National Case Management Week
What Is Case Management?

While there are many definitions of case management, the 2009 definition approved by CMSA is as follows (CMSA, 2009):

Case management is a collaborative process of assessment, planning, facilitation, care coordination, evaluation, and advocacy for options and services to meet an individual’s and family’s comprehensive health needs through communication and available resources to promote quality cost-effective outcomes.

Care managers are advocates who help patients understand their current health status, what they can do about it and why those treatments are important.

In this way, care managers are catalysts by guiding patients and providing cohesion to other professionals in the health care delivery team, enabling their clients to achieve goals more effectively and efficiently.

The Case Management Society of America is the leading membership association providing professional collaboration across the health care continuum to advocate for patients’ wellbeing and improved health outcomes by fostering case management growth and development, impacting health care policy, and providing evidence-based tools and resources.

Continuum of Health Care
Overview:
The Case Management Society of America is the leading international, not-for-profit association committed to furthering the role case management plays in our nation’s health care system. It supports the professional careers of those that assess, plan, facilitate, and advocate for a patient’s individual health needs.

Founded:
1990

Association Services:
Educational Programs, Annual Conference, Legislative Advocacy, Career Services, Leadership Training, Online Research, Tools/Resources/Interactive Forums, Industry Publications, Networking Opportunities

Chapters:
75+ affiliated and pending chapters

Members:
Over 20,000 members and subscribers including doctors, nurses, social workers, health care administrators and other professionals

Leaders:
Nancy Skinner, RN-BC, CCM
CMSA President 2012-2014

Published Standards and Guidelines:
Standards of Practice for Case Management, Revised 2010©
Ethical Statement on Case Management Practice
Case Management Adherence Guidelines (CMAG)

CMSA’s 2012-2013 Board of Directors
History of National Case Management Week

www.cmsa.org/cmweek

Plans for National Case Management Week first began in 1998 as an effort to help move the Case Management industry forward. This was the first major initiative of the association since its merger with ICMA in 1995. The CMSA Board of Directors agreed to a Case Management Week celebration during the week of October 10, 1999, a date chosen in honor of the Association’s establishment on October 10, 1990.

Later, it was decided to mark the second full week in October each year as National Case Management Week. As the idea quickly spread, other organizations also began to establish their own Case Management Week celebrations.

In an effort to strengthen the movement, collaborate with other organizations, and avoid confusion about the celebration, CMSA approached those organizations about unifying the annual event and celebrating it during the same week.

CASE MANAGEMENT WEEK PROCLAMATION
Initially, CMSA promoted Case Management Week to chapters. But as awareness grew, promotions extended to employers, the full membership, and other health care organizations. In 2000, Nancy Skinner, RN-BC, CCM, an esteemed CMSA Past President and Board Member at the time, was instrumental in the creation of an officially recognized National Case Management Week Proclamation.

She was the first to submit a request and receive a proclamation from Governor Don Sundquist declaring an official National Case Management Week in her home state of Tennessee. Since then, many CMSA chapters have followed suit in their respective cities and states.

WAYS TO CELEBRATE
CMSA promotes National Case Management Week extensively with an annual National Case Management theme and logo design, as well as through member promotions, national press releases, online tools and resources, and sales of promotional products. Items featuring the National Case Management Week logo include lapel pins, t-shirts, totes, mugs, cups, luggage tags, and more.

TWO PURPOSES
The purpose of Case Management Week is two-pronged. First, it is designed to help bring attention to the contributions and commitments case managers make. To bring recognition to their commitment to improving health care, CMSA members are encouraged to wear their pins and t-shirts, plan celebratory events for their colleagues, have National Case Management prize giveaways, and plan festivities and other events to honor themselves and others in the industry. Secondly, case managers are encouraged to educate others about what they do in order to increase awareness about the industry. This includes spreading the information to patients and their families, consumers, other departments in their company, other professionals, government entities, etc.

For the past two years, CMSA has held a National Case Management Week Theme Contest for its members, encouraging those in the field to submit slogans and graphic ideas they feel best encompass the heart of the Case Management practice. A monetary grand prize is offered to the winning member whose slogan is chosen. Participation in the contest has been outstanding, reflecting the creative nature of case managers across the country.
Recognition of National Case Management Week

National Case Management Week is not just about recognizing case managers for the work they do, but it’s also about bringing awareness and education about CM to consumers, other health care professionals, and policy makers.

CALIFORNIA RESOLUTION

What originally began as a request for a National Case Management Week resolution in California, quickly turned into an annual recognition through the assistance of Senate Health Committee Chair, Senator Ed Hernandez O.D. of California.

The California Senate passed a bill -- SR20 -- annually recognizing the second week of October as “California Case Management Week.”

Bill SR20 reads:
Resolved by the Senate of the State of California, that the Senate recognizes the second week of October, on an annual basis, as California Case Management Week, and urges all Californians to recognize the important contributions of case managers, and the contributions of all chapters of the Case Management Society of America in California, to increase the quality of health care in California.
Sample CM Week Proclamation Letter

The sample content below is a template that is available to local CMSA Chapters whose leaders may desire to contact their city or state officials with a request for a CM Week proclamation.

(logo)

<Date>

<Address>

Dear <Sec of State>:

The Case Management Society of America (CMSA), now in its seventeenth year will celebrate the eighth year of National Case Management Week, October 14 – 20, 2012. This week long celebration serves to recognize case managers, to educate the public about case management and to increase recognition of the significant contribution of case managers to quality health care for the patient, health care provider, and payer.

Entities ranging from health care facilities, managed care organization, military installations, employer markets and care & disease management companies will be sponsoring local recognition, and educational events during this week through activities in the health care companies and efforts of the local CMSA chapters. The Case Management Society of America is an international organization of case managers, and health care professionals, committed to promoting the growth and value of case management, and to support the evolving needs of the case management professional. Founded in 1990, CMSA now has almost 11,000 members and over 70 affiliated and pending chapters. Case management is a collaborative process of assessment, planning, facilitation and advocacy for options and services to meet an individual’s health needs through communication and available resources to promote quality cost-effective outcomes.

As president of the local affiliate of the national organization, I respectfully request the state of <state> proclaim October 14 – 20, 2012 as National Case Management Week. As a nonprofit organization, we are proud of the contribution our membership makes to the quality of health care in <state>. To that end, we believe this proclamation will serve to support the continuing work of <chapter name> as a critical link in the effective delivery of health care. In a time of unprecedented change and uncertainty in the health care industry, certainly we can all agree the mission and goals of CMSA and case management will serve the citizens of <state>.

Sincerely,

NOTE:
(If a proclamation is received, contact local TV stations, newspapers and cable local access to see if you can promote case management. What an opportunity to educate the public about what is case management and to ask for a case manager!)
STATE BY STATE RECOGNITION
Since the initial National Case Management Week proclamation in 2000, many CMSA chapter leaders around the country have worked hard to have National Case Management Week recognized at both city and state levels by presenting lawmakers with this important information.

<table>
<thead>
<tr>
<th>State</th>
<th>State</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>Kentucky</td>
<td>North Carolina</td>
</tr>
<tr>
<td>Alabama</td>
<td>Louisiana</td>
<td>Ohio</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Maine</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>Arizona</td>
<td>Maryland</td>
<td>Oregon</td>
</tr>
<tr>
<td>California</td>
<td>Massachusetts</td>
<td>Pennsylvania</td>
</tr>
<tr>
<td>Colorado</td>
<td>Michigan</td>
<td>Rhode Island</td>
</tr>
<tr>
<td>Connecticut</td>
<td>Minnesota</td>
<td>South Carolina</td>
</tr>
<tr>
<td>Delaware</td>
<td>Mississippi</td>
<td>Tennessee</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>Missouri</td>
<td>Texas</td>
</tr>
<tr>
<td>Florida</td>
<td>Nebraska</td>
<td>Vermont</td>
</tr>
<tr>
<td>Georgia</td>
<td>Nevada</td>
<td>Virginia</td>
</tr>
<tr>
<td>Hawaii</td>
<td>New Hampshire</td>
<td>Washington</td>
</tr>
<tr>
<td>Iowa</td>
<td>New Jersey</td>
<td>Wisconsin</td>
</tr>
<tr>
<td>Illinois</td>
<td>New Mexico</td>
<td></td>
</tr>
<tr>
<td>Indiana</td>
<td>New York</td>
<td></td>
</tr>
</tbody>
</table>
FEDERAL RECOGNITION
On a national level, Case Management Week received official recognition from Dr. Mary Wakefield, Administrator for the Health Resources and Services Administration (HRSA) at the US Department of Health and Human Services.

“Although this is not an official proclamation, it is an unprecedented level of recognition at the federal level of the value that case management brings to the health care arena,” said CMSA 2011 - 2012 National President Mary Beth Newman, MSN, RN-BC, CMAC, CCP, CCM.
Case Management Week Proclamations
In 2010, CMSA sponsored its first slogan contest for the 2011 National Case Management Week. Members were invited to submit their slogan and graphic ideas for a chance to win the grand prize -- a $200 cash gift card. Brenda Kitchen of the Central Virginia Chapter submitted the winning slogan -- "Case Management: The GPS for Quality Health Care."

The 2011 contest was so successful, that CMSA again adopted the member slogan contest idea to choose the 2012 slogan. The winning slogan: "Engaging, Educating, Empowering -- Case Management: Excellence in Action" was submitted by Terry Wooding, of the CMSA North Carolina Piedmont Triad Chapter.

October 14 - 20, marks 2012’s week-long celebration, recognizing the contributions and commitments case managers make and educating the public about the significant work they perform.

Activities during National Case Management Week typically include banquets and recognition dinners, state and city proclamations, continuing education seminars, and other community events.

Case Managers are typically honored with gifts, dinners, and flowers by friends and family members, coworkers such as doctors and administrators, and patients who want to show their appreciation.

Ideas on how to plan Case Management Week activities, can be viewed in CMSA’s Promotion Guide at www.cmsa.org/cmweek. The guide is full of ideas and communication strategies that can help you promote and celebrate National Case Management Week. Case Management Week Logos, Templates, and Documents are also available on the CM Week web page.

PROMOTIONAL PRODUCTS
Our exciting collection of gifts is sure to make our members’ CM Week celebration even more exciting! Products designed especially for this celebration are available for purchase from the CMSA Online Store at www.cmsa.org/cmweek.
National Case Management Week Designs

FUTURE NATIONAL CASE MANAGEMENT WEEK DATES:

<table>
<thead>
<tr>
<th>Year</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>OCTOBER 14 - 20</td>
</tr>
<tr>
<td>2013</td>
<td>OCTOBER 13 - 19</td>
</tr>
<tr>
<td>2014</td>
<td>OCTOBER 12 - 18</td>
</tr>
<tr>
<td>2015</td>
<td>OCTOBER 11 - 17</td>
</tr>
<tr>
<td>2016</td>
<td>OCTOBER 9 - 15</td>
</tr>
</tbody>
</table>

For more information about Case Management and National Case Management Week, visit www.cmsa.org/cmweek