



# 4<sup>th</sup>Thursday eNews

Nov 2008  
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Orlando, Florida.  
[www.centralfloridacmsa.org](http://www.centralfloridacmsa.org)

## Message from the Board

By Jackie Snook RN, CRRN, CCM, President.

### What is Case Management?

I am sure many of our members are asked this question frequently by patients, claimants, doctors, family and friends. I know I have been asked. Few people not in the medical field are aware we even exist until they become ill or are injured and we contact them. Sometimes we are initially viewed with apprehension, anxiety, or distrust. Many we try to assist at first think our role is to cut benefits or keep them from seeing a doctor to save the insurance company money.

Our many members represent all types of case management roles and settings including workers' compensation, disease management, disability management, elder care, insurance carriers, case management companies, independent case managers, etc.

As you all know it is crucial to develop trust with the clients you work with in order to be effective. If your client doesn't trust you, they won't listen or follow your advice. So how do you explain your role during your first contact? Do you give the following explanation?

[Cont'd on Page 2](#)

## KEEP THE DATES-2008-09

Nov 13<sup>th</sup>  
Topic: **Thirteenth Annual Vendor Show**  
Speaker: Black & White Theme  
Lunch Sponsor: **FINR**

Dec 11<sup>th</sup>  
Topic: **Annual Christmas Party**  
Speaker: Holiday Music  
Lunch Sponsor: TDB

January 12<sup>th</sup>  
Topic: **Pain Management & Implant Therapies**  
Speaker: TBD  
Lunch Sponsor: Medtronic Neuromodulators

BECOME A MEMBER  
National Office  
CMSA  
8201 Cantrell Rd.  
Suite 230.  
Little Rock, AR. 72227.  
501-225-2229  
Fax 501-221-9068

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

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*"Kindness is contagious.  
Pass it on! ."*

Anon

<http://www>



# Chapter Notes

By Brenda Randall, RN, CCM, Secretary

## Chapter Announcements...

- If you did not attend the prior meeting, then don't miss the Vendor Show today from 9.00am- 1.00pm
- **Our most sincere Sympathy is extended to our Nominations Chairperson, Debbie Baker and her family, in the recent loss of her father. We wish them Godspeed.**
- We are seeking Chapter volunteers for 2009-2010 Board. Please speak to any member of the Board if you are interested
- The Case Manager of the year will be announced at the Vendor Show

Cont'd from page 1- President's Message -----

CMSA defines Case Management as "a collaborative process of *assessment, planning, facilitation and advocacy* for options and services to meet an individual's health needs through communication and available resources to promote quality cost-effective outcomes".

I for one think that saying that to most clients would get you a blank stare or silence.

The American Case Management Association (ACMA) defines Hospital/Health System Case Management as:

*"...A collaborative practice model including patients, nurses, social workers, physicians, other practitioners, caregivers and the community. The Case Management process encompasses communication and facilitates care along a continuum through effective resource coordination. The goals of Case Management include the achievement of optimal health, access to care and appropriate utilization of resources, balanced with the patient's right to self determination"*

I am not sure many hospitalized patients would understand this. There must be a more succinct explanation we can give.

So I pose the question to all of you. What is Case Management? I am very curious about how each of you explain your role to clients.

Please send me an e-mail via [info@centralfloridacmsa.org](mailto:info@centralfloridacmsa.org) telling me what you say during your first contact with a client. I will share your responses in the next newsletter. I think it will be informative to all, especially those new to Case Management?

**HAPPY THANKSGIVING TO ALL**

MEETINGS  
MEETINGS

4<sup>th</sup> Thursday of every month.  
Educational offering with  
CEU & CCM

**Location:** Bahia Shrine  
Auditorium.  
2300 Pembroke Dr.  
Maitland. 32701

**RSVP-** Member-free  
Non-member-\$15  
**Non-RSVP-** Member-\$5  
Non-member-\$20

First time guest—FREE

**RSVP to:** -Darlene Armstrong  
@ 866-838-1580 or  
Via website @  
[www.centralfloridacmsa.org](http://www.centralfloridacmsa.org)

## Government News

*Compliments of AIS Health Business Daily*

Two people involved with separate HIV infusion clinics in Miami were sentenced to prison for their roles in a multimillion dollar scheme that defrauded Medicare, the U.S. Attorney's Office for the Southern District of Florida said Nov. 4.

Miami physician Ronald Harris, M.D., was sentenced to 84 months in prison. He pleaded guilty in August to conspiracy to cause the submission of false claims and to pay health care kickbacks, conspiracy to commit health care fraud and submitting false claims to Medicare. He was the medical director of two Miami-area HIV clinics and told investigators that the facilities were "operated for the sole purpose of committing Medicare fraud," the feds explain. He approved nearly \$26.2 million in fraudulent billings, officials say. Harris was ordered to pay more than \$9.8 million in restitution to the Medicare Trust Fund. Also sentenced was Mariela Rodriguez, who received 70 months in prison after pleading guilty in August to conspiracy to commit health care fraud and making false declarations to a federal grand jury. Rodriguez admitted that her clinic billed for \$11.3 million in unnecessary HIV medication. She also told investigators that the facility she ran was opened so that the owners could defraud Medicare. This case is related to an overall scheme that involved 11 clinics in south Florida and defrauded Medicare of about \$119 million, the feds say



Join today: [www.cmsa.org](http://www.cmsa.org)

Reprinted from the Nov. 10, 2008, issue of [REPORT ON MEDICARE COMPLIANCE](#).

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## National CMSA News

**COMING IN MID-NOVEMBER ... New 401(K) for CMSA Members**

**NEW OPPORTUNITY FOR SMALL BUSINESS 401K [brochure](#)**

**The Hartford Advantage® Emerging Businesses. A 401(k) retirement program for small businesses.**

As a small business owner, you may not have the time, resources or experience to worry about offering a 401(k) plan that may meet your needs and those of your employees. This program offers investment options from 15 of the industry's best-known fund companies and span the asset classes. We offer optimal investment flexibility for your employees-there are no requirements to invest in Hartford investment options.

### Program Availability

401(k) is funded by a group funding agreement (GFA) program and thus is subject to state rules regarding group insurance contracts. To be eligible for this program, plans must meet both conditions below:

1. The plan has at least one person, (or in the case of a new plan, eligible employee) who is a non-spouse, non-owner employee of the business implementing this 401(k) program
2. Certain states mandate that a plan has a minimum group size to be eligible for the program. (not available in all states)
3. Other restrictions apply. See brochures for complete information. [Facts & Features](#)

*The offering of this program is not an endorsement by CMSA*

## BULLETIN BOARD



Explore the other programs and decide which one will best meet *your* needs:

- [Advanced Research Ethics](#) (earn CME!)
- [IRB 201: An In-depth Analysis of the Criteria for Review](#) (earn CME!)
- [QA/QI 101: Fundamentals of Quality Assurance & Improvement in Human Subjects Research](#)

To register: Call the PRIM&R office at 617.423.4112, ext. 0

Or send email to: [info@primr.org](mailto:info@primr.org)

## FHA Infection Prevention Lunch & Learn Webinar Series –

### Session 1: Nov 21, 2008

12:30 p.m. to 1:30 p.m.,

*Overview of the Role of the Hospital Manager in Healthcare Associated Infection Prevention*

#### Questions

Contact the FHA Education Department at [education@fha.org](mailto:education@fha.org) or (407) 841-6230.

### Learning Without Boundaries



Learn how to earn a Flexible Doctor of Physical Therapy degree (DPT) via online classes.

Information session coming up- Save the date...

Thursday, Dec 4, 2008 (7:00pm-9:00pm)  
Trade Winds Island Resort  
St. Pete Beach, FL

To register, visit online @ [www.usa.edu](http://www.usa.edu) click on "Flex Boca Raton Infosession" link or call (800) 241-1027

### Neuroscience ME Journal Club

#### Adherence and Early Predictors of Response: Tools for Individualizing Treatment in Schizophrenia

There is **no fee** to participate or to receive CE credit for this certified one-hour educational activity (free account activation required). CE credit for:

- Physicians (ACCME/AMA PRA Category 1)
- Nurses (CNE)
- Pharmacists (ACPE)
- Psychologists (APA)
- Social Workers (NASW)
- Certified Case Managers (CCMC)

All other clinicians will either receive a CME Attendance Certificate or may choose any of the types of CE credit being offered.

To receive CME/CE credit, view the complete one-hour webcast activity anytime at [www.neuroscienceCME.com/EM317](http://www.neuroscienceCME.com/EM317)

**Bonus Offer: Live Interaction with Experts on Featured Articles! November 24, 2008, 12:00 - 12:45 PM ET**

- On these dates/times, call in to ask the faculty a question at **800.895.1713**
- For each date, the first 15 minutes will be a replay of respective faculty's lecture from the complete webcast

### A Focus on Lipoprotein Management

Tuesday, December 2, 2008

1:00–2:00 p.m. (Eastern)  
Noon–1:00 p.m. (Central)

Register now for this **FREE** one-hour audio conference.

Register online today at

<https://programs.regweb.com/metro/OptumHealth2008FLM/registration/index.cfm?page=reginformation>

Visit the conference Web site for more information.

<https://programs.regweb.com/metro/OptumHealth2008FLM/registration/>



## 2008 BOARD

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Terry Grein	<b>Member at Large</b>	<a href="mailto:Terri.grien@hartfordlife.com">Terri.grien@hartfordlife.com</a>





**CF-CMSA**

Presents:

**THIRTEENTH ANNUAL VENDOR SHOW**

**November 13, 2008**

**“The Music of the Night”**

*Black & White Theme*

**9.00am-1.30pm**

*Remember to dress up in your finest!*

**Bahia Shrine Auditorium**

**2300 Pembroke Dr. Maitland**

**No Speaker**

**Come & enjoy food, prizes, door prizes & Lots of Fun!!!**

### 6<sup>th</sup> Annual Diabetes Conference

November 18<sup>th</sup>, 2008

7:30—4:30

Orlando Regional Medical Center

6 Contact Hours

For more information call: **321.841.5111**

Or email [marie.downey@orlandohealth.com](mailto:marie.downey@orlandohealth.com)

#### CF CMSA

2300 Pembroke Dr

Maitland, FL. 32701

Phone: 407-691- 5440

Fax:

E-mail: [info@centralfloridacmsa.org](mailto:info@centralfloridacmsa.org)