



Case Management Society of America

6301 Ranch Drive | Little Rock, AR 72223

T 501.225.2229 F 501.221.9068 E cmsa@cmsa.org

www.cmsa.org

FOR IMMEDIATE RELEASE

Contact:

Robert A. Pruss

Director of Communications

Case Management Society of America

Phone: (800) 216-2672

Email: press@cmsa.org

The Case Management Society of America Announces Launch of New Member Magazine

New publication will deliver important news and information direct from the Case Management Society of America (CMSA), the largest and oldest non-profit, multi-disciplinary care management professional association in the United States.

Little Rock, Arkansas, November 16, 2010 — The Case Management Society of America ([CMSA](http://www.cmsa.org)) today announced the creation of a new member magazine, *CMSA Today*[™], scheduled to launch in early 2011. The magazine will be the cornerstone of a new media strategy incorporating print and digital publications, as well as e-newsletters and a complementary news website – all designed to deliver the latest news and information from CMSA and the care management industry.

“We are very excited to provide these new benefits to our members,” said Teri Treiger, RN-C, MA, CCM, CCP, 2010 – 2011 CMSA President. “For many years, CMSA has partnered with third-party providers to deliver its industry and association news. However, with the dramatic growth in our membership over the past few years and the increased visibility of care management in health care delivery, CMSA is excited to now provide this information directly to our members under our own title.”

CMSA Today[™] will be available to CMSA members and information subscribers. *CMSA Today*'s print and digital publications will contain information about association events and activities; news about CMSA members and local chapters; and developments within the case management and health care industries. In addition, organizations seeking to communicate the value of their products and services to case managers will have opportunities to reach CMSA members and subscribers in a variety of new and unique ways. As the largest and oldest non-profit, multi-disciplinary care management professional association in the United States, CMSA embraces this opportunity to continue its support and development of the care management profession.

“One of the most exciting aspects of this new program is its development for 21st Century communications,” said Cheri Lattimer, RN, BSN, CMSA Executive Director. “*CMSA Today* will truly be a complete media strategy, embracing print, digital and social media so our members can have access to the latest association news in whatever formats they prefer.”

More information about *CMSA Today* including production schedule, article submission processes and advertising opportunities will be available in December 2010. For additional information, contact: Robert Pruss, Director of Communications, (501) 673-1142 or press@cmsa.org.

About Case Management Society of America (CMSA)

Established in 1990, the Case Management Society of America is an international non-profit 501(c)(6) multi-disciplinary professional association dedicated to the support and advancement of the case management profession through educational forums, networking opportunities, legislative advocacy, and establishing standards to advance the profession. It is based in Little Rock, Ark., and serves more than 20,000 members/subscribers and over 70 affiliate and pending chapters. 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 more information on CMSA, call (501) 225-2229 or go to <http://www.cmsa.org>.

The leading membership association providing professional collaboration across the health care continuum.