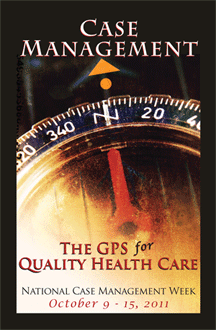
**FOR IMMEDIATE RELEASE:**

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**CMSA Salutes Case Managers and Encourages Celebration of National Case Management Week**

Case Managers Play Key Role in Patient Care and Satisfaction

**National Case Management Week, celebrated annually the second full week in October, honors the contributions of health care case managers across the country. CMSA marks the week of October 9 – 15, 2011, by honoring its more than 20,000 members and subscribers who go the extra mile to assist patients, their families, and other members of the health care team -- helping define the true essence of case management.

“It’s so important to promote recognition of the ever-increasing value that case managers bring to improving health care quality and effectiveness of care,” remarked CMSA President, Mary Beth Newman, MSN, RN-BC, CMSAC, CCP, CCM. “Case managers hold a key role in developing, delivering, and evaluating patient-centered care coordination throughout all points of the health care delivery system. The direction, guidance, support, and advocacy case managers provide to patients (and their families and caregivers) truly does make case management ‘The GPS for Quality Healthcare.’ National Case Management Week is an excellent opportunity to recognize and celebrate the contributions that case managers make at the individual, departmental, organizational, and community levels.”

CMSA sponsored a 2011 National Case Management slogan contest for its members several months ago. Brenda Kitchen, a member of CMSA’s Central Virginia Chapter, submitted the winning slogan --*“Case Management: The GPS for Quality Health Care.”*

Emphasizing the chosen theme is a graphic featuring a stylized depiction of a traditional compass with the needle pointing due North. This reflects how case managers help direct a patient’s care such as a compass or a modern GPS (global positioning system) points one toward their chosen destination. Together the slogan and graphic remind us that a journey is smoother when tools are utilized to help us locate and steer more efficiently toward an end. Likewise, case managers are valued experts at helping patients, families, and members of the care team effectively navigate the often-precarious road to quality health care!

To mark National Case Management Week 2011, case managers are encouraged to wear the CM Week lapel pin or the CM week t-shirt. Other ideas include employers and colleagues joining in a celebration of case management by creating positive events recognizing case managers and the case management industry -- from theme parties, company events, and luncheons, to prize drawings that include CM Week promotional products.

**About the 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.

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