

# Case Management Week Celebration and Promotion Guide



October 10-16, 2010

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## CELEBRATE Case Management Week October 10-16, 2010

Through National Case Management Week, the *Case Management Society of America (CMSA)* hopes to educate payers, providers, regulators and consumers about the tremendous value case managers bring to the successful delivery of health care.

The goal of National Case Management Week is to involve as many people as possible in the annual awareness celebration. Below are a few ideas to help get you started.

### IDEAS FOR CELEBRATING NATIONAL CASE MANAGEMENT WEEK

#### INDIVIDUAL ACTIVITIES

- Tell 10 other professionals you are a case manager.
- Offer to speak at community events on case management.
- Ask every CMSA member to wear a "Member Pin". The official member pin may be ordered through the CMSA National Office at [www.cmsa.org](http://www.cmsa.org) or 501-225-2229.
- Purchase promotional items for CM Week.

#### COMMUNITY ACTIVITIES

- Promote case management by sponsoring health fairs, conducting preventive health screenings in underserved areas, or organizing other services in your community.
- Work cooperatively with hospitals, nursing homes, employers and other community facilities to set up a special display for Case Management Week using promotional materials, such as pins, t-shirts, posters, etc.
- Host a celebration or reception to recognize a case manager in your community. Recognition could honor years of service to the community, exemplary acts of service, commitment to case management, etc.
- Host professional seminars and workshops for health professionals in your community.
- Arrange exhibits and displays in public facilities.

#### EMPLOYER ACTIVITIES

- Host a "lunch and learn" meeting for case managers.
- Display CM Week posters and banners in prominent places and have staff wear CM Week t-shirts and CMSA member pins.
- Profile case managers willing to share their stories in a company newsletter to raise awareness of the practice.
- Proclaim CM Week at your company and promote a different activity each week during October, or each day during the week of Oct 10-16.
- Encourage employers to purchase CMSA memberships for their case managers.
- Highlight different case management practice settings each day, such as acute care, work comp, rehabilitation or elder care.
- Encourage local businesses to participate by displaying educational information and posters.
- Schedule an open house, offer free health screenings, health information and/or tours of your facility.

#### GOVERNMENT ACTIVITIES

- Encourage your mayor, county executive or governor to issue a local proclamation establishing October 10-16, 2010 as National Case Management Week.

- Invite a politician -- local, state or federal -- to accompany a case manager or cm team at their place of employment, for a day or part of a day. Health care is a highly visible issue and important to all voters. This activity also offers a good opportunity for media coverage.
- Hold an event at the state capitol. Take the opportunity to educate state legislators about the role and value of case managers in the health care system.

## HEALTH PROVIDER ACTIVITIES

- Recognize case managers as members of the healthcare team, and teach them what they need to know to communicate more effectively with you.
- Honor case managers with a recognition day to show you appreciate how much they do for your patients.

## PROFESSIONAL ORGANIZATION ACTIVITIES

- Hold a case management trivia or bingo contest to educate employees.
- Honor case managers at a special recognition day.
- Decorate with banners, posters, flyers.
- Present awards to employees for outstanding service or contributions.
- Coordinate educational in-service training sessions.
- Publish special editions of corporate newsletters focusing on CM Week.
- Host a Family Resource Day, complete with workshops and lots of community resource information.
- Build case management awareness through CMSA resources (to physicians, legislators, regulatory officials, etc.). For available resources, check out the CMSA website at [www.cmsa.org](http://www.cmsa.org), or contact the CMSA National Office at (501) 225-2229.
- Speak to nursing organizations about case management careers.
- Invite a local celebrity (one who has spoken about health care in the past; one who has personally experienced case management services; or one whose family member has) and request his/her sponsorship of Case Management Week. Hold an event and ask him/her to speak about personal case management experience.
- Obtain support from other nursing and allied health care organizations in your area by asking them to sponsor National CM Week and to host a joint event with your organization.
- Case Management – Stories that Make a Difference: Create a publication of case management stories. They are a powerful way to make case management real for those who haven't experienced it, either professionally or personally. To develop your own stories, contact other case managers through professional or personal affiliations to participate. Explain how you will be using the stories (to educate other physicians, payers, regulators, etc. about case management.)

## NEWS

- Write letters to your local paper. Contact radio and TV stations to let them know about CM Week.
- Write a guest editorial to newspapers, journals or magazines regarding the positive impact of case management.
- Host a press conference and discuss an important health care issue in your community.
- Distribute a press release announcing National CM Week.

## IDEAS FOR PROMOTING NATIONAL CASE MANAGEMENT WEEK

### HOSTING ANNIVERSARY EVENTS

**Introduce citizens of your community to case management.**

*Here's a step-by-step Guide on How to Make Your Event a Success:*

- 1) Select your date, allowing 3 to 4 months lead-time. Unless your event is of a social nature, choose a Tuesday, Wednesday, or Thursday for best attendance. Steer clear of holidays, sporting events, or other civic functions.
- 2) Plan your guest list and put together a mailing list. Include a variety of guests (i.e., CMSA members, prospective members, and local media). If your event targets the public, then your guest list should include appropriate public figures.
- 3) Reserve your site, figuring on no more than 50% attendance. For larger groups, consider school auditoriums, hotels, churches, or community halls. Allow for booth/table space as needed, and check availability and rental fees of audio-visual equipment.
- 4) Arrange for catering. For daytime, consider pastries or fruit and cheese, with non-alcoholic beverages; for evening, hors d'oeuvres and punch.  
**Please note:** if you choose to serve alcoholic beverages, be aware of state and local liquor liability laws. CMSA does not provide liquor liability coverage.
- 5) Establish your theme using CMSA materials, being sure to order ahead of time!
- 6) Mail invitations at least 3-4 weeks in advance. Hand-address and send first class for greater response, and follow up with a phone call a week in advance. Then keep a master list of invitees and attendance for follow-up.
- 7) Publicize your event using local print, radio, and TV media (refer to the Newspaper, Radio, and TV section of this guide). Your press release should state "by invitation only" if that is the case.
- 8) Personally inspect the facility in advance. Check all audio-visual equipment. Request or have extra projector bulbs and extension cords on hand.
- 9) Get there at least 30 minutes early to meet and greet guests. Be sure to start on time.
- 10) Give guests "goodie bags," including CMSA logo items as they leave.
- 11) Follow-up promptly with letters, postcards or phone calls to thank guests and send additional information to those who request it.
- 12) Publish an agenda.
- 13) Whenever possible, provide name badges, door prizes and begin the event with an icebreaker.

## NEWSPAPER, RADIO AND TV MARKETING

### 1. Using Print/Newspapers

*CMSA's Anniversary marketing campaign and other ongoing efforts executed by CMSA are designed to heighten the overall interest in membership and drive prospective members to you. While these marketing efforts warm the waters, you can personalize national marketing efforts to your area through local media.*

- Advertise in the professional section on a regular basis.
- Promote CMSA anniversary events in the community affairs section.
- Customize the provided CMSA ad slick by having your chapter name, address, and phone number typeset in the space provided. Your newspaper ad representative can help you.
- Write an article about chapter activities, events, or educational programs as an industry expert, and submit it to the appropriate feature editor.
- Submit special event news to the newspaper's "Community Calendar." It's a free listing of local events.
- Take advantage of "advertorial" opportunities. Many newspapers run special themed sections in which "advertorial" articles are written about some of their advertisers.
- In addition to daily publications, don't forget smaller weekly newspapers and publications produced by local employers.
- Send press releases. Remember, press coverage is a vital part of your marketing effort and costs only minimal postage and your time. (See the Public Relations section for press release shells).
- Modify the sample press releases enclosed.

### 2. Using Radio

- Contact your local radio station and purchase airtime.
- Send local radio stations press releases to be covered during local news segments.
- Offer yourself as an industry expert to discuss case management on local radio talk shows during Case Management Week, October 10-16, 2010.
- Use testimonials from on-air talent (disc jockeys), whom listeners know and trust.
- Invite station personnel to a chapter event.
- Provide talent with a list of points you'd like them to talk about.

### 3. Using TV

- Send local TV stations press releases to be covered during local news segments.
- Contact stations about local TV talk shows.



## INTERNET MARKETING

*The Internet has grown tremendously, and like it or not, is quickly becoming a fact of life. More homes and offices have computers than ever before. Consumers are beginning to make purchases online. Consider the Internet an additional opportunity to communicate with your members and prospective members. Here are ways to combine the "high-tech" potential of a website with the "high-touch" skills of a local chapter.*

### **1. Whether you're building your own website or having it done for you, here are some tips to maximize your site's effectiveness.**

- a. Build awareness and identity of your chapter by co-branding your logo with the CMSA National Logo (request permission before using the National logo).
- b. Put your website address everywhere you put your mailing address: business cards, letters, envelopes, brochures, newspaper and magazine advertising.
- c. Promote your site in your newsletter and direct mail.
- d. Establish a link to the CMSA homepage, and automatically have "links" to hundreds of synergistic organizations and case management resources.
- e. Open an electronic mail (email) account for your members and prospective members to communicate with you.
- f. Email your members regularly (at least monthly) with news and offers.
- g. Make sure your emails include a short signature. It's like attaching your business card to a letter. Include your chapter name, address and phone number.
- h. Use your website to create an email database of prospective members who visit.
- i. Emphasize that the site features special offers and is open 24 hours a day, 7 days a week. Feature the new member discount (described in the membership brochure available from the National office) to encourage membership.
- j. Make sure chapter members are enthusiastic about promoting the site.

### **2. Matching the Internet's strengths**

If you don't have a website, here are some strategies to help you compete effectively:

- a. Be very active with your prospective members. Ask questions and get them to talk about themselves. Describe how CMSA can effectively help them meet their career goals.
- b. Cite other member's opinions about CMSA. This "testimonial" works especially well for "experience" products like association membership.
- c. Be efficient and timely. Return phone calls promptly. Invite the prospect to attend a meeting. And most of all ask them to join.
- d. Be available at the times your members and prospective members are available.
- e. Be visual. Share brochures, have photos and samples of events to capture the interest and excitement of your local chapter activities.
- f. Alert members and prospective members to special programs or events of interest.
- g. Collect database information on your members and prospective members whenever an inquiry occurs.
- h. Create a professional, but fun environment within your chapter.
- i. Promote the fact that you have access to CMSA products and services available at the national level.

### 3. Take advantage of the Internet's weaknesses

- a. Focus your efforts on promoting the personal experience of membership. Consumers are often reluctant to invest in something complex via the Internet.
- b. Stress that you're providing personal service, not just a flood of information.
- c. Make each visit as personal as possible. The one thing the Internet can't do is establish a rapport with prospective members.
- d. Underscore how CMSA can help the prospective member save time (educational programs, CEs, etc.,)
- e. Avoid applying pressure. Many consumers shop on the Internet to avoid salespeople, but don't forget to ask prospective members to join CMSA.

## DIRECT MAIL AND NEWSLETTER TIPS

*Direct mail should be an ongoing part of your overall marketing program. With CMSA's help, you can spread news directly to current and new members. And now, CMSA even provides you with a list of lapsed members and prospective members. All you need to do is develop a successful mailing. Here are some ideas to spice up your direct mail efforts.*

CMSA can provide you a national logo to help you produce successful direct mail and newsletters.

### 1. Imprintable Letterhead

- a. Create anniversary theme mailings to key prospective members.
- b. Use letterhead for press releases during the CMSA 20th Anniversary month and around anniversary activities.

### 2. Postcards

- a. Postcards carrying the official Case Management Week slogan.
- b. Drop a line to new or prospective members to update them on special events, educational offerings and upcoming meetings.
- c. Send personal invitations for your anniversary events.
- d. Target local groups for new member prospects.
- e. Stamp or print local chapter information on postcards and for chapter members to distribute.

### 3. Ad Slicks

Use CMSA's reproducible visuals and copy to create attractive flyers, chapter stationery, signage, newsletters, newspaper, and publication ads.

### 4. Stickers

A fun, inexpensive, and effective way to build CMSA awareness is to affix anniversary stickers to:

- Member correspondence
- Information packets
- Anywhere that reminds prospective members that you are the local CMSA headquarters!



## 5. Stationery Cards

- a. Use handsome, folding stationery cards to begin a relationship-marketing program.
- b. Send to prospects who visit, or call your chapter as member follow-up mail.
- c. Send congratulations to members and prospects on birthdays, wedding anniversaries, student graduations, new births, job promotions, or any of the hundreds of other holidays.
- d. Use as thank-you cards for new members who join your chapter.

## HOW TO CREATE A NEWSLETTER

*Newsletters are proven communications and marketing vehicles. Here are a few pointers for putting together a newsletter of your own.*

### 1. Writing your newsletter

- a. Compile a list of topics that interest experienced, new and/or prospective CMSA members. Consider keeping a file of ideas for future articles.
- b. Write in a friendly style.
- c. Ask for "expert" help. Ask local case managers to write articles about their specific area of expertise.
- d. Your tone should be professional and include descriptive words whenever possible.
- e. Invite the reader to call or visit your chapter to learn more about CMSA membership and local activities.

### 2. Designing your newsletter

- a. Invest in a simple desktop publishing software package, rather than using a word processor, for more professional-looking results.
- b. Your nameplate (masthead) should include the group name, publication name, date and issue number.
- c. Large headlines stand out.
- d. Subheads (mini-headlines) give the reader an at-a-glance preview of the content that follows. Use no more than three typefaces: one for headlines, one for text, and one for photo captions and/or subheads.
- e. Text should be "left aligned" for greater readability.
- f. Break paragraphs often to make your newsletter easier to read.
- g. Columns give your newsletter structure. For an 8 1/2" x 11" page, 2 or 3 columns work best.
- h. Clip art is a great way to break up copy and illustrate your topic.
- i. Photos should be identified by an explanatory caption.

### 3. Getting your newsletter produced

- a. Set a schedule and stick to it. Quarterly publishing is realistic.
- b. Consider hiring a professional designer to lay out your newsletter. You can find one listed in the Yellow Pages. Some full-service printers also provide graphic services. Get a price quote in advance.
- c. Look in the Yellow Pages for a printer near you. The following types of printers may best meet your needs.
  - Use a "quick printer" if...
 

*You can provide "camera-ready" material. You have an uncomplicated print job. You want quick turn-around.*
  - Use a "full-service" printer if...

*You want to use color. You have a large quantity. You're using many photographs.*

- d. Black ink is cheapest but color adds impact. Here are some options:

*Print black ink on colored paper. Use one color on white or ivory paper. Use black, plus an additional color if your budget permits. Four-color process printing is effective, but expensive.*

## DIRECT MAIL HINTS

*Direct mail is one of the most simple, inexpensive ways to advertise. It can prompt immediate response from your members and prospective members. All it takes is a mailing list, stationery, stamps and a few helpful hints. Just follow the easy steps below, and check off items as you have accomplished them.*

### 1. Build Your Mailing List

- a. Your current member list coupled with a prospective member list will be at the core of your mailings. Use this list to:
  - Mail information on special chapter activities and events.
  - Touch base with members on birthdays and special occasions. Remember to ask members and prospective members about these important dates and maintain in your database.
- b. Build your list in order to reach new prospective members. Here's how:
  - As a CMSA chapter you receive names of prospective members and unassigned members from the CMSA National office.
  - Contact businesses and sponsors in your area whose employees may be potential members, and negotiate use of that list.
  - Negotiate membership lists from similar groups.

### 2. Create a Concept

- a) Develop a special offer with a time limit (e.g., "Get 16% off chapter dues during the month of August"). **Remember to contact CMSA National Chapter Services before making any changes to your chapter dues.** Contact the Chapter Services Department of the CMSA National Office to develop other ideas.
- b) Offer a special gift when guests visit.
- c) Make it easy to respond. Enclose a business card, a "hotline" number, or a gift "claim card."
- d) Keep it personal. You'll always get a higher response when you address a person by name.
- e) Use a real stamp instead of metered postage so your envelope doesn't look like "junk mail." Bulk-rate stamps are available from the post office.

### 3. Choose a Format

- a) Postcards - Use postcards to...
  - Send handwritten notes to your best prospects.
  - Invite prospective members to attend a special chapter event as your guest.
  - Imprint a general message to your entire prospective member list.
- b) A Direct Mail Package - a good solution if you have more information to communicate. Coordinate pieces for an attractive and professional-looking presentation. Elements should include:
  - On the outer envelope - include an enticing "teaser" line such as "Don't miss out on this **Free CE** offer"
  - A personalized letter that states your special offer.

- A membership brochure or flyer.
  - A reply card, order form, etc (as appropriate).
- c) Lift note - a preprinted, handwritten note signed by the head of your organization. Lift notes are used to call additional attention to the offer and literally "lift" responses.
- d) A Simple flyer - To create an easy cost-effective flyer, use the CMSA ad slick with your chapter name, address and phone number in place. Hand write a message in the margin. Fold, seal, address and mail it.

## **“DO'S AND DON'TS” DIRECT MAIL CHECKLIST**

### **Do...**

- ◆ Save money on direct mail by making sure your mailing is a standard post office size to avoid paying extra postage.
- ◆ Ask at your local post office about lower cost bulk or pre-sorted rate mail. Check postal code regulations prior to the design and mailing.
- ◆ Target your mail only to those most likely to respond. For example, utilize referrals generated by CMSA national or from within your local chapter. Lapsed members are also good prospects.
- ◆ Make your mailing as personalized as possible: use postcards, handwritten notes, and real stamps.
- ◆ Test a variety of offers, as well as lists.
- ◆ Keep track of all mailing details so you can compare results (sample, offer, time of year, target audience, quantity mailed.)
- ◆ Inform your members/staff of the mailing so they can answer calls with assurance.
- ◆ Make it easy for your readers to respond.

### **Don't...**

- ◆ Use metered postage.
- ◆ Send any mailing without an offer and a deadline date.
- ◆ Drop first-class mail on a Friday, because if it arrives Monday (the heaviest mail day) it will have less chance of getting noticed.
- ◆ List the features of your offer. Translate them into benefits.
- ◆ Forget to ask them to join. Tell your readers exactly what you want them to do.

## PUBLIC RELATIONS

You can promote your chapter without spending advertising dollars by using a variety of public relations techniques. By participating in community events and working with your local businesses and media, you can position your chapter as "the key" case management resource.

*Public relations means exposing your chapter or organization to the public on a non-paid basis through special events, co-promotions, and press releases.*

### Publicity efforts should result in:

- Newspaper, newsletter & magazine articles
- Photos published in the publications interviews

### Publicity Tools Include:

- Press Releases
- Photographs and captions
- Face-to-face or telephone contacts with editorial representatives
- Press kits
- Public speaking engagements
  - Schedule informational talks at colleges, civic groups to discuss case management
  - Bring brochures and promotional give-aways available through CMSA

### Publicity Implementation Tips:

- Develop a targeted media list
- Develop a list of contacts at each media outlet
- Schedule a calendar of press release topics, such as National Case Management Week - Identify newsworthy events and activities

### Special Events:

- Get involved in fundraising events for local charities
- Develop a theme around case management for the event

### Co-promotions:

- Team up with local sponsors or business partners to distribute your chapter materials in exchange for promoting their establishment
- Set up counter card displays

### CMSA's Press Release Shells:

Follow these simple rules to utilize the press release shells included in this packet.

- Re-type the release and insert your chapter information and other personalized data where indicated.  
***Copy CMSA National on press releases***
- Mail to appropriate editors for newspapers, radio and TV
- Include a photo if appropriate. This helps reinforce your message
- Make sure the press release goes out in a timely manner, and follow-up with a phone call

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## How to Create Your Own Press Release:

- Answer the four "w's" - who, what, when and where (also if appropriate, why and how) - preferably in the first paragraph
- Keep your information brief (one or two pages)
- Focus on what is new
- Be accurate and craftsman like - no typos, misspelled words or other errors
- Make sure the release gets to the right person
- Use your letterhead or create special letterhead that says: "News from (your chapter)"
- Let editors know when they can print information
- Include a contact name and phone number; list address if it does not appear elsewhere
- Summarize your main point in the headline
- Always include a date
- Double space copy and leave generous margins
- If release continues to another page, state "more" at the bottom; otherwise, sign off

## SAMPLE PROMOTIONAL DOCUMENTS NATIONAL CASE MANAGEMENT WEEK

### SAMPLE PROJECT PROPOSAL

#### I. Mission of Anniversary Campaign:

- a) To create a greater awareness of the local CMSA chapter through the 20th Anniversary
- b) To promote membership in CMSA
- c) To promote support of CMSA through increased awareness of its mission and vision
- d) To develop a foundation of support among local businesses and corporations
- e) To establish a positive relationship with the legislative community
- f) To recognize relationships with sponsors
- g) To identify and introduce/educate key contacts to the concepts of case management

#### II. Goals and Objectives:

##### A. Fundraising

- a) New member campaigns
- b) Renewal campaigns
- c) Lapsed Member campaigns
- d) Corporate Sponsors
- e) Foundation sponsors

##### B. Public Awareness: Increase community awareness & involvement in case management

- a) Community events and activities
- b) Media involvement
- c) State general assembly
- d) Medical community

#### III. Marketing Strategies:

##### A. Target markets

- a) Prospective members
- b) Lapsed members
- c) Corporate partners
- d) Legislative partners
- e) Educators
- f) Family advocacy programs
- g) Hospital outreach programs
- h) Community education programs

##### B. Other Event Competitions – what other events should be considered in timeline?

- a) Local sporting events
- b) Legislative session
- c) Major community events (i.e., symphony)

##### C. Campaign Message – What do you want this message to say to others?

- a) *Message to convey CMSA's quality in programs & services*
- b) *Theme: (check with the National office for a national slogan)*

##### D. Existing Opportunities



- a) Cooperative events/collaboration with other organizations

## E. Plan Events

- a) Kick-off with costume character visit to local hospitals and schools. End day with open-house reception at sponsoring location
- b) Chapter or organizational party
- c) Freshman legislators open house
- d) Day at the Capitol

## F. Promotions

- Press releases
- Promotional kits
- Outreach activities and events
- 20th Anniversary stickers
- CMSA exhibits at community events
- Letters to mayors asking for proclamation
- Letter to governor asking for proclamation
- Letters to colleges and universities asking for testimonial letters of support
- Letters to editors asking for editorials to run on or around October 1<sup>st</sup>, 2010 (fax follow-up required)
- *Articles in chapter newsletter*
- Articles in local company newsletters
- Recruit local VIPs to attend events
- Invite local television stations to participate
- Develop "historic minutes" to visually depict advances in case management
- Write feature stories for local publications
- Advertising

*Develop display ad if funding is available*  
Identify potential publications

- *Press Releases*

*Identify potential publications*

*Submit 10 days to 2 weeks ahead of deadline*

- PSA

*Proof of Performance spot on local radio/TV*  
Identify potential sources that will assist you in developing a free public service announcement

- Investigate availability of local electronic billboards for community messages

## G. Action Steps

- a) Identify key chapter members/volunteers to be responsible for implementing anniversary activities
- b) Identify anniversary sponsors
- c) Committee will provide regular reports through email, newsletters and general chapter meetings
- d) Develop detailed time-line with staffing requirements for each activity

## Sample News Release



Case Management Society of America  
6301 Ranch Dr  
Little Rock, AR 72223  
(501) 225-2229 Phone; (501) 221-9068 Fax

CONTACT: CMSA  
Tena Dick  
(501) 225-2229, 1143  
[tdick@acminet.com](mailto:tdick@acminet.com)

[cmsa@cmsa.org](mailto:cmsa@cmsa.org) email [www.cmsa.org](http://www.cmsa.org) website

### FOR IMMEDIATE RELEASE

#### Join CMSA to Celebrate *National Case Management Week* October 10-16, 2010

Case Management Society of America (CMSA) is pleased to announce the celebration of *National Case Management Week*. A number of other national organizations join CMSA in supporting *CM Week* in efforts to unify case management professionals, to educate the public about case management, and to increase awareness and recognition of the significant contributions case managers make to quality healthcare for patients, healthcare providers, and payers. The week will be celebrated nationally during the second full week of October.

This landmark collaborative effort between organizations brings unity to the official date of the celebration week, which was previously scheduled at different times by different organizations.

Establishing a nationally recognized *Case Management Week* is vitally important as the field becomes increasingly recognized as a strategy of great significance across the continuum of care. Not only does case management support patients and their families in navigating the healthcare system, it decreases the fragmentation of services, encourages health team communication, and contributes significantly to patient safety, quality of life, and cost-efficient management of limited resources. It should therefore be recognized and celebrated by the healthcare industry as a crucial element of care giving.

Founded in 1990, the Case Management Society of America is an international non-profit 501(c)(6), multi-disciplinary, professional organization dedicated to the support and advancement of the case management profession. Since its inception, CMSA has been at the forefront of setting professional standards for the industry, which allows for the highest level of efficiency and integrity, as well as developing national and local leaders who are recognized for their practice and professional excellence.

For additional information about CMSA, please feel free to contact Cheri Lattimer, RN, BSN, CMSA Executive Director or visit [www.cmsa.org](http://www.cmsa.org). For more information about *National Case Management Week* or to learn more about the products, ideas, and opportunities available for its celebration, please visit [www.cmsa.org](http://www.cmsa.org) or contact Nikki Jackson, [njackson@acminet.com](mailto:njackson@acminet.com) or 501-225-2229 x1121.

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## SAMPLE PRESS RELEASE FORMAT

### **CMSA and Happy Hospital Sponsor Children's Art Contest**

Anytown, US, October 9, 2009: Juror to Announce Winner

Joe Jones of XYZ Pharmaceutical Company in Anytown, USA will announce the winner of CMSA's Anytown chapter children's art competition today, October 10, 2010 during a reception at Happy Hospital in Anytown from 5 to 7 pm.

There were 75 entries in this inaugural competition. The contest, a highlight of CMSA's 20th Anniversary, is a cooperative effort between CMSA & the Anytown Arts Center and Arts Council.

The winning piece of art will be featured on Happy Hospital's holiday card. According to Jane Doe, CMSA event coordinator, "this is an inaugural event to celebrate CMSA's 20th Anniversary, but we hope it will become an annual event." The cards will be available for purchase from the Hospital Auxiliary beginning in early November. They will come 25 to a box for a cost of \$xx.xx, including postage and handling. Proceeds will support the CMSA/Happy Hospital children's fund.

CMSA's 20th Anniversary celebration is sponsored by XYZ Pharmaceutical Company.

## SAMPLE MEDIA ADVISORY

- What:** Costume characters from xxx will entertain over xx children at xx Happy Hospital, sponsored by XYZ Pharmaceutical Company, a CMSA 20th Anniversary sponsor.
- Who:** Costume characters from xxx  
John Doe, Regional VP of XYZ Pharmaceutical Company
- When:** 2 p.m., Monday, October 11, 2010
- Where:** Happy Hospital  
123 Main St.  
Anywhere, USA
- Photo Opportunities:** Costume characters from xxx  
John Doe presenting characters to Happy Hospital children
- Background:** CMSA is marking its 20th Anniversary through special activities and events. As part of its 20th Anniversary Celebration, CMSA in cooperation with its 20th Anniversary sponsor is bringing costume characters from [somewhere] to Anywhere, USA.

\*All media must check-in through Happy Hospital's front desk at the main entrance, before going to the auditorium.

Contact: John Public, CMSA Anniversary Chair at (xxx) xxx-xxxx.

## SAMPLE SPONSORSHIP REQUEST LETTER



August 1, 2010

John Doe  
123 Main Street  
Anytown, US 00000

Dear Mr. Doe,

This October, CMSA celebrates 20 years of service to the people of [anytown] with a very special event.

On [date], CMSA is pleased to host [description of event]. This [event] will take place at [location of event] and will serve as the grand finale in a series of 20th Anniversary activities. This program is a tribute to the [sponsor or honoree] who support our local chapter.

We invite you to join us in support of CMSA and request [invitee] consider purchasing a block of 10 tickets at [cost] for the event. Individual tickets are available at [cost]. [event coordinator], CMSA's 20th Anniversary Campaign coordinator will be in contact to discuss this exciting event. In the interim, please feel free to contact [him/her] at [number].

Sincerely,

[Chapter President/Event Chair]

## SAMPLE THANK YOU LETTER TO SPONSOR



September 1, 2010

John Sponsor  
XYZ Pharmaceutical Company  
123 Happy Valley  
Anytown, US 12345

Dear Mr. Sponsor:

On behalf of CMSA, I offer our most sincere thanks for your generous support of our 20th Anniversary Celebration.

We feel confident that as a sponsor of the 20th Anniversary, you will realize a more than satisfactory benefit from this association. Furthermore, we anticipate you will find a long-term relationship with CMSA promotes an image of stability and civic-mindedness that will be of lasting benefit to [name of company].

Jane Chair, Campaign Coordinator, will be in regular contact to keep you apprised of upcoming activities and all publicity. Please feel free to contact her, or myself, at (xxx) xxx-xxxx should you have any questions.

Again, we thank you for taking a leadership role in shaping the future of case management.

Sincerely,

Sue Smith  
President/Chair



## SAMPLE SPONSOR RECOGNITION



### 20th Anniversary SPONSORSHIP BENEFITS

- Sponsorship recognition during the 20th Anniversary Celebration special events which include:
  - 20th Anniversary Open House at XYZ
  - CMSA Day at the Capitol
  - Case Management Week, October 10-16
- Sponsorship recognition in all promotional campaigns planned for each special event or program.
- Monthly recognition of sponsorship in the CMSA chapter publication and other regularly scheduled communications published by the chapter.
- Statewide publicity through press releases.
- Certificate or plaque for sponsor.
- Ten complimentary chapter CEU programs.
- Complimentary invitations to all 20th Anniversary events.

## SAMPLE PROCLAMATION LETTER

(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 10-16, 2010. This weeklong 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 healthcare for the patient, healthcare 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 healthcare 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 over 11,000 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 10-16, 2010 as National Case Management Week. As a nonprofit organization, we are proud of the contribution our membership makes to the quality of healthcare 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 healthcare. In a time of unprecedented change and uncertainty in the healthcare 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 could promote case management. What an opportunity to educate the public about what is case management and to ask for a case manager!)