

THE RESULTS ARE IN!



WE RECENTLY SURVEYED CMSA MEMBERS TO GET THEIR FEEDBACK ON OUR COMMUNICATIONS PROGRAM. HERE'S WHAT WE FOUND OUT:



More than 4 out of 5 respondents stated that rate the quality of CMSA's Content either high or very high compared to other industry publications.



More than 4 out of 7 respondents perceive companies who advertise in CMSA media as more supportive of their profession and/or association than those who don't.



Over 3 out of 5 members stated that they read each issue of *CMSA Today* for 30 minutes or longer.



91% of respondents agree that the *CMSA Today* eNewsletter is relevant to their job and keep them in touch with CMSA and industry-related issues.

WHAT OUR MEMBERS ARE SAYING:

“The magazine opened my eyes to the entire world of Case Management.”

– Patricia Dorrell

“Engagement and continuous education in CM through societies and publications fosters a love for the profession and contributes to validating the importance of the role of the CM.”

– Mapy Valdes-Ashton

“*CMSA Today* magazine is an outstanding benefit of membership. Articles and resources in *CMSA Today* are invaluable to client care and professional awareness and development.”

– Rosie Pung

Results from 2021 CMSA Readership Survey conducted by Naylor Association Solutions.

