

# CMSA TODAY™

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# First *CMSA Today*<sup>TM</sup> Issue Nets Big Bid in San Antonio

*Michigan Chapters Combine Forces to Raise Money During San Antonio's Annual Membership Meeting*



It's no secret that case managers have big hearts and from the events that occurred during the CMSA Conference in San Antonio, the chapters have generous pocketbooks to match.

During the Annual Membership Meeting on Tuesday, June 14, Margaret Leonard, MS, RN-BC, FNP, addressed the audience to introduce CMSA's new magazine, *CMSA Today*<sup>TM</sup>, which turned into an impromptu auction led by Leonard to benefit the Case Management Foundation. What resulted was a spirited and

good-natured bidding competition among several Chapters in an attempt to claim an autographed first edition of the publication.

After some vigorous back and forth bidding, the Kansas City Chapter of CMSA came in with a breathtaking offer of \$2,500. Not to be outdone, the two Michigan Chapters allowed their Midwestern ingenuity to take over. The auction ended with a bang as the CMSA-Detroit Chapter and the Greater Grand Rapids/Kalamazoo Chapter of the Case Management Society of America quickly combined forces and offered up a staggering winning bid of \$3,000 for the copy of the magazine, which had been ceremoniously signed by the CMSA Board Members and members of the Editorial Committee.

Not to be outdone, the Kansas City Chapter then generously contributed \$2,500, the amount of their final bid, to the Foundation. Total donations, thanks to Leonard and her spur-of-the-moment auction, were \$5,500.

Everyone's participation is appreciated and special thanks go to the two Michigan Chapters, as well as the KC Chapter, for their bighearted contributions to the Foundation. Find out more about each of the dynamic Michigan Chapters below.

## CMSA – Detroit

*Interview with Chapter President Jacqueline Wajer, RN-BC, CCM*

"Our members have positively responded to the *CMSA Today*<sup>TM</sup> magazine as a valuable resource and look forward to a well-constructed publication," said Chapter President, Jacqueline Wajer, RN-BC, CCM. "I, as well as our Chapter members who attend the Annual Conference & Expo, have had great experiences while at the event and have enjoyed the many facets of it, including the medical topics of the sessions, all the available vendor resources, and meeting other case managers from across the country and sharing ideas."

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## Greater Grand Rapids/ Kalamazoo Chapter of the Case Management Society of America

*Interview with Chapter President Rick Eisen, LMSW, ACSW*

"Both the 2011 CMSA National Conference and the Expo were a wonderful experience," said Chapter President, Rick Eisen, LMSW, ACSW. "Nine Chapter board members and I attended, and I can't put into a few words what that experience was like, as no words truly do it justice. It was time to see the faces that have been, up until then, only names attached to email. It was a time to renew former acquaintances and make new connections. I find that I was energized by the experience, although I might have gone home a little sleep-deprived and tired. I also appreciated the motivational speakers, the focus on the profession and opportunities to hear

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### **What makes your Chapter stand out?**

In 15 years, their club membership has grown to 475 members – the largest single city chapter. The chapter is committed to providing members with quality seminars that offer CEs, encouraging potential new members to become certified case managers by offering annual prep classes, and developing a strong vendor base for member references and referrals.

### **How important is it to your members to be active at the Chapter level?**

Being an active member ensures that you are a well-informed case manager on local and national legislation while being apprised of current trends in [health care] information.

### **What led you to pursue a leadership role?**

“I wanted CMSA – Detroit to have a strong voice on a national level,” said Jacqueline, “and also to have our Chapter continue to provide new and innovative opportunities for our members, such as scholarships and our Chapter Certified Case Manager of the Year program, as well as a social agenda.”

### **How do you explain to others the value and importance of case management?**

Case managers have the opportunity to affect the course of clients’ hospitalization/rehabilitation in a way that not only affects the clients, but their families, as well. This includes being able to provide medical information, to work as liaison with other health and insurance providers, and to help ensure best-case outcomes.

### **Does your Chapter plan to continue support of the Case Management Foundation and its goals?**

The members of CMSA – Detroit feel strongly that the goals of the foundation should be supported on the local level. That’s why we have put into place a financial commitment to the CMF into our annual budget.



## GREATER GRAND RAPIDS, from page 29 >>



cutting-edge research in our field. Our Chapter would like to thank CMSA National for all of their hard work and dedication in creating a world-class experience for us in San Antonio! In addition, we look forward to *CMSA Today*™ as the standard-bearer for us all. We have taken a giant leap as a profession!”

### **What makes your Chapter stand out?**

One of our GGRK-CMSA board members summarized our Chapter and captured in words who and what we are. It had to do with the broad scope of our membership both geographically and by profession. We have enjoyed success with attracting members because of our Chapter’s quality programming and by trying to meet the needs of the membership by varying the location of our meetings. In addition, our vendor sponsor program is successful. We know they support us because the members appreciate and support them!

I have been blessed to be a part of this board for four years. I am repeatedly impressed with the dedication and willingness of the board members to volunteer their time, services, and expertise toward creating a professional chapter of CMSA. There is a sincere effort to meet the needs of our members, even when they are spread over the wide geographical area of Michigan.

The GGRK-CMSA is a generous chapter, and its members enjoy the opportunity to “give back” to the community through fundraisers and by providing donations of materials. Their Chapter takes pride in raising awareness of professional case management, while also addressing community needs.

How important is it to your members to be active at the Chapter level?

Involvement is key to a successful chapter at either the member or the board level. Involvement generates a feeling of ownership, pride, and excitement about our chapter, events, and the profession. We strive to engage our members at any level of involvement possible. Furthermore, involvement at the local level ensures a new generation of committed case managers who can step in and take our roles as we leave the board. The GGRK-CMSA Chapter provides members with many opportunities to be involved locally. We host several general membership/educational meetings throughout the year that not only provide members with CE opportunities, but also a chance to network and meet with our various vendors/sponsors. We have also encouraged our general membership to become involved at the local level through:

- Support of our vendors
- Involvement on the board
- Volunteering for a board committee (education, community events, sponsorship, and legislative)
- Donations to various charities and causes that relate to the profession of case management

**What led you to pursue a leadership role?**

I was originally asked by my employer to accept a nomination to serve on the GGRK-CMSA board to fill a temporary opening. I had attended several educational opportunities sponsored by the board and was vaguely aware of what the organization was trying to accomplish. Nothing, however, could have prepared me for the dedication and energy I experienced from the board members. Their commitment was infectious and I eventually ran for a full board term. After several years of being a committee chair, I accepted the request of the board to serve as vice-president and then president. While some might read this and say that it was a case of "one thing led to another," but it was also a process of becoming more and more enthused, excited, and aware of the importance of CMSA and the Chapter. I am proud to serve at the local level to ensure the mission and goals of the Chapter are being achieved."

**How do you explain to others the value and importance of case management?**

In my professional life as a social worker, I have acted in the role of case manager or promoted case management throughout my entire career. However, I was often not very aware of the importance of the profession. I usually viewed case managers or the role of case management as just the person who "gets things done." It is, in reality, so much more. Case management is the art of providing your patient the knowledge, links, and assistance to assure access to health care, services, and people who will meet their needs. It is a profession that increases the success rates for patients and for those who provide the care. The field of health care and accessing all types of services is becoming increasingly complicated. Case Management is therefore, becoming more important and needed. CMSA is critical in promotion of the skills and practice of meeting the needs of patients and providers.

**Does your Chapter plan to continue support of the Case Management Foundation and its goals?**

GGRK-CMSA was aware of the Case Management Foundation and its mission through various publications and electronic mailings from either CMSA or the Foundation itself. The board did not actively talk about the Foundation until the first auction was held at the 2010 CMSA National Convention in Orlando. At that time, we discovered we were not prepared, as a board, to bid or to actively support the Foundation without further discussion at the local level. We returned to West Michigan and reviewed the mission of the Foundation and agreed we wanted to put in a bid at the 2011 CMSA National Convention. A generous limit for bidding was set. However, we were not prepared for the vigorous bidding that went on and our limit was overshadowed by others chapters. In the excitement of the moment, I and other members of the GGRK-CMSA board looked over at our sister chapter, Detroit. Within seconds an idea was hatched and my "partner in bidding," Jackie Wajer, of the Detroit CMSA chapter and our chapter pooled our available funds and placed the winning bid. On behalf of the GGRK-CMSA chapter, I am proud to support the Case Management Foundation and will work to support its role in furthering our profession.

**Extended Learning Opportunities From CMSA'S 2011 Annual Conference**

**Select Sessions from the Annual Conference Now Available for Online Learning & CEs**



**EXTENDED CONFERENCE LEARNING**

**Earn up to 84 Nursing Hours**

**A**s the leading membership association dedicated to the support and professional development of all case managers, CMSA's Annual Conference & Expo has always been the premiere educational event in the case management industry. However, in today's world, we understand not everyone can join us for CMSA's Annual Conference and Expo. Likewise, not everyone that attended this week-long event can visit every intriguing session offered.

That is why this year CMSA is making 47 of its recorded conference sessions available online. How could it be easier to keep current with the hot topics and best practices in Case Management?

- **CERTIFICATION** — Earn up to 84.0 Nursing and 70.0 CCM Continuing Education hours toward your certification.
- **KNOWLEDGE** — Get up-to-date best practices and the hottest case management-related topics.
- **VALUE** — Receive a great low price for the content and continuing education.
- **CONVENIENCE** — Access the sessions from your computer, so you can learn at your own pace at times most convenient for you.
- **DISCOUNTS** — CMSA Members receive a 15 percent discount off the purchase prices. And individuals who attended CMSA's 21st Annual Conference receive a 50 percent discount – for a potential combined total of 65 percent off the purchase prices!

But it won't last long! Registration will end December 15, 2011, and all courses must be completed by December 31, 2011, regardless of registration date. So, sign up early and choose the package that fit your needs!

Visit [www.cmsa.org/ExtendedConference](http://www.cmsa.org/ExtendedConference) to explore your additional learning opportunities!