

Spanning the Waves of Change  
in an Ocean of Opportunities



J U N E 1 9 - 2 2

**2012**  
SAN FRANCISCO



Dear Colleague:

It is with great excitement and pleasure that I invite you to CMSA's 22<sup>nd</sup> Annual Conference & Expo in the "City by the Bay" — San Francisco!

Our theme for this year's conference: "Spanning the Waves of Change in an Ocean of Opportunities," underscores what an exciting time it is to be in health care, especially as a case management professional. Transformational changes are happening at an unprecedented rate in terms of new ways of delivering health care, including significant shifts in practice

towards truly collaborative, patient-centered, quality-driven models of care.

These waves of change are creating oceans of opportunities for the case management profession. CMSA knows that case managers are the bridge that will allow all the key stakeholders—patients, health care professionals, payors, and policymakers—to safely and successfully span these waves of change in our ever-changing world of health care.

So, come join us in beautiful San Francisco, and be a part of CMSA's 22<sup>nd</sup> Annual Conference & Expo to learn more about these waves of change and the opportunities for your professional practice. Keeping up with new models of care, new rules and regulations, new research and evidence-based practice, and new forms of technology are an ever-growing challenge. CMSA's Annual Conference helps meet that challenge by providing a myriad of focused educational sessions, symposiums, poster presentations, and other learning opportunities. You will enjoy four days packed with professional networking opportunities with fellow colleagues and thought leaders in the field of case management. You will also have ample time to visit with more than 300 exhibitors, and enjoy some fabulous food in our legendary Exhibition Hall.

CMSA's Annual Conference is known as the premier educational event for the case management industry. Being a part of the conference, and taking advantage of all it has to offer, will enable you to keep pace with changes; and raise your awareness, understanding, and knowledge of best practices and innovations in case management today.

Our San Francisco conference promises to be our best conference yet! Join us in June, and learn how you can enhance your professional career by Spanning the Waves of Change in an Ocean of Opportunities!

Sincerely,

A handwritten signature in black ink that reads "Mary Beth Newman".

**Mary Beth Newman**

MSN, RN-BC, CMAC, CCP, CCM

President, CMSA 2011-2012 Board of Directors



**Please Visit**

[www.cmsa.org/conference](http://www.cmsa.org/conference)

For more detailed  
information

## 2012 Conference Objectives

The attendees will be given the opportunity to:

1. Examine advancements in technologies in health care delivery and innovations in practice that are shaping the future of case management.
2. Describe how emerging trends in health care will affect case management and the essential role case managers will play in promoting improvements in health care delivery.
3. Discuss collaborative strategies and share best-practice information for improving professional practice with case management colleagues and experts from across the care continuum.
4. Analyze current trends in quality improvement, patient safety, clinical advances, and professional leadership that contribute to effective models of case management across the health care continuum.



Back row from left: C. Lattimer, R. Perez, C. Walter, C. Keene, L. Bachrach, B. Overbey, C. Campbell  
Front row: K. Fraser, T. Treiger, M. Newman, N. Skinner, C. Smith (not shown: Jose Alejandro)

## CMSA Leadership Meetings

**MONDAY** June 18 8:00a-5:00p

### 2011-2012 Board Meeting

President: Mary Beth Newman,  
MSN, RN-BC, CMAC, CCP, CCM

**WEDNESDAY** June 20 7:45a-9:00a

### CMSA Chapter Presidents' Council Mtg.

Rep: Cathy Campbell,  
RN-BSN, MBA, CHC, FACHE

**TUESDAY** June 19 8:00a-9:15a

### CMSA Annual Meeting

Open To All Attendees

**FRIDAY** June 22 2:30p-5:00p

### 2012-2013 Board Meeting

President: Nancy Skinner, RN-BC, CCM



[www.cmsa.org/conference](http://www.cmsa.org/conference)

## SAN FRANCISCO 2012 TRIVIA QUIZ

Can you crack CMSA's online trivia quiz? If you can, you will automatically be entered to win a Standard Full-Conference Registration! CMSA will give away conference registrations to three lucky individuals—one each in January, February, and March 2012. Winners will be chosen in a random drawing from among the correct entries.

(Excludes pre-con workshops and other fee-paid events.)

# Registration Information

## Registration Rates

<b>CMSA MEMBERS SAVE \$100!</b>	Early Bird Rate (January 1 to March 31)	Standard Rate (April 1 to May 31)	Onsite Rate (Starts June 1)
Standard Full Registration	\$800	\$925	\$975
Military/VA Full Registration	\$750	\$875	\$925
One-Day Registration	\$450	\$525	\$625

**Groups of 3 or more people, registering together, receive an additional \$100 off per person.**

- For sessions and title information, hard copy registration application information, and to register for CMSA's 22nd Annual Conference, please visit [www.cmsa.org/conference](http://www.cmsa.org/conference).
- CMSA Members receive a \$100 discount.
- One-Day Pass rates do not apply to any fee-paid workshops or the Opening Night Event; and can only be purchased for a maximum of two (2) days.
- Guest fee for Opening Night Event is \$100.

## Pre-Conference Programs

Additional registration fees apply to these **ticketed** events. For details, please check CMSA's website at [www.cmsa.org/conference](http://www.cmsa.org/conference) or listed web links.

<b>June</b>	<b>SUNDAY – JUNE 17</b>		
<b>17</b>	7:30a-4:30p	<b>AFC</b>	Health Integrators Conference (No fees apply)
	1:00p-5:00p	<b>PC1</b>	A Preparatory Course for Case Management Certification – DAY 1
<b>June</b>	<b>MONDAY – JUNE 18</b>		
<b>18</b>	7:30a-4:30p	<b>TSM</b>	DoD/VA Conference – DAY 1
	8:00a-5:00p	<b>PC1</b>	A Preparatory Course for Case Management Certification – DAY 2
	8:30a-5:00p	<b>PC2</b>	Chapter Leadership Workshop
	8:00a-5:00p	<b>PC3</b>	To Be Determined
<b>June</b>	<b>TUESDAY – JUNE 19</b>		
<b>19</b>	7:30a-11:00a	<b>TSM</b>	DoD/VA Conference – DAY 2

## Opening Night Party/Event

Step out to CMSA's semi-formal party to kick off Conference Week, where attendees will enjoy a taste of San Francisco's music and entertainment. Attendance is complimentary for fully paid registrants. Guest fee only \$100.



# Schedule at a Glance

## MONDAY – JUNE 18

NOON - 05:00p Tote Bag Pick UP ONLY

## TUESDAY – JUNE 19

07:00a - 04:30p Registration/Cyber Café/Evaluation Center

08:00a - 09:15a CMSA Annual Meeting

09:30a - 10:00a Communities Networking

10:00a - 11:00a Communities Breakouts (CB01-CB09)

11:15a - 12:45p LUNCH Symposia (SY01, SY02, SY03)

01:00p - 02:30p Symposia (SY04, SY05, SY06) &  
Hospital Business Symposium (HBS1)



### 02:45p - 04:30p OPENING MAIN SESSION

- CMSA 2011-2012 President's Address By Mary Beth Newman
- "Impossible Possibilities: From Lung Transplant to Lincoln Center"  
By *Charity Tillemann-Dick*



### OPENING NIGHT EVENT

07:00p - 10:00p Semi-Formal Event



## WEDNESDAY – JUNE 20

07:00a - 06:00p Registration/Cyber Café/Evaluation Center

07:45a - 09:00a CMSA Chapter Presidents' Council Meeting

08:00a - 09:30a BREAKFAST Forums (BF01, 02, 03) -- Served at 7:30a



### 09:45a - 11:00a MAIN SESSION

- CMSA Executive Director's Address  
By *Cheri Lattimer*
- "How Health Care Dominates 21<sup>st</sup> Century Economics"  
By *Lowell B. Catlett, PhD*



11:00a - 02:30p **CMSA EXPO GRAND OPENING (Lunch Served)**

\$500  
cash  
giveaway



02:30p - 04:00p Symposia (SY07, SY08, SY09)

Hospital Business Symposium (HBS2)

04:15p - 05:45p Concurrent Sessions (2101-2111)

## THURSDAY – JUNE 21

07:00a - 06:00p Registration/Cyber Café/Evaluation Center

08:00a - 09:30a BREAKFAST Symposia (SY10, SY11, SY12) -- Served at 7:30a

### 09:45a - 11:00a AWARDS EVENT

11:00a - 02:30p **CMSA EXPO OPEN** (Lunch Served)

(Poster Presentations 1-15 — DAY 1)

\$500  
cash  
giveaway



02:30p - 04:00p Concurrent Sessions (2201-2211)

04:15p - 05:45p Concurrent Sessions (2301-2311)

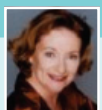
## FRIDAY – JUNE 22

07:30a - 01:45p Registration/Cyber Café/Evaluation Center

### 08:00a - 09:30a CLOSING MAIN SESSION

**Get Ticket for  
\$500 Drawing!**

- CMSA Presidential Gavel Exchange
- "Humor for the Health of It"  
By *Kathleen Passanisi*



09:30a - 12:00p **CMSA EXPO OPEN** (Brunch Served)

(Poster Presentations 16-30 — DAY 2)

\$500  
cash  
giveaway



12:00p - 01:30p Concurrent Sessions (2401-2411)



**WATCH THE CMSA WEBSITE FOR EXCITING INFORMATION ABOUT  
AVAILABLE SAN FRANCISCO TOURS ON FRIDAY AFTERNOON.**

# Don't miss...

## CE Opportunities

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Look no more! CMSA's San Francisco Conference offers a wealth of varied, in-depth sessions with accompanying Continuing Education Credits available. There are 44 Concurrent Sessions, 30 Poster Presentations, 3 General Sessions, 9 Communities, 12 Clinical Symposia, 3 Breakfast Forums, and Pre-Conference Workshops. CMSA's 2012 program is designed to ensure its CE sessions are independent and free of commercial bias. For a complete list of Contact Hours (pending approvals), browse our website at [www.cmsa.org/conference](http://www.cmsa.org/conference), and download CMSA's "2012 CE Recap." CEs are not provided for Breakfast Forums.

## 2012 Case Management Expo

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An Exhibit Hall is a major component of any conference, and CMSA offers you excellent opportunities to interrelate with over 300+ companies in the health care industry. Acquire new ideas for skilled areas in your career or firm that can impact the delivery of care for your patients! Also, be sure to register for all seven \$500 cash giveaways that will be awarded in the Expo Hall! Someone has to win — why not YOU!

**NEW THIS YEAR ... "FRIDAY MAIN SESSION \$500 CASH GIVEAWAY EVENT!"**

Attend Friday's Closing Main Session, and you'll receive a special ticket to enter in a \$500 Cash Giveaway Drawing exclusive to those present at Friday's session.



## Client Services

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CMSA's booth in the Expo Hall serves as a Resource Center for your questions, or get a jump start on 2012 Case Management Week items. Meet your National Board members, discuss updates on CMSA's Case Management Model Act with CMSA's Public Policy committee members; or, if you are not a CMSA member — this is the perfect time to join! Visit with local Chapter Leaders; learn about CMSA's educational programs; and take a moment to register for great giveaways. We look forward to visiting with you!

## Symposia Programs

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For the perfect answer to some of the most difficult questions, CMSA's symposia and Breakfast Forums offer enhanced clinical knowledge and strategies in major domains of case management. This is your opportunity to gain information and knowledge about leading-edge topics in health care. All catered events, including catered symposia, are ticketed; and you must register if you wish to attend. Ticket holders will be seated first; all others will be admitted 15 minutes after the session has started, if seating is available.

Register early for symposia -- they fill quickly!

## Awards Presentation

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Join us as we recognize those special individuals who've endeavored in their careers, and will be honored by receiving an award for:

- Chapter Excellence & Innovation Awards (CEIA)
- Case Manager of the Year (CMOY)
- Award of Service Excellence (AOSE)
- Case Management Research
- Case Management Practice Improvement
- Case Management Advocate Award (CMAA)

## Weather & Conference Attire

Bring appropriate all-weather clothing as San Francisco June temps usually range from 50° day to 40° nights.



**Your wardrobe should accommodate cool to cold, so bring a coat!**

# Choose your San Francisco Experience

## Room Rates

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Room rates will be honored on a space-available basis until May 27, 2012 or until the CMSA Room Block sells out. Hotel rates are subject to applicable state and local taxes in effect at the time of check-in (currently at 14%). There is also a tourism fee of 1½% & a commerce fee of up to 50¢.

### INTERCONTINENTAL SAN FRANCISCO



Modern, Sophisticated

Single/Double Occupancy  
888 Howard Street, SF, CA 94103  
1-415-616-6500

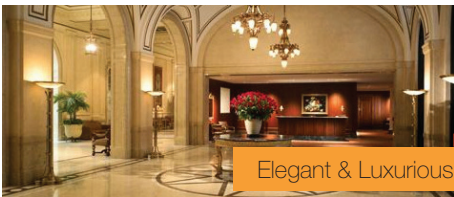
### THE WESTIN ST. FRANCIS



Classic Historic Style

Single/Double Occupancy  
335 Powell Street, SF, CA 94102  
1-800-Westin 1

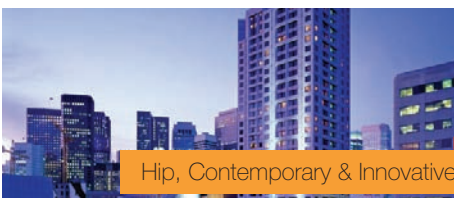
### PALACE HOTEL, SAN FRANCISCO



Elegant & Luxurious

Single/Double Occupancy  
2 New Montgomery Street, SF, CA 94105  
1-415-512-1111

### W SAN FRANCISCO



Hip, Contemporary & Innovative

Single/Double Occupancy  
181 3rd Street, SF, CA 94103  
1-415-777-5300

## Government Rates

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Government Rates are available to full-time military members and/or employees. All four hotels will honor the prevailing federal government per diem rate as it is published for June 2012. You must request CMSA's Government Room Block.

**Military ID will be required during check-in.**

## Airline Discounts

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**CMSA has partnered with multiple airlines** to offer conference attendees and exhibitors discounted tickets. Access the discount code and other information by clicking on this link: [www.cmsa.org/conference](http://www.cmsa.org/conference).

## Super Shuttle

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The SuperShuttle & ExecuCar booth will open the afternoon of Wed., June 20.

ShareRide:

\$ 2.00 OFF per passenger each way to / from Downtown SF and SFO Airport  
\$ 4.00 OFF per passenger each way to / from Downtown SF and OAK Airport

Exclusive Vans: (accommodates up to 9 passengers travelling together)

\$ 5.00 OFF per vehicle each way to / from Downtown SF and SFO or OAK Airports.

ExecuCar: (town car accommodates up to 4 passengers traveling together)

\$ 5.00 OFF per vehicle each way to / from Downtown SF and SFO or OAK Airports.

\*Additional \$10.00 applies for Meet & Greet services.

Note: Discounts are only applicable to prepaid reservations booked on the group website. Cannot be combined with any other discount.

**Please Visit**

[www.cmsa.org/conference/hotel](http://www.cmsa.org/conference/hotel)

For more detailed  
information