



[www.sov-cmsa.org](http://www.sov-cmsa.org)

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

**Date:** Thursday, January 17, 2008

**Time:** 5:30 pm – 7:30 pm

**Place:** Anthem Blue Cross Blue Shield

4361 Irwin Simpson Rd.

Mason, OH *(see directions attached)*

<b>Agenda:</b> 5:30 pm – 6:00 pm:	<b>Informal Networking Time</b> <ul style="list-style-type: none"> <li>▪ <i>Come and meet fellow members and colleagues in the field of case management!</i></li> </ul>
6:00 pm – 6:15 pm:	<b>Welcome From Chapter Officers</b>
6:15 pm – 7:15 pm:	<b>Dinner &amp; Special CE Presentation</b>
	<b>Special CE Presentation:</b> <i>"Health Literacy: Raising Awareness for Case Managers"</i> <b>Mary Beth Newman, MSN, RN-BC, A-CCC, CMAC, CCP</b> Director, Case Management Society of America National Board Member-At-Large, National CMSA Executive Committee Program Manager, Care Management, WellPoint
7:15 pm - 7:30 p.m.	<b>Door Prize Drawings &amp; Adjournment</b>

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

**Cost:** CMSA Members: No Charge  
Non-Members: \$15 if registration received by 01/10/08  
 \$20 if received after 01/10/08, or paid at the door

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

Members: Please RSVP by 03/19/07 to

Cris Walter at [bwalter45014@yahoo.com](mailto:bwalter45014@yahoo.com) or (513) 335-8727 OR

Mary Beth Newman at [mary.beth.newman@anthem.com](mailto:mary.beth.newman@anthem.com) or (513) 336-5457

Meeting of the Southern Ohio Valley Chapter of CMSA  
March 22, 2007  
Special Continuing Education Presentation:

## “Health Literacy: Raising Awareness for Case Managers”

Did you know that low health literacy affects one in three people living in the U.S. today? The fact is that only 12 percent of adults have proficient health literacy. It can hit any population segment, regardless of age, race, education, or income. Low health literacy costs the healthcare system as much as \$58 billion a year. Case managers need to understand how low health literacy can negatively impact health outcomes in order to effectively carry out the case management process. This presentation will give case managers the tools to help recognize and advocate for patients with low health literacy.

### Learning Objectives:

1. Describe what health literacy is and the impact on patients.
2. Recognize health system barriers faced by patients with low health literacy.
3. Describe how to improve verbal and written communication to patients.
4. Describe strategies that case managers can use to create a “shame-free” environment for patients.

Presented By: **Mary Beth Newman**, MSN, RN-BC, A-CCC, CMAC, CCP



As Program Manager for Care Management at WellPoint, Mary Beth has helped institute a consistent “best practice” care management program for the company’s commercial health plans. Mary Beth’s experience includes the development, implementation, and evaluation of several large-scale targeted care management programs. She has been a project manager for successful case management accreditation, medical management strategy, and related quality improvement initiatives. Mary Beth has extensive experience as an internal and external subject matter expert in the areas of case management, disease management, and quality improvement.

Ms. Newman holds a Master’s Degree in Gerontological Nursing from the University of Cincinnati and is nationally board-certified in advanced continuity of care, case management administration, nursing case management, and chronic care. She has over twenty-three years’ of professional experience in providing nursing care management, educational services, and consultation in a variety of health care settings. Mary Beth is currently serving a three-year term as a Director on the Case Management Society of America’s (CMSA) National Board of Directors. She is also a founding member of the Southern Ohio Valley Chapter of CMSA and served as its first president.



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

Thursday, January 18, 2008

Fee	Received By 01/10/2008	Received After 01/10/2008 Or Paid At The Door
Non-Members:	\$15	\$20

- **Registration due 01/08/2008**
- 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 03/19/07 No refunds for cancellations after 03/19/2007.

*For more information, please call (513) 335-8727 or (513) 336-5457.  
CMSA Members may register by calling the above numbers.  
Deadline for registering is January 10, 2008.*



## Southern Ohio Valley Chapter CMSA Education/Dinner Meeting January 17, 2008

### Location:

**Anthem Blue Cross and Blue Shield  
4361 Irwin Simpson Road  
Mason, OH 45040**

### Directions:

Anthem is located in Mason, OH near the Deerfield Towne Center, approximately 1 mile north of the intersection of Mason-Montgomery Rd and Fields Ertel Road.

- **From Dayton, Ohio:** I-75 South to Tylersville Road Exit 22. Turn left (east) on Tylersville. Continue for 3.5 miles to Mason-Montgomery Road. Turn right (south) on Mason-Montgomery Rd. Continue for 2.3 miles to Irwin Simpson. Turn left on Irwin Simpson. Drive on Irwin-Simpson for 0.6 miles until you come to a four-way stop (Duke Drive and Irwin Simpson). Continue straight through the intersection and make the next right into the Anthem parking lot. Enter the three-story building at main entrance near flagpoles.
- **From the South (Cincinnati/Northern Kentucky):** I-71 to North to Exit 19 - Mason-Montgomery/Fields Ertel Road. Turn left off the exit onto Mason-Montgomery Road. *\*Continue with General Directions below.*
- **From the North:** I-71 South to Exit 19 – Mason-Montgomery/Fields Ertel Road. Turn right off the exit onto Mason-Montgomery Road. *\*Continue with General Directions below.*
- **From the East:** I-275 West to I-71 North I-71 to North to Exit 19 - Mason-Montgomery/Fields Ertel Road. Turn left off the exit onto Mason-Montgomery Road. *\*Continue with General Directions below.*
- **From Dayton, Ohio:** I-75 South to I-275 East to I-71 North to Exit 19 - Mason-Montgomery/Fields Ertel Road. Turn left off the exit onto Mason-Montgomery Road. *\*Continue with General Directions below.*

#### \*General Directions:

- Continue straight (north) on Mason-Montgomery for approximately 1 mile.
- Turn right on Irwin-Simpson Road.
  - NOTE: Do NOT turn right on “Old Irwin Simpson”—this is a dead-end residential street. The next right will be “Irwin Simpson”. This is a big intersection, with Mimi’s Café and Red Robin Restaurant on the left.
- Drive on Irwin-Simpson for approximately one-half mile until you come to a four-way stop (Duke Drive and Irwin Simpson).
- Continue straight through the intersection and make the next right into the Anthem parking lot. Enter the three-story building at main entrance near flagpoles. Sign in at Guard Desk and obtain a Visitor Badge per facility’s policy.