

# Salute to Case Managers



(l-r) Annelle Covell, Past President CMSA; Pat McCutchen, President CMSA; and Jan Kinn, Past President and 2006 Case Manager of the Year

## Join CMSA in Celebrating National Case Management Week October 7-13

The Case Management Society of America (CMSA), now in its seventeenth year is pleased to announce the celebration of the eighth year of National Case Management week from October 7th - 13th, 2007. This week long nationally recognized celebration serves to recognize Case Managers, to educate the public about case management and to increase recognition of the significant contribution of case managers to the quality of healthcare the Patients, Healthcare Providers and Payers.

The Case Management Society of America is an international organization of Case Managers and other Healthcare Professionals committed to promoting the growth and value of Case Management and to support the evolving needs of the Case Management Professional. Founded in 1990, CMSA now has almost 10,000 members and over 70 affiliated and pending chapters. Since its inception, CMSA has been at the forefront of setting professional standards for the industry, which promotes the highest level of efficiency, integrity and professionalism.

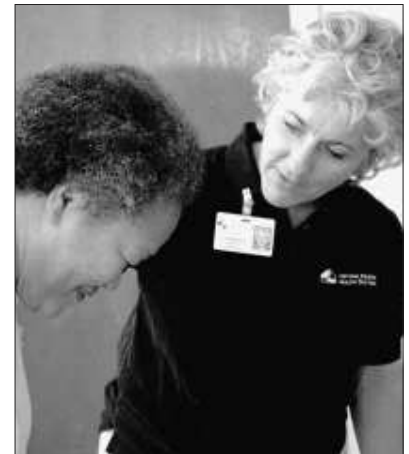
National recognition of Case Management Week by CMSA and other entities is vitally important as the field is becoming increasingly recognized as a strategy of great significance across the continuum of care. Not only does Case Management support Patients and their families in navigating the healthcare system, it also increases the coordination of services, encourages healthcare team communication and contributes significantly to Patient safety, quality of life and cost efficient management of resources. Entities ranging from healthcare facilities, managed care companies, military installations, employer markets and care and disease management companies will be sponsoring local recognition and educational events during Case Management Week through activities in the healthcare companies and efforts of the local CMSA chapters.

On behalf of National CMSA the Atlanta Chapter would like to take the opportunity to recognize Case Managers both locally and nationally. We salute each individual Case Manager for their professionalism, expertise and dedication. We also want to take this opportunity to thank everyone involved in making this celebration possible locally and nationally. We especially want to thank Governor Sonny Perdue for issuing a Proclamation recognizing National Case Management Week in Georgia.

Our Chapter's annual educational conference will be held on October 6th this year at the Georgia International Convention Center to start the week and will be supported by Healthcare Sponsors, Vendors and Speakers, which we greatly appreciate.

The Atlanta Chapter would also like to take this opportunity to welcome all Case Managers at our bi-monthly meetings throughout the year as an opportunity to network and obtain current healthcare information as it relates directly to Case Management. For further information please visit our web site at [www.cmsa-atlanta.com](http://www.cmsa-atlanta.com).

Submitted by Pat McCutchen, RN, C, CPH Q, CCM,  
Current President, CMSA- Atlanta Chapter



Catherine Ivy (right) with patient Bernice Clark.

## Visiting Nurse Hospice Atlanta Meets the Challenge of Long-term, Community Health Care for Older Adults

Catherine Ivy, MSW, is proud of the department she oversees at Visiting Nurse Hospice Atlanta. And for good reason. Her Care Management Services department is the only one of its kind in Atlanta, and its programs address many of the long-term health care challenges that Atlanta is facing as its population ages.

Her department's core mission is to coordinate long-term services for older adults, and younger adults with disabilities, who live in the community. These services help people stay independent and in their homes for as long as possible.

The concept of aging in place is vitally important as the baby boom generation grows older. Done right, it keeps older adults out of hospital emergency rooms, lightens physicians' case loads and lowers health care costs overall.

"As a community nonprofit, we have expanded the bounds of traditional home health care and developed a more holistic, comprehensive system, particularly as it relates to older adults," says Ivy. "Many of their health care needs are chronic, not acute, and don't require highly skilled care. They suffer primarily from daily functional challenges - how to get to the doctor when they can no longer drive or use public transportation, how to keep their blood sugar in check, or how to shop for and prepare nutritious meals."

This type of care requires time and patience and rarely results in dramatic outcomes. It's certainly not sexy or compelling enough to warrant a TV series. But it has always interested Ivy. She grew up in Chattanooga in a multi-generational family comprised of more older people than children.

"I saw my great grandparents, grandmother and great aunts almost daily," she says. "They all lived in the same house. I was comfortable around them and had great respect for them. My work is, in part, an act of giving back."

When Ivy joined DeKalb Medical Center's Orthopedic Department 20 years ago, no one wanted to work with the older adults with fractured hips. So she volunteered. Two years later, Ivy got her Gerontology Certificate from Georgia State University.

Her work since then has included three years at the Atlanta Regional Commission's Area Agency on Aging in program design and administration. She's served on the Boards of the Alzheimer's Association, the Center for Positive Aging, and the Georgia Gerontology Society, and is currently President of the Board of the National Association of Social Workers' Georgia Chapter. She joined Visiting Nurse Hospice Atlanta in 1996.

Ivy's 84-member department oversees several different programs, including:

**Community Care Services** - Funded by Georgia's Department of Human Resources, this program funds long-term care to help individuals stay at home and out of nursing homes for as long as possible. As of August 2007, Visiting Nurse Hospice Atlanta was caring for more than 2,000 clients in this program.

**SOURCE** - This Medicaid-funded program offers similar services, with coordination by a panel of primary care physicians. The patients' needs are more medically-based, and physicians stay actively involved.

In partnership with Fulton and DeKalb counties, Ivy's division provides care management for older adults who are receiving services through the county-based aging programs.

Ivy's team continues to expand the concept of what home health care companies do. For example, they coordinate care for aging residents in three Atlanta Housing Authority senior high-rise buildings, and they coordinate the health care component for two Naturally Occurring Retirement Communities (NORCS), one in East Point and another on Sidney Marcus Boulevard. It's all part of Ivy's mission, driven by her respect for older adults and the knowledge that Atlanta will need her department's skills more and more in the coming decades.

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