS clinical conference room while those working from home participated by conference calls. Finger foods and snacks were provided onsite for all company staff. Impromptu photos were taken throughout the celebratory time period.

- Gift bags were distributed with special comments by the Dir. of Clinical Operations.
- Certified case managers were recognized and asked to stand and take a bow. Each were asked a question- What did it take to get certified and what do you have to do to maintain it?
- The CM's were divided into 2 teams. Each team participated in a contest in order to qualify to win four prizes.

MICHIGAN

CMSA Detroit celebrated Case Management Week by honoring two CMSA members that attended the conference in September with complimentary CMSA membership renewals. All members received a bookmark in honor of Case Management Week. In recognition of CMSA week, the **Greater Grand Rapids/Kalamazoo Chapter** provided pens to the September general membership meeting attendees. Both chapters in Michigan are jointly planning a statewide case manager meeting to be held in September of 2006.

MINNESOTA

The **CMSA Minnesota Chapter** held an event to celebrate Case Management Week on October 11. They were fortunate to have the CMSA members from Allianz/Lifetrak assist them with the preparations. These members arranged for a speaker on bone marrow procurement, provided a room at their facility, as well as arranged for the caterer. This was a tremendous help. The chapter focused on nurturing the nurturer during this week. They were able to provide cute little gift bags with bath products and chocolates. But the hit of the evening was the Siatsu massage. There were two chairs set up and each filled up nonstop with members who enjoyed having the knots worked out after a long day. Overall the evening received very positive feedback and some inquiries from other members who wanted to know if they could host a future meeting.

MISSOURI

CMSA of Springfield and the Ozarks celebrated Case Management Week with their Annual Conference on October 7-8. The Vendor Gala on Friday night was completely sold out. The chapter had 50 attendees and gave away a national membership to one attendee. The **St. Louis Chapter** hosted a social evening for case managers from the area at Schlafly Bottleworks, sponsored by United Seating and Mobility. Nearly 100 case managers attended to listen to Susan Rogers speak. There were a significant number of new faces that will hopefully become familiar ones. Various area providers including physicians joined them for social conversation and networking. Due to generous sponsorship, nearly every case manager in attendance left with a door prize. The chapter also received a proclamation from Honorable Francis Slay, Mayor of St. Louis. Additional recognition was awarded to the chapter's Case Manager of the Year, Spirit of Case Management Award and the Rising Star Award. **United Seating and Mobility** also presented individual roses to each participant at the St. Louis chapter event, plus over 300 case managers in the St. Louis area. Many of these case managers were in Managed Care Organizations but about 60 were presented to individuals that own or conduct business on their own. **Kansas City CMSA** celebrated Case Management Week by hosting a mini-conference on *Asthma: Pediatrics thru Adults*. Hanger Prosthetics presented the chapter with its donation to the hurricane relief fund. All attendees left with roses.

NEW ENGLAND (MA, ME, NH, RI)

The Case Management Society of New England (CMSNE) held five Case Management Week Celebrations. One was a pre-case management week program held October 5th at Whittier Rehabilitation Hospital in Westborough, MA. The program was on *Legal Issues in Case Management*. On October 10, the Maine Extension held a dinner program at the Harraseeket Inn in Freeport, ME. The program, sponsored by Medtronic, was on *Sacral Nerve Stimulation Therapy - Current Approaches to Management of Urinary Incontinence*. Two programs were held on October 13 – the first in Western Massachusetts at Wingate in South Hadley, MA. Mary Jane McKendry spoke to the attendees on *Ethics in Healthcare*; and the other in Warwick, RI at Chelo's Restaurant with a MedImmune sponsored program on *Prevention of RSV in Pediatric Patients*. The final celebratory program was held October 19th at Spaulding Rehabilitation Hospital in Boston, MA. Dr. David Burke spoke to the group on *Traumatic Brain Injury Across the Continuum*. In total, over 250 case managers from New England celebrated with the chapter at these various events. In continuing the chapter's Social Responsibility Initiative started at the annual conference, Hanger Prosthetics and Orthotics recognized case managers in New England at each of the celebrations by presenting a donation in the chapter's name to the American Red Cross' Hurricane Relief Fund. A total of \$1000 was given in CMSNE's name.

Neighborhood Health Plan in Boston, MA, a MCO company, celebrated Case Management Week by putting together a poster presentation (7 posters in total) on describing what Case Management is and how the Clinical Operations Department has incorporated CM principles and philosophy into their Specialty Programs to better assist membership in maximizing their health wellness. Two case studies were included in the presentation. To entice people to visit the presentation, an 8 question quiz was developed with the answers found in the posters. Those persons who participated in the quiz were eligible for a prize. In addition, NHP developed a Jeopardy game for the CM staff. Educational articles were distributed and questions were developed from the articles as well as other topics like things that begin with case. The case managers continued their celebration with lunch and a speaker, and later an ice cream social.

NEW JERSEY

To celebrate National Case Management Week at **Horizon BCBSNJ**, they invited all of their case management team members to attend a dinner, including a guest speaker, after business hours at the Wall, NJ office site. The guest was humorist and motivational speaker, Mary Lilley Thompson (Mary Starshine). All who attended enjoyed her presentation. Additionally, they hosted a continental breakfast at each of the three office sites for the case managers. Horizon BCBSNJ posted CM Week posters in each case management area. They have enjoyed positive feedback from all of their CCM staff.

The New Jersey Case Management Society of America (NJCMSA) met on October 19th to celebrate CM Week. They had 175 registered attendees and 8 exhibitors. A Proclamation from NJ Acting Governor Cody was read and copies given to every attendee. Chapter members were presented with CMSA's Case Manager Recognition pin, presented in a sachet bag. All attendees were given an autumn theme stuffed animal. And, one NJCMSA denim shirt and two CM Week t-shirts were raffled off. The guests had dinner with an added presentation of fruit and cheese platters. In recognition of Breast Cancer Awareness month, the chapter offered four themed bears and dogs as raffles. Other prizes were raffled off by the exhibitors plus a prize raffle from the hotel. The topic was an interactive panel presentation offering 2 credits titled, *How Case Managers Can Optimize Outcomes in CHF*. The uniqueness of the program was that it was a "learn from within". Every panelist was part of NJCMSA. This had been planned for sometime and it was overwhelmingly received. It was a great evening of celebration for case managers.

NEW MEXICO

Again in 2005, the Governor declared Case Management Week for the State of New Mexico! **The Rio Grande Chapter** in Albuquerque received the Proclamation and proudly displayed at their Annual Seminar on September 29th and 30th. After the Seminar on September 29th, the ever-supportive Community Partners of the Rio Grande Chapter sponsored an awesome Celebration Hour to celebrate an early Case Management Week. Everyone enjoyed a buffet of delicious Mexican food, wonderful networking with peers and CASE MANAGEMENT BINGO! Fun was had by all and the prizes to the Bingo winners were outstanding. The Chapter had posters made with the national Case Management Week logo and delivered them to over 40 members' employers as well as some of the larger organizations in the state. The chapter offered ideas to employers on how to reward, recognize and promote their hard-working case managers.

NEW YORK

The Hudson Valley Chapter of CMSA celebrated CM Week, as they reached out to case managers in the northern counties by offering a sunset dinner cruise on the Hudson River aboard the paddle boat, The River Rose. This meeting offered an opportunity to share the benefits of membership in CMSA and celebrate Case Management Week. Time was allowed to enjoy the views and network before providing an educational program on RSV and Influenza.

The NY City Chapter celebrated Case Management Week with a skyline cruise down the Hudson past the Statue of Liberty. The speaker, Dr. James Sapala, gave a powerful presentation on the causes and prevalence of obesity in the United States and the treatment alternatives. The members earned 3 CCM CE's while cruising and enjoying a lovely buffet dinner. Afterwards, there was dancing to a great D.J. with numerous prizes distributed. Senator Hilary Clinton dispatched a representative to the cruise to read a proclamation on her behalf. It was a fabulous celebration and the chapter plans on making the cruise an annual event.

PENNSYLVANIA

The Mid-Atlantic Chapter celebrated Case Management Week in a hotel environment, enjoying a scrumptious sit down dinner during a credited program sponsored by Roche Pharmaceuticals. Speaker Deb Maurer, RN, MBA, spoke on *Emerging Issues in Transplants*. The chapter also secured a proclamation from the Pennsylvania Governor's office! The chapter's president, Barbara Kuritz, gave all of the board members and officers CMSA pins and the chapter raffled off great gifts to their members!

TENNESSEE

The Chattanooga Chapter of CMSA received a proclamation from the Governor of TN and the Mayor of Chattanooga honoring CM Week. In addition, they hosted a special luncheon at the Chattanooga Marriott. Guest speaker, Kathy Lambert, provided an excellent and humorous program titled *Liability and Laughter*. There were 120 in attendance! All the board members worked hard to acquire gifts to be used as door prizes to honor and pamper the members. The chapter provided a free registration to the annual local seminar in the spring. All members were presented with a case management week pin. All attendees were treated to a sit down luncheon, numerous door prizes and goodie bags. Members attended for free. A local corporation allowed the chapter to set up a display in one of their downtown windows in honor of Case Management Week.

In celebration of CM Week, the **Tennessee Valley Chapter** held their annual Community Resources Meeting on October 18. All members of CMSA were admitted free. There were six community agencies that highlighted their services for the community and gave case managers more information to tap into in this area. The chapter also honored area case managers with many door prizes and a drawing for one lucky attendee to receive a free admission to the Annual Conference in March. As a celebration of case management, this meeting is always highly attended. In conjunction with the meeting, the chapter holds their annual membership drive. They pay local dues for any new member that joining at this meeting.

The Middle Tennessee Chapter of CMSA celebrated Case Management Week with a two day seminar at Embassy Suites in Franklin, TN. The theme of the conference was *Case Management Survivor: Tips to avoid the Tribunal Council*. One of the featured speakers was Susan Rogers, RN, CCM, National CMSA President. Susan spoke to them on how to “Out Wit, Out Play and Out Last in Case Management”. Other topics included, “Effective Communication”, presented by Beverly Cunningham; “Innovations in Endoscopy: The Voyage of the Pill Cam”, presented by Dr. Wilmont Burch; “Interacting with People with Residual Brain Injuries”, presented by Marty McMorrow; and “Relaxation Skills through Music and Dance”, presented by Judy Jeanes, an actual survivor of breast Cancer. The conference speakers and their content was pertinent to the practice of case management. The chapter truly believes they are survivors and are extremely lucky to be working in the health care field providing Case Management.

TEXAS

The **Dallas/Fort Worth Chapter of CMSA** celebrated National Case Management Week with recognition of local case managers & the contribution they bring to the healthcare community. Chapter officers, board members & members received a special message from the Chapter President. The chapter ordered over \$200 of the Case Management Week promotional items and had lots of "giveaways" at their dinner meeting celebrating Case Management Week. The Governor of Texas & Mayors from both Dallas & Ft Worth have recognized the week with special decrees. In celebration of Case Management Week, the **Houston/Gulf Coast Chapter** offered a CE topic on *Influenza.....Is It Really a Big Deal?* A special meal was planned including a sheet cake inscribed for the occasion. CMSA logo mugs filled with flowers were placed on each table and raffled off at the conclusion of the luncheon. Several of the regular sponsors also presented gifts to be raffled off as door prizes. The chapter received a proclamation from the Mayor of Houston and it was read at the luncheon. Hanger Prosthetics and Orthotics presented the chapter with a check for \$100 made out to the American Red Cross on behalf of the Houston chapter. Additionally, two Pink t-shirts and two pink and white umbrellas were raffled off in recognition of National Breast Cancer Awareness month. In addition, the chapter also continued their collection of non-perishable items for the Katrina Relief. All in all it was a very special occasion enjoyed by all who attended.

The Care Coordination Department at **Shriners Hospitals for Children-Galveston** created a large poster which was displayed in the front lobby during Case Management Week. They used some of the examples of *Who Needs a Case Manager* off the CMSA website along with this year's logo. They also had pictures of the Care Coordination staff and their areas of responsibility displayed. The staff members were given a "quiz" and awarded two \$10.00 gift certificates for the most right answers. This generated interaction between other departments and their staff. A follow-up to the quiz was distributed within the hospital to explain the quiz and to give information about the history of the Care Coordination Department.

VERMONT

The Green Mountain Chapter celebrated Case Management Week in style. An evening dinner with Speaker Zail Berry, MD discussing Palliative Care. This event was held at the Hampton Inn and Conference Center in Colchester, VT. The celebration was given for chapter members and non-members working in the case management field. Chapter members were treated not only to a lovely dinner and opportunity for education but were also recognized with a gift to remind them of their efforts to educate, collaborate, advocate and communicate - plants the seeds for successful interactions with those they serve.

WASHINGTON

The **Washington Medical Case Management Association (WMCMA)** celebrated Case Management Week by presenting a Fall Workshop. The first 30 attendees signed up received a CM Week t-shirt. There were door prizes with CM Week t-shirts, coffee cups, and travel mugs. Each attendee also received a printed neck wallet with WMCMA printed on the outside and CMSA pen in the pen holder. In addition, each WMCMA member and workshop attendee received a proclamation for CM Week signed by the WA Governor, Christine Gregoire.

WISCONSIN

CMSA Milwaukee held their 6th Annual Conference. Keynote speaker was the nationally known Nancy Skinner, speaking on *Healthcare in America: You Won't Believe What's Happening Now!* and *Take this Job and Love It!* There were more than 100 attendees present. Attendees were treated to a cocktail cruise by one of the speakers, Dr. Sridhar Vasudevan, after the conference. The chapter believes this was their best conference yet. All the years of hard work in getting to this point has really paid off. The chapter ordered some CM Week products for distribution at the conference, and did obtain the Governor's Proclamation from the State of WI.

2005 Sponsoring Organizations



Academy of Certified Case Managers



American Association of Nurse Life Care Planners



American Association of Occupational Health Nurses



American Nurses Credentialing Center



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