



2018 Justification Kit

We want to encourage you to review the materials in this kit to gain a greater understanding of the 2018 CMSA Annual Conference & Expo, June 19-23, 2018, in Chicago, IL, and how to communicate the value it can provide when attempting to gain attendance approval from your manager.

CMSA has created some 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 3/31/18)	Standard (starts 4/1/18)
Standard Full Registration	\$775	\$895
DoD/VA Full Registration	\$675	\$795
Military Full Registration	\$605	\$725
Military/VA/DoD Day (Wednesday 6/20/2018)	\$100	\$100

Available Discounts and Benefits:

- **NEW!** – 1 year free CMSA membership with every registration (excludes company membership, exhibitors, speakers, complimentary registrations, workshop only and one day attendees.)
 - Free membership includes: 160 courses always available in our ERL (educational resource library), 20% off of CCM Certification plus 20% off of CCM renewal, membership to your local chapter, local discounts and much more!
- Groups of 3 or more people, registering together, receive an additional \$100 off per person.
- Chapter leaders receive an additional \$50 off.

The FULL registration fee includes:

- Meals:
 - Thursday - Lunch Symposia, Expo Hall Opening Dinner
 - Friday - Breakfast Symposia, Expo Hall Lunch
 - Saturday - Breakfast Symposia, Expo Hall Brunch and Lunch Symposia

Note: there will be ancillary events on Thursday and/or Friday nights that are 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.

For meals not included in registration fee, please use published 2018 Federal Per Diem for Chicago, IL as a guide:

- Breakfast - \$17
 - Lunch - \$18
 - Dinner - \$34
- Access to Expo Hall, where cutting edge technology, information system, healthcare companies and other industry organizations are on full display

- Access to all Keynote Presentations, Concurrent Sessions, Poster Sessions and Symposia Sessions
- **NEW!** Coffee Talk – Meet Your Neighbors (dedicated peer-to-peer networking time).
- 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:
 - 38.75 Nursing
 - 38.75 CCMC
 - 38.75 CRCC
 - 38.75 CDMS
 - 38.75 CPHQ
 - 27.00 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 military and government members and/or employees. **The conference hotels will honor the prevailing federal government per diem rate as it is published for June 2018, which is currently \$215, based on availability in the block.** You must request CMSA's Government Room Block when booking by phone. Online booking links are available at <http://conference.cmsa.org/hotel-travel/>. Military or government ID will be required at hotel check-in.

HYATT REGENCY MCCORMICK PLACE

2223 South Dr. Martin Luther King Jr. Drive

Chicago, Illinois 60616

Phone: (312) 567-1234

CMSA Group Rate: \$245

MARRIOTT MARQUIS CHICAGO

2121 South Prairie Avenue

Chicago, Illinois 60616

Phone: (312) 824-0500

CMSA Group Rate: \$269

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: NMQWV 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: ZE4G706555. 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. Find the online booking link at <http://conference.cmsa.org/hotel-travel/>.
- Discount for **ShuttleFare**: You may book your discounted airport shuttle by calling (800) 258-3826 and providing Coupon Code: CMSA2018. Book online using the same code: https://www.shuttlefare.com/chicago_ohare_airport_shuttle_ord

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, 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: Population Health for Case Managers

Abstract: Population health is a clinical and financial model. Improving population health is the third initiative of the Triple Aim, which also include, improving the experience of, and decreasing the per capita cost of health care. It is similar to the public health organization, which operates in

the background of the larger health care system dedicated to the treatment of illness and disease.

Case managers understand that healthy populations is a laudable goal. It is the merging of a healthy population concept within a payment model and tied to quality outcomes. This is profoundly different from the pay-for-service healthcare model on which most healthcare providers base their practice.

Case managers know the barriers of health illiteracy, social deterrents of care, chronic medical and psychiatric conditions, to the treatment of disease and achievement of health. Patients need case managers to guide them through the complex health care system. Population health cannot be successful without licensed, and often certified case managers and their direct interventions. It will take the case manager with the interdisciplinary care team to actualize it. Healthcare organization must move case managers from delivering isolated services, to the core drivers of the population health initiative across the continuum of care.

Learning Objectives:

1. Explain the Triple Aim.
2. Describe The Population Health Model and how it is related to the Triple Aim.
3. Describe how case managers guide patients through a complex health system and the social determinants of health.

Presenter: Mary McLaughlin-Davis, DNP, ACNS-BC, NEA-BC, CCM

Dr. Mary McLaughlin Davis became a certified care manager in 1993. She has provided care coordination services for inpatients, outpatients, and health care plans.

Dr. McLaughlin Davis as a clinical nurse specialist has worked extensively with patients having chronic disease, notably congestive heart failure and stroke. She is a senior director of care management for the Cleveland Clinic Health System and an adjunct nursing faculty member at Ursuline College.

Anticipated ROI: The presenter for this session is the current president of CMSA. She is in tune with the pulse of industry. Her presentation is timely for all case managers, as we guide our patients through the complex health care system. I hope to become better informed on this important topic, by gaining tools, ideas or insights that will help me best serve my patients.



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 28th Annual Conference & Expo of the Case Management Society of America in Chicago, IL June 19-23, 2018.

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 28th 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?

The leading conference for case and case management professionals across the continuum of care.

REASON #1 FREE MEMBERSHIP



YOUR ANNUAL CMSA MEMBERSHIP, FREE!

Surprise! All full conference registrants for our 2018 event in Chicago receive a complimentary one-year CMSA membership. Continuing education, camaraderie and community are important in our field year-round, not only during conference weeks.

LEARN MORE & REGISTER

Early bird pricing available now! Visit our website or social pages to learn more and register today.



Case Management Society of America | www.cmsa.org/conference

REASON #2 CEs, CE's, CE's



NEW THIS YEAR: MORE CONCURRENT BLOCKS, COFFEE TALK NETWORKING

We know that attending a conference is a big commitment all around. That's why we've added additional blocks of concurrent sessions this year (organized by practice setting track), totaling 8 throughout the week. You'll see new features, like our Coffee Talk, an opportunity for peer-to-peer networking over coffee. And of course, forums and symposia, pre- and post-conference activities as well as poster presentations in the Expo Hall will enrich your educational experience.

CMSA is honored to host Military/DOD and VA case managers for the 2018 Military/VA/DOD Day in Chicago. With almost 200 attendees in Austin, we are excited to continue this gathering in Chicago!

KEYNOTES

Our three featured keynote - Travis Stark, Alan Hamilton and Rick Rigby - will delight and entertain throughout the week. Don't miss them!



Travis Stark, MD



Alan Hamilton, MD



Rick Rigby, MD

Case Management Society of America | www.cmsa.org/conference

REASON #3 FUN!



CHICAGO + CASE MANAGERS

Chicago isn't just the Windy City; it's FUN! Add in 2,000 case managers and you have a week-long celebration.

Our Welcome to Chicago event on the conference's opening night is the first of many conference activities designed to encourage relaxation and rejuvenation. In addition, our more than 200 exhibitors and sponsors in the Expo Hall and throughout the week always bring entertainment, fun and even cash giveaways to celebrate and give thanks to case managers across the world.

FUN FACT

Affired by stringing Lake Michigan and decorated with inspiring art/history, Chicago is more than just a big city. Besides its exciting downtown area, which includes some of the tallest buildings in the world, Chicago has a distinctive shoreline, hundreds of vibrant parks and 77 unique neighborhoods.



Case Management Society of America | www.cmsa.org/conference



Follow us/ subscribe to stay up to date on conference details!

