



2017 Justification Kit

We want to encourage you to review the materials in this kit to gain a greater understanding of the 2017 CMSA Annual Conference & Expo, June 26 - 30, 2017, in Austin, TX, and how to communicate the value it can provide when attempting to gain attendance approval from your manager.

CMSA has created four simple steps to assist you in obtaining financial support to attend the conference. With expert advice and pre-conference justification documents your manager or supervisor is sure to appreciate the investment made into your training and development as well as to your company's success.

Below is some helpful information to explain why you should attend CMSA's Annual Conference & Expo. The Justification Toolkit includes:

- Cost and Benefits Worksheet
- Cover Letter to Supervisor
- Infographics with Data

Remember: You should be ready to answer any question that your supervisor may have. After you provide all the necessary information to your supervisor, he/she will assess the information before making the decision. Your supervisor's decision will likely depend on the information you provide and how well you sell the benefits of attending the conference. Good luck!

Cost & Benefits Worksheet

Registration Fees:

Registration Type	Early (by 3/31/17)	Standard (starts 4/1/17)
Standard Full Registration	\$759	\$879
Military Full Registration	\$709	\$829
Military & Government Event (Monday 6/26/2017)	\$100	\$100

Available Discounts:

- CMSA members will automatically receive \$150 off registration
- Group registrations of 3 or more receive \$100 off each registration
- Discounts can be combined!

The FULL registration fee includes:

- Meals:
 - Tuesday Lunch & Learn and Opening Night Celebration - Taste of Austin
 - Wednesday Lunch in the Exhibit Hall
 - Thursday Breakfast in the Exhibit Hall and Lunch Symposia
- *Note: there will be ancillary events on Wednesday night supported by sponsors. Some will provide food. Invitations will be sent by the sponsoring companies and must be accepted to participate in the ancillary events.*

Suggested Per Diem for meals not included in registration fee:

- Breakfast - \$13
 - Lunch - \$15
 - Dinner - \$26
 - Incidentals - \$5
- Access to Expo Hall, where cutting edge technology, information system, healthcare companies and other industry organizations are on full display
 - Access to all Keynote Speakers, Concurrent Sessions, Poster Sessions, Breakfast Forums and Symposia Sessions
 - Interactive sessions and facilitated networking events.
 - Best Value CE Credits. Only \$21.81 per hour vs industry average of \$41 per hour*.
 - At no extra cost, case managers can earn up to:
 - 34.80 Nursing

- 29.50 CCMC
- 28.50 CRCC
- 29.50 CDMS
- 29.55 CPHQ
- 23.00 NASW

*(See <http://conference.cmsa.org/continuing-ed/> for details.)

*(CE's pending approval from certifying bodies)

Accommodation Fees

A limited number of government rooms are available at each hotel. Government rates are available to full-time military and government members and/or employees. **All hotels will honor the prevailing federal government per diem rate as it is published for June, 2017, which is currently \$141.** You must request CMSA's Government Room Block. Military or government ID will be required at check-in.

HILTON AUSTIN – HEADQUARTER HOTEL

500 East 4th Street

Austin, TX 78701

Phone: (800) 445-8667

CMSA Group Rate: \$203

COURTYARD & RESIDENCE INN BY MARRIOTT AUSTIN DOWNTOWN CONVENTION CENTER

300 East 4th Street

Austin, TX 78701

Phone: (888) 627-7468

CMSA Group Rate: \$199

HYATT PLACE AUSTIN DOWNTOWN

211 East 3rd Street

Austin, TX 78701

Phone: (800) 323-7249

CMSA Group Rate: \$199

Book hotel rooms online at <http://conference.cmsa.org/hotel-travel/>

Transportation Discounts

- Discount for **Delta Airlines**: Receive a 2-10% discount based on fare class. You may book your discounted ticket by calling (800) 328-1111 and providing the Meeting Event Code: NMP5L Book online at www.delta.com.
- Discount for **United Airlines**: Receive a 2-10% discount based on fare class. You may book your discounted ticket by calling (800) 426-1122 and providing the Promotion Offer Code: ZXEP691833. Book online at www.united.com.
- Discount for **Avis**: You may book your discounted rental car by calling (800) 331-1600 and providing the AWS Code: J095432. Book online at <http://conference.cmsa.org/hotel-travel/>.
- Discount for **Super Shuttle**: You may book your discounted airport shuttle by calling (800) 258-3826 and providing Discount Code: 4YK3B. Book online at www.supershuttle.com.

My Conference Goals

- Earn credit hours toward an industry certification or recertification program
- Be a part of a group that is committed and dedicated in continued and lifelong professional development.
- Learn ways to reduce costs, increase efficiency, motivate and advocate for patients, and various innovative ideas to use in my daily job.
- Create a list of exhibiting contacts I plan to meet and explore new technologies and resources for use with our patients and clients.
- Attend CMSA's Expo tradeshow, where I will be immersed in the industry's most comprehensive marketplace for case management professionals.

Plan to Achieve Conference Goals and Demonstrate ROI:

To achieve these goals, I have identified the following list of sessions. Based on session descriptions and learning objectives, I believe these sessions will not only assist me in achieving my goals, but also allow me to build a professional network and bring new tools and techniques to apply in our organization.

List all sessions you plan to attend as well as the session objectives and indicate how the session will benefit you and your organization. An example is below.

My Session List:

Title: Transforming the Course: Enhancing the Patient Care Team for Optimal Transitions in Care

Abstract: Patients and family caregivers need a care team that is on their side and is both for them and with them. To achieve that professionals and para-professionals—in partnership with the patient and family—must all be engaged, learning and working together regardless of care setting. It is this engagement and inclusive relationship that fosters the opportunity for significant improvement in the quality of care delivery and outcomes. Dr. Naylor will review the important process to support and sustain effective engagement of patients and family caregivers throughout transitions in health and health care.

Learning Objectives:

1. Illustrate the context for transitional care in the current healthcare system, and examine the basis for transitional care as an approach toward improving the quality of health care in the U.S
2. Discuss the significance of findings/study results (health outcomes) from the evidence base.
3. Describe the essential role of the health care team in providing safe, effective transitional care.

Anticipated ROI: The presenter for this session is one of the country's most well-respected thought leaders in enhancing the care and outcomes of chronically ill adults and their families. The following portion from her respective bio provides insight into learnings from which all healthcare professionals can benefit.

Presenter: Mary D Naylor, PhD, FAAN, RN
Marian S. Ware Professor in Gerontology; Director of NewCourtland Center for Transitions and Health

Mary D. Naylor, Ph.D., RN, FAAN, is the Marian S. Ware Professor in Gerontology and Director of the NewCourtland Center for Transitions and Health at the University Of Pennsylvania School Of Nursing. Dr. Naylor is the architect of the Transitional Care Model (TCM), designed to positively impact the care and outcomes of chronically ill older adults who are navigating fragmented systems of care. In collaboration with a multidisciplinary team of clinical scholars and health services researchers, she has tested the TCM and translated the evidence generated within health systems and communities throughout the US and across the globe.

From teaching to research there are students from undergraduates to post-doctoral fellows that have had the opportunity to be mentored by Dr. Naylor and members of the NewCourtland Center for Transitions and Health, the research center which she directs. Additionally, she leads a seminar as part of the course of study for first year undergraduate students: The Nature of Nursing Practice (N101) and Situating the Practice of Nursing (N102). Dr. Naylor credits the perspectives of students with energizing the work and contributions of the NewCourtland Center in enhancing the care and outcomes of chronically ill adults and their family caregivers.



Conference Attendance Request

[date]

Dear **[your supervisor's name]**:

In order to provide **[name of your facility]** with the most current information on professional concepts, advances, educational tools and resources, evidence-based guidelines, performance measures, and standards of practice in health care case management, I would like to attend the 27th Annual Conference & Expo of the Case Management Society of America in Austin, TX June 26-30, 2017.

As the sole health care event designed to deliver clinical, professional, regulatory and personal growth for care management professionals, CMSA's Conference & Expo offers continuing education from more than 8 certifying bodies through *concurrent sessions, symposia, poster presentations, keynote sessions, and educational tracks on topics in transitions of care, health care reform, integrated care management, patient engagement and more.*

In addition, this event provides opportunities to share best practices, discuss professional challenges, local chapter activities, and network with other health care case management and related professionals.

The sessions that are of particular relevance for our work include:

[List the sessions that will provide the greatest benefit to your place of employment. The list of sessions appears in the conference brochure and is posted on www.cmsa.org/conference]

Handouts for all the sessions, including those I cannot attend, will be available online at <http://www.conference.cmsa.org> to all meeting registrants.

I'll also be able to experience the latest state-of-the-art technology in health care products and services at the 200+ booths in the CMSA Expo Hall.

Costs

[Lists transportation costs, registration fee, cost of meals, and the price per night of the hotel room.]

CMSA's 27th Annual Conference & Expo will allow me to discover new and emerging techniques in advancing care delivery, quality and coordination. I plan to pass on the information that I have learned at the conference to other members of our **[unit/team/department]**, and my notes will be available for reference following the conference.

Thank you for your consideration of my request.

Sincerely,
[your name]



WHY ATTEND?



IN SEARCH OF SOMETHING DIFFERENT?



Looking for Education?

Nursing, CCMG, CRCC, CDMS, CPHQ, NASW offered.

Looking for Value?

Best value per CE, based on CMSA Competitive Cost Analysis, 2015.

Looking to Network?

Over 200 exhibitors at our Expo.

INSPIRING KEYNOTES



Dr. Mary D. Naylor

Opening Keynote
Tuesday, June 27:

"Transforming the Course: Enhancing the Patient Care Team for Optimal Transitions in Care"



Dr. Stuart Robertshaw

Keynote
Wednesday, June 28:

"The Healing Power of Humor"



Jonathan Mann

Closing Keynote
Thursday, June 29:

"Building Relationships in the Digital World"

Austin Convention Center - 500 E Cesar Chavez St, Austin, TX 78701

www.cmsa.org/conference | cmsa@cmsa.org | #CMSA2017

WHY YOU NEED TO BE PART OF CMSA'S 27TH ANNUAL CONFERENCE & EXPO



COME SEE WHAT EVERYONE IS TALKING ABOUT,
YOU DON'T WANT TO MISS THIS!