




www.sov-cmsa.org

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

Date: Thursday, February 18, 2010

Time: 5:30 pm – 7:45 pm

Place: Anthem Blue Cross and Blue Shield
4361 Irwin Simpson Road
Mason, OH 45040 (see directions attached)

Agenda: 5:30 pm – 6:00 pm:	Informal Networking Time <i>Come and meet fellow members and colleagues in the field of case management!</i>
6:00 pm – 6:15 pm:	Welcome from Chapter Officers
6:15 pm – 6:30 pm:	Installation of New Chapter Board for 2010
6:30 pm – 7:30 pm:	Dinner & Special CE Presentation: Limited Health Literacy: What Case Managers Can Do To Improve Outcomes <i>Presented by Mary Beth Newman, MSN, RN-BC, A-CCC, CMAC, CCP, MEP Case Management Program Manager, WellPoint Centers of Medical Excellence</i> <i>Dinner Sponsored By</i>  <i>Monthly Pill Organizer and Reminder Systems</i>
7:30 pm - 7:45 p.m.	Door Prize Drawings & Adjournment

CE Credits: **1.0** Continuing education credits for CCM and CDMS have been applied for.
Nurses: This activity has been submitted to the Ohio Nurses Association (OBN-001-91) for approval to award contact hours. The Ohio Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Participants who attend the entire activity and complete an evaluation form will earn 1 contact hour.

Cost: **CMSA Members:** \$ 5 if registration received by 02/11/2010
\$10 if received after 02/11/2010, or paid at the door
Non-Members: \$25 if registration received by 02/11/2010
\$30 if received after 02/11/2010, or paid at the door

To Register: Please complete attached registration form and include check.

For more information contact: Barbara Mackey-Zeigler
at barbara.mackey-zeigler@anthem.com or (513) 770- 7806

Meeting of the Southern Ohio Valley Chapter of CMSA
February 18, 2010
Special Continuing Education Presentation

Limited Health Literacy: What Case Managers Can Do To Improve Outcomes

Did you know that low health literacy affects one in three people living in the U.S. today? It can hit any population segment, regardless of age, race, education, or income and costs the healthcare system an estimated \$58 billion a year. The fact is that more than 80 percent of adults have some degree of limited health literacy which impacts their ability to effectively manage health and prevent disease. Case managers need to understand how low health literacy can negatively impact health outcomes and more importantly what they can do about it. This presentation will provide case managers with the information, tools, and resources needed to help recognize and advocate for patients with low health literacy.

Learning Objectives:

1. Describe what health literacy is and the implications for healthcare quality.
2. Describe four strategies to improve health literacy in clinical practice.
3. Review recommended assessment and intervention techniques for enhancing communication for patients with low literacy skills.

Presented By: Mary Beth Newman, MSN, RN-BC, A-CCC, CMAC, CCP, MEP
Case Management Program Manager, WellPoint Centers of Medical Excellence



As a Program Manager for Case Management at WellPoint, Mary Beth is responsible for a "best practice" case management program for the company's Transplant and Bariatric Centers of Medical Excellence Programs.

Mary Beth holds a Master's Degree in Gerontological Nursing from the University of Cincinnati and is nationally board-certified in nursing case management, advanced continuity of care, case management administration, chronic care, and methods evaluation process. She has over twenty-five years' of professional experience in providing nursing care management, educational services, and consultation in a variety of health care settings. She has presented dozens of presentations at the regional and national levels in the case management industry on a wide range of "current events" topics including outcomes evaluation, health literacy, cultural competency, active listening, and medical tourism.

Mary Beth is active with the Case Management Society of America (CMSA) and served on the National Board of Directors from 2007-2009. She is a founding member of the Southern Ohio Valley Chapter of CMSA, served as its first president, and was the recipient of the chapter's inaugural Excellence in Case Management Leadership Award in 2007.

Support for this event is generously provided by:



Monthly Pill Organizer and Reminder Systems



*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 11,000 members and 80+ 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.*

Commercial support sponsorship for this activity is being provided by MedCenter Systems in the form of financial support to cover the cost of dinner for this meeting. The sponsor has no conflicts of interest to disclose. The planners and the presenter of this activity have no conflicts of interest to disclose. Approval status does not imply endorsement by the provider, ANCC, OBN or ONA of any products displayed in conjunction with an activity.



REGISTRATION FORM

General Education Meeting Southern Ohio Valley Chapter of CMSA

Thursday, February 18, 2010

Fee	Received By 02/11/2010	Received After 02/11/2010 Or Paid At The Door
Members:	\$5	\$10
Non-Members:	\$25	\$30

- **Registration due 02/11/2010.**
- 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
9378 Mason Montgomery Road, Suite 316
Mason, OH 45040**

Cancellation Policy: Full refund for cancellations received by 02/11/2010. No refunds for cancellations after 02/11/2010.



Southern Ohio Valley Chapter CMSA Education/Dinner Meeting February 18, 2010

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.