

2012 National Case Management Week



Case managers engage, educate, and empower – they exemplify excellence in action!

National Case Management Week 2012 is your chance to celebrate and promote all the other great things about case managers and the case management industry. It's YOUR week — and an exciting time of recognition and celebration! Create public awareness of case management to recognize case managers, promote your case management association, strengthen partnerships with local health care organizations and establish a positive relationship in the legislative community.

Sources to Support to Help Meet Your Public Awareness Goals

Connect with consumers, legislators and health care organizations:

1. Get your members educated and engaged to share information
2. Connect with non-members and program attendees
3. Discuss with legislators and local political contacts
4. Attend legislative sessions
5. Talk to local universities / nursing programs
6. Get involved in education programs through family advocacy groups, hospital outreach programs and community education
7. Exhibits at community events and health care fairs
8. Submit Request for Proclamations to your mayor and governor

Case Management Week Proclamations

Chapters have been seeking proclamations since 2003. This is an opportunity to engage in a discussion with your local government on case management, and seek public recognition for your industry. You can contact both your City Mayor and State Governor. If you are in a State with multiple chapters, consider working together for the State Proclamation. Continue this recognition by highlighting your proclamation in articles, press releases, media coverage of your events, and inviting the politician to an event during CM Week to formally present the Proclamation.

A sample proclamation request letter is can be located on the back. Begin seeking a Proclamation 2-3 months from National Case Management Week. Be sure to follow back up within a couple of weeks of submission. Share a copy of your Proclamation on the Case Management Week Facebook page:

www.facebook.com/ncmweek.

Ways to Communicate Your Message:

- Press releases
- Social media
- Face to Face
- Articles in chapter newsletter
- Articles in local company newsletters
- Recruit local VIPs or politicians to attend case management events
- Invite local TV stations to participate
- "Historic minutes" to visually depict advances in case management or use CMSA History of Case Management Week document
- Feature stories for local publications

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!)