



**Event:** General Education Meeting of Southern Ohio Valley Chapter of CMSA

**Date:** Tuesday, November 7, 2006

**Time:** 5:30 pm – 7:45 pm

**Place:** **Montgomery Inn**  
 9440 Montgomery Rd.  
 Montgomery, OH 45242  
 513.791.3482

Information/Directions: <http://www.montgomeryinn.com/>



<b>Agenda:</b>	5:30 pm – 6:00 pm:	<b>Informal Networking Time</b> <i>Come and meet fellow members and colleagues in the field of case management!</i>
	6:00 pm – 6:30 pm:	<b>Welcome From Chapter Officers</b> <b>Special Guests:</b> <i>Connie Commander—National President, CMSA</i> <i>Sherry Aliotta—National Past President, CMSA</i>
	6:30 pm – 7:30 pm:	<b>Dinner &amp; Special CE Presentation</b>  <div style="text-align: right;">           Courtesy of  </div>
	6:30 pm – 7:30 pm:	<b>Special CE Presentation:</b> <b>“Interpersonal Effectiveness”</b> <b>Bruce Berger, RPh, PhD</b> <i>Professor and Head of Pharmacy Care Systems</i> <i>Auburn University, Harrison School of Pharmacy</i>
	7:30 pm - 7:45 p.m.	<b>Door Prize Drawings &amp; Adjournment</b>

**CE Credits:** Continuing education credits for RNs and CCMs have been applied for.

**Cost:** **CMSA Members:** No Charge  
**Non-Members:** \$15 if registration received by 11/03/06  
 \$20 if received after 11/03/06, or paid at the door

**To Register:** **Non-Members:** Please complete attached registration form and include check.

**Members:** Please **RSVP** by 11/03/06 to

Mary Beth Newman at [mary.beth.newman@anthem.com](mailto:mary.beth.newman@anthem.com) or (513) 336-5457 **OR**  
 Cris Walter at [cristina.walter@anthem.com](mailto:cristina.walter@anthem.com) or (513) 770-7660

## Meeting of the Southern Ohio Valley Chapter of CMSA

November 7, 2006

Special Continuing Education Presentation:

### “Interpersonal Effectiveness”

Our need to communicate and at some level be understood is fundamental to what it means to be human. We behave in order to get needs met. We communicate to attempt to make those needs known so there is some chance that they will be understood and met. It is unfortunate that we often take communication for granted. We assume that it is some innate skill, yet that is far from the truth. "Great" communicators are trained, not born. Their communication "works" because they understand the skills necessary to produce productive conversation. They understand how important people's feelings are in conversation.

What are feelings? Why do they come up and how do they affect the way we talk to each other? What does it mean to listen to someone and then respond empathically? What does listening and empathy do in regard to building trust? How do expectations either promote or disrupt effective communication? What role does one's self-concept play in interpersonal and professional communication?

Specifically, this workshop will assist participants in how to more effectively listen and communicate their needs, professional or personally. Participants will be given language to show how to take responsibility for their communication. Participants will learn proven skills and strategies to more effectively communicate with others.

#### Learning Objectives:

1. Examine the role of feelings in communication.
2. Discuss how our expectations often distort our ability to communicate and listen effectively.
3. Know how to deal with angry or unreasonable people
4. Identify the keys to interpersonal effectiveness.
5. Understand the role of listening and empathic responding in communicating more effectively.

Presented By: **Bruce Berger, PhD**



**Professor and Head of Pharmacy Care Systems  
Auburn University Harrison School of Pharmacy  
Auburn, Alabama**

**Bruce A. Berger, RPh, PhD**, is a Professor and Head of the Department of Pharmacy Care Systems at Auburn University. Bruce received his BS in Pharmacy from The Ohio State University, where he also received his Masters and PhD in social and behavioral pharmacy. His research interests include interpersonal and organizational communication and psychology, and application of these disciplines to the pharmacist's role in *treatment adherence and treatment outcomes*. He has written or presented over 500 papers or seminars on leadership, interpersonal effectiveness, managing angry or difficult people, managing change, strategies for improving treatment adherence, and managing resistance to change. Bruce has a regular column in *US Pharmacist*.

This meeting is made possible by  
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CMSA is an international, non-profit professional association founded in 1990 dedicated to the support and development of the profession of case management through educational forums, networking opportunities and legislative involvement. Unique in its composition as an international organization, with over 70 affiliated and pending chapters, CMSA's success and strength is its structure as a **member-driven society**. The mission of CMSA is to “**positively impact and improve patient wellbeing and healthcare outcomes.**” For more information, visit [www.cmsa.org](http://www.cmsa.org).



## REGISTRATION FORM (NON-MEMBERS)

### General Education Meeting Southern Ohio Valley Chapter of CMSA Tuesday, November 7, 2006

Fee	Received By 10/31/06	Received After 10/31/06 Or Paid At The Door
Non-Members:	\$15	\$20

- **Registration due 10/31/2006 (one week prior to meeting).**
- Confirmation will be sent by email.
- Please make check payable to **SOV-CMSA**.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ [  ] Work [  ] Home

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Please return registration form (this page) and check to:**

**SOV-CMSA  
Attn: Education Committee  
PO Box 498424  
Cincinnati, OH 45249**

Cancellation Policy: Full refund for cancellations received by 11/03/06 No refunds for cancellations after 11/03/06.

*For more information, please call (513) 336-5457 or (513) 770-7660.  
CMSA Members may register by calling the above numbers. Deadline for registering is 11/03/06.*