

2020 FOCUS ON
FORECASTING, GROWING
AND PREPARING

CONTENTS

Foresight: Eclipsing Mere 2020 Vision 1

Insight: In the Face of Change, an Advocate Above All 3

Whole-Person Care is Coming into View 4

Trends Shaping the Future of Work for Case Managers. 5

Trend 1: Anticipatory Intelligence. 5

Strategic Insights 5

Taking Action 6

Trend 2: Learning Trends. 6

Strategic Insights 7

Taking Action 7

Trend 3: Re-working Career Pathways 8

Strategic Insights 8

Taking Action 9

Trend 4: Mentoring. 9

Strategic Insights 10

Taking Action 11

Role & Function Study: Key Trends 12

Characteristics of Certified Case Managers. 14

Partnering for Growth. 15

Certified Disability Management Specialist (CDMS). 17

Lifelong Learning, On-Demand 18

Lifelong Learning in the Community. 18

Mentorship and Walking the Walk 19

Forecasting

Growing

Preparing

FORESIGHT: Eclipsing mere 2020 vision



BY MARYBETH KURLAND, CAE
CHIEF EXECUTIVE OFFICER,
COMMISSION FOR CASE MANAGER CERTIFICATION

Foresight is the wisdom to plan for what you can't yet see—the practice of anticipating and readying for what's just over the horizon. It's more about vision and insight than gazing into a crystal ball; it literally means *a view forward*.

As we enter the 2020s, foresight is required to tackle the challenges we face in a rapidly changing world of work. That change is enabled by advances in technology, a better understanding of social impact on health, changes in the way we learn and new ideas about how and where we work.

It's not unlike the period of change that was the stimulus for the development of the CCM[®] credential. As health care delivery evolved, our founders—professionals from across the industry—envisioned the need for case managers to demonstrate their readiness and expertise to payers, employers and clients. The CCM met that need, via continuing education and re-certification throughout the case manager's career. In addition, as the governing body of both the CCM and CDMS[®] credentials, the Commission continues to monitor the changes in health care, disability, and leave and absence management to understand how certification is impacted and impacts these changes.

Today, the buzz around the future of work is filled with ideas to which our certificants can relate. For example, policymakers are struggling with how to effectively transition the nation's workforce toward lifelong learning and adaptability so workers can change careers midstream. That type of flexibility is innate to our certificants; most come to the role from a previous career and are not strangers to acclimating to new jobs, new departments and new settings.

Case managers also recognize the value of using data to improve processes and care. Resources that provide insight into client data and risk stratification have been part of the case manager's toolbox for more than a decade. It's not automation that will affect the day-to-day activities of case managers but greater use of available information to increase effectiveness.

Our certificants work at the front line of human interaction and require emotional intelligence, reasoning and common sense to advocate effectively and achieve the best possible outcome for their clients. Artificial intelligence (AI) can't replace those qualities. But we are likely to see shifting roles and responsibilities as AI replaces mundane tasks. That's part of the reason the Commission attracts candidates for the credentials from a broad range of backgrounds and training. Case managers require a focus on the case management process and the ability to guide clients to better health. Creativity and adaptability will become even more important to the future of case management practice.

BOARD OF COMMISSIONERS

Executive Committee



Michelle Baker,
BS, RN, CRRN, CCM



Jared Young,
Psy.D., CAC, LCSW, CCM



Sheila Nelson,
MSN, RN, CCM



Chikita Mann,
MSN, RN, CCM



Jeannie LeDoux,
RN, BSN, MBA, CCM, CPHQ, CTT+

Commissioners



Michael Demoratz,
Ph.D., LCSW, CCM



Jean Krsnak,
MSN/MBA, RN, CCM



Anne Mercer,
CIA, CFE, CFSA



Nina Mottern,
RN, BSN, CCM-R



Patricia Nunez,
MA, CRC, CDMS, CCM



Ed Quick,
CDMS, CRC



Stan Scioscia,
M.Ed, CDMS



Charlotte Sortedahl,
DNP, MPH, MS, RN, CCM



Teri Treiger,
RN-BC, MA, CCM, FABQURP



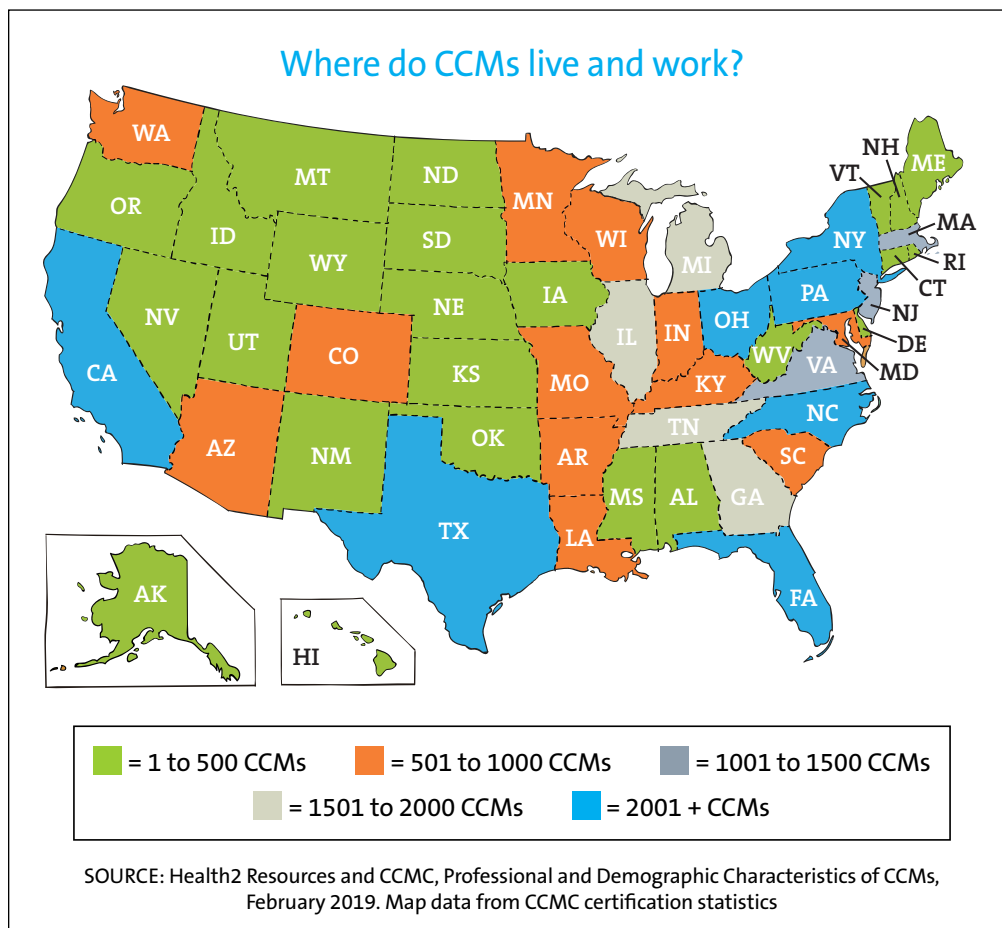
Teresa Yancey,
RN, JD, CCM



Sandra Zawalski,
MSN, RN, CRRN, CCM, ABDA, MSCC

The Commission is part of an increasingly technologically dependent ecosystem, and our certificants need to remain adaptable learners. The Commission’s role in the evolution of work is to facilitate the training and education needed to grow in the decades to come. It is our mission to serve as advocates for excellence through certification and the services that support it. That’s why we’ve embraced non-traditional formats that promote learning where people are (literally and figuratively) and why we provide a range of learning opportunities. In the current health and safety climate, we know training must be flexible and personalized—whether it’s on-demand, online micro-learning or two-day, face-to-face intensives. It’s not just about what’s new; it’s about what works for today’s learners.

As a part of our mission, the Commission continues to leverage a combination of experience, trend-tracking and knowledge of social, technical, economic, environmental and political systems that surround us. As a community, our certificants will grow to understand the advantages and limitations of the new world of work. In the here and now, the Commission will leverage foresight to ensure board-certified case managers and disability management specialists are ready for what comes next.



INSIGHT: In the face of change, an advocate above all



BY MICHELLE BAKER, BS, RN, CRRN, CCM
CHAIR, COMMISSION FOR CASE MANAGER CERTIFICATION

“You are the voice of the client who cannot speak for themselves; you are a client advocate at all times.”

This quote was recently brought to the Commission as an example of what motivates the case management team. Its rhythm sounds a lot like a mantra. And for board-certified case managers, it’s a good one. The more health care evolves, the more we are challenged to ensure client advocacy remains our highest calling.

We live in a time of great change. New monitoring and care delivery technology, machine learning breakthroughs and genetic advances make headlines every week. But the CCM’s ethical focus on what’s best for the client remains a constant. The movement to increase outpatient care delivery, for example, intensifies the need to manage the physical, emotional, social and cultural aspects of health and healing from a community perspective.

Case managers work on the front edge of change, and so does the Commission. We were early to acknowledge the impact of social determinants of health on care outcomes and acted to engage not only nurses and social workers but also other allied health professionals to pursue CCM certification. Today, we see the fruits of those efforts to diversify the credential; while the *number* of registered nurses and social workers earning the CCM has grown over the past five years, the *proportion* of those with other health and human services backgrounds continues to grow. With more than 48,000 board-certified case managers, the CCM credential demonstrates that it is a comprehensive certification for validating competence and supporting ethical practice.

Since our inception, the Commission has supported readiness for change, ensuring our exams remain relevant through regular Role & Function studies. In 2020, we celebrate a decade of supporting lifelong learning through the CMLearning Network, which continues to evolve with new content and delivery opportunities. It’s inspiring to see how our executive staff has embraced this priority personally; each has pursued advanced degrees or professional certifications in the past year, making personal sacrifices to stay at the top of their game. Kudos to MaryBeth Kurland, Debby Formica and Vivian Campagna for leading by example.

Armed with well-honed critical thinking skills, flexibility and a habit of lifelong learning, our certificants are well equipped to incorporate and advance new practices while contributing to efficient, effective care. Each day, we take a breath and resolve anew to be the voice of our clients who can’t speak for themselves.



FORECASTING

“You are the voice of the client who cannot speak for themselves; you are a client advocate at all times.”

—CYNTHIA F.



Whole-person care is coming into view



BY JARED YOUNG, PSY.D., CAC, LCSW, CCM
CHAIR-ELECT,
COMMISSION FOR CASE MANAGER CERTIFICATION

A significant number of the clients I see in my behavioral health practice were referred by a doctor they saw for a medical issue, although only some understand the connection between mind and body health. I believe we are poised to enter a new era of whole-person health.

Our nation's battle with opioid addiction has been a dark period in our history, but we have gained new insight and heightened awareness of the relationship between physical health and its counterparts: behavioral health, social health and overall wellbeing.

I believe that recognizing you have a problem is the first step toward healing when addressing behavioral health. Those who pay for health care are increasingly relying on case managers to coordinate and support integrated care.

This is due to increased federal funding for research, rising interest among employers to expand access to behavioral health care and open acknowledgement that there's a shortage of qualified mental and behavioral health practitioners available (even to those with commercial insurance).

It makes sense to provide these services where clients already seek care for physical conditions. Patient-centered medical homes, where integrated health is the objective, are a natural setting for co-locating case managers to assess clients for social and mental factors that affect health. As the need for qualified professionals in these settings grows, the Commission welcomes the growth we see in the rate of social workers and allied health professionals who earn the CCM credential.

We have a long road ahead to make integrated care the rule rather than the exception. Every time we, as CCMs and members of the care team, shine a light on the social and mental health factors that affect health—and coordinate with our colleagues in the community and across the continuum of care—we advance another step.



FORECASTING

“If it doesn't challenge you, it won't change you.”

—REBECCA C.

Trends shaping the future of work for case managers



FORECASTING

Trend 1: Anticipatory Intelligence

The more information that is gathered about individual human activity, the greater the accuracy to predict future actions. That's the heart of anticipatory intelligence, or the systematic use of data to predict future events or behaviors. Although predictive analytics using large data sets has long been a staple in health care (pen-and-paper health risk assessments have been around since the 1970s), anticipatory intelligence relies on real-time, constantly refreshed data to improve accuracy.

The same anticipatory intelligence that prompts your smartphone to suggest a route home or an online shopping site to recommend a pair of shoes can also tell you which emergency room has a shorter wait time when you need it. Applied to health care, it's likely that anticipatory intelligence will be leveraged to anticipate needs, opportunities and risks for both individuals and organizations. As with any data-based intelligence, the results are only as good as the accuracy, comprehensiveness and timeliness of the data. Regulatory and individual concerns about privacy and intrusiveness of data gathering may slow future growth and accuracy of anticipatory intelligence.

Strategic Insights

- Predictive analytics accuracy will improve as data is shared between organizations.
- Real-time data sharing from Medicare and commercial insurers will increase the accuracy of data and decision-making capabilities.
- A wealth of new tools leveraging big data will become available and may come to our certificant's attention in a variety of ways—from clients, vendors, employers and peers. Structures for evaluating and testing the usefulness and applicability of tools will become important for organizations.
- Large new genetic information databases will seed research capabilities to better target medications and treatments for small groups and even individual clients. The cost of coverage for customized genetic treatment—and delays in regulatory decisions relating to genetic treatments—could create ethical challenges.
- As payers increase reimbursement based on quality outcomes, data tools that have historically focused on maximizing reimbursement will pivot to identifying processes and recommending treatment decisions that support best practices.
- The drive for client-generated data to become part of the health record will open the floodgates of applications to help individuals track everything from medication use to biometric data. Our certifiants will need to be able to weigh the benefits and applicability of a variety of data streams as they create care plans and monitor progress.

“Together we are strong and the workload lighter!”

—ESTHER P.



FORECASTING

- Home monitoring technology advances will introduce efficiency but also are likely to raise new challenges.
- New ethics challenges will arise not only around protecting client information but also the certificant's responsibility to be client advocates first. No matter the validity of recommendations based on data and best practices, we must always remain advocates of the client's rights and preferences in treatment decisions.

Taking Action

Anticipatory intelligence is expected to see its most rapid growth in health care, where it can be leveraged clinically to make more accurate treatment decisions. Case managers will continue to use predictive analytics to identify clients who would most benefit from specific services. Health care organizations already use anticipatory intelligence for planning and strategy.

Organizationally, the Commission recognizes the value of anticipatory intelligence in our efforts to raise awareness of certification among qualified candidates and to ensure our certificants take advantage of educational opportunities that meet their needs to stay certified. There is also potential future application to support mentorship and professional development. The Commission is protective of our certificants' information and will continue to proactively minimize risk using best practices in data security. As more tools and resources leveraging anticipatory intelligence become common in the field, anticipatory intelligence and its related areas—machine learning, artificial intelligence and predictive analysis—will become hot topics for continuing education.

LEARN MORE



See more information and resources about **Anticipatory Intelligence** at bit.ly/CCMC2020Forecast

Trend 2: Learning Trends

The ability to keep learning is essential to the future of work. While old-school, face-to-face professional development remains relevant, new methods of delivering learning—including interactive, mobile and microlearning—are becoming increasingly necessary.

New media forms that combine audio, video and interactive capabilities (like games and quizzes) can be designed to quickly respond to changing job demands. They're well suited to advance new skills while boosting retention. Learning platforms like the Commission's CMLearning Network are being configured to manage these shorter chunks of learning as they generate greater engagement on the part of the learner.

Workers should expect learning to embrace mobility and the app culture that have become popular based on current technology. That includes virtual and in-person classroom learning, where redesign will include app-based polls, discussion groups and collaborative problem-solving in smaller, more focused modules.



FORECASTING

The goal is to engage all learners—traditional and non-traditional—by removing barriers such as location, time and learning style and meet today’s learners with formats that address their needs.

Strategic Insights

- Digital skills have a short shelf life, so continuous learning is necessary to maintain high levels of productivity.
- Adopting microlearning techniques can help keep skills sharp within the team.
- Online learning is one of the most often used and most preferred learning modes for our certificants.
- The growth of the mobile learning market can provide a wealth of options for online learning, but it also means vetting the quality of content and the applicability to our certificants—aspects that will be crucial in the coming years.
- Millennials are the largest generation in the U.S. labor force and are accustomed to using independent, online, nonsynchronous tools for learning.
- Online learning tools, like the Commission’s Certification 24/7® videos and the CCM Glossary App, are important tools for developing professional case managers who are preparing for the CCM exam.
- Modular learning is an additional learning mode that will enhance the continuing education experience for case managers.
- Using shorter modular learning tools could attract mentors who otherwise would not have the time or resources for traditional mentoring.
- Adapting new types of learning into mentoring holds the promise of boosting retention.

“Lean in, come alongside, and finish strong!”

—REBECCA A.

Taking Action

Our trend surveys have revealed that our certificants prefer online learning to other modes. But we also know that there are many who prefer to learn in other ways as well. By offering a range of learning opportunities, including shorter modules, we better serve the diverse needs of our certificants. It’s part of our mission and values to promote, advance and advocate for practice excellence and ethical standards and behavior.

For example, across the nation many leaders in case management are also CCMs who need to similarly support their teams. They are no doubt seeing the shift in lingo when scoping out learning opportunities for staff development; we talk about “modules”



FORECASTING

LEARN MORE



See more information and resources about Learning Trends at bit.ly/CCMC2020Forecast

more than “courses” or “polls” and “quizzes” more than tests. As always, it’s the content that matters most. CCMs can rest assured that educational content bearing the Commission’s PACE™ seal of approval has met the standards and aligns with the Case Management Knowledge Framework.

Such new modular learning, with its short, engaging format, holds the promise of making it easier to fit professional development into busy schedules. That’s one reason why the Commission now allows for courses as brief as half an hour to qualify for PACE approval and continuing education. Look for education in the coming years to be increasingly objective driven, interactive and high impact—all positive developments for our certificants.

Trend 3: Re-working Career Pathways

Our workforce is undergoing a sea change. About 10,000 Baby Boomers enter retirement each day, and Millennials are the new majority at work.¹ Reared in the age of the internet, smartphones and the gig economy, they don’t approach work with the company-for-life or even career-for-life mindset their grandparents did. We are entering an age where work and career are expected to take significant turns along the way.

Changing career paths aligns with trends in work itself; the need to re-train mid-career workers to take on the technology-enabled tasks our economy demands is a significant national issue. Nearly 40% of employers report difficulty filling jobs because they lack a ready, able talent pool for these positions.² The growing skills gap will likely be addressed by a workforce with less allegiance to organizations. A nimble workforce is willing to go where the needs and economy drive them—and where re-skilling and professional development can take them farthest.

Strategic Insights

- Mid-career shifts are a weapon against ageism. Keeping an open mind and refreshing skills and knowledge keep our certificants from becoming obsolete.
- Continuing education is essential to maintain skills and knowledge. Making a major mid-career change may require formal education.
- The Commission is dedicated to supporting meaningful, lifelong learning that drives excellence.
- Case managers historically come to the career from a previous one in nursing, social work or other health and human service field. They are primed to meet the needs of a changing health care ecosystem.

¹ U.S. Census Bureau, <https://www.census.gov/library/stories/2019/12/by-2030-all-baby-boomers-will-be-age-65-or-older.html>

² Bureau of Labor Statistics, 2016 Job Openings and Labor Turnover Survey



FORECASTING

- Organizations that employ case managers should actively map career paths for promising professionals in nursing, social work and health-related fields and support mid-career training and mentoring in case management.
- Late-career changes for CCMs are not only doable, they're expected to grow as the need for board-certified case managers increases. Consulting, part-time schedules and independent case management agencies are attractive roles for late-career CCMs to consider.
- The CCM is a cross-setting credential that provides case managers the flexibility they need to remain relevant and ready to work across a range of care settings.
- As the field of disability management shifts to encompass leave and absence management, our CDMS certificants are positioned to be leaders in their profession.

Taking Action

Case management and disability management are rarely the first step on the career ladder for our certificants. The ability to think creatively and swiftly change direction when needed could, in fact, be considered an essential character element. For example, changes in the future of work will require professional case managers to be open to change in the field, too. Welcoming and nurturing colleagues who come from diverse previous careers adds new dimension and strength to the team.

The Commission also encourages mature certificants to entertain delaying full retirement and, instead, extend the life of their valuable contributions to case management and disability management. A late-career shift opens a whole new world of opportunity in consulting, training or volunteering. One of the best ways to explore these possibilities is to become a Commission volunteer. Spend time with us as an exam item writer or serve on a committee. As our own Vivian Campagna can attest, a commitment to lifelong learning and extending a stellar career can bring joy and satisfaction while taking you places you never dreamed you'd go.

Trend 4: Mentoring

Mentoring is an ancient practice. The term arises from Greek mythology when Mentor, Odysseus's trusted counsel and friend, served as teacher and advisor to his son until Odysseus returned from the Trojan War. Mentoring acknowledges that today's work environment is increasingly more diverse and, often, dispersed geographically. It advances mentoring best practices learned over the centuries and leverages technology to overcome common challenges.

LEARN MORE



See more information and resources about **Career Pathways** at bit.ly/CCMC2020Forecast

“Walk in the shoes of those we serve and strive to leave no stone unturned.”

—JANE W.



FORECASTING

In today's technology-assisted world of work, we are accustomed to communicating electronically via email, chat and video conferencing. These tools can also enable mentoring relationships, allowing for more frequent meetings and overcoming scheduling barriers that hinder traditional face-to-face mentoring. Age no longer defines mentors, either; reverse mentoring is a model that pairs a mentor who is often younger with an older worker who wants to learn new skills. Other models include group mentoring and peer mentoring, which can often be used to transfer specific knowledge and skills from the more experienced mentor to the mentee.

No matter what form mentoring takes, the mentor remains the role of the trusted advisor or guide—one who invests in a less experienced colleague to nurture growth and transfer knowledge, wisdom and advice.

Strategic Insights

- Developing others is a strong element of the case manager and disability management specialist culture. Most acquired skills and knowledge for the job from a mentor.
- Our certificants have the knowledge and experience to mentor and say mentoring helps keep their own skills and knowledge sharp.
- Mentoring satisfies both the mentor and the mentee's desire for professional development and growth. In a recent survey, 97% of board-certified case managers say mentoring was a positive experience.
- Millennials are more likely to stick with organizations where they receive training and development, in many cases from mentors. It's in the best interest of leaders to encourage and support mentoring to nurture and retain up-and-coming members of the team.
- Mentoring software and technology may help large organizations match mentors and mentees according to core learning desired, length of relationship and other factors.
- A stated goal or purpose for mentoring, as well as defined structure, is a key element for successful mentoring.
- Allowing individuals to engage in mentoring relationships they choose for themselves enhances the experience.
- Mentoring groups are an option that may work when there are multiple potential learners, but the leader is most successful when they are trained to initiate discussions and follow a structure.

“Be compassionate, be creative in your solutions but most of all, be human.”

—GAIL B.



FORECASTING

- Making time to mentor is a challenge for most leaders. Organizations should weigh the benefits of mentoring to the organization’s growth and viability and adjust workloads to make time for mentoring.
- In a recent focus group, case manager mentors said distance is not a barrier to mentoring for them. Working in a similar setting or matched goals for the mentorship relationship is more important than face-to-face availability.

Taking Action

The role of mentoring in development and ongoing education for our certificants remains a strong Commission focus. Mentoring is a key element in our drive to support our board-certified case managers and disability management specialists as they develop others.

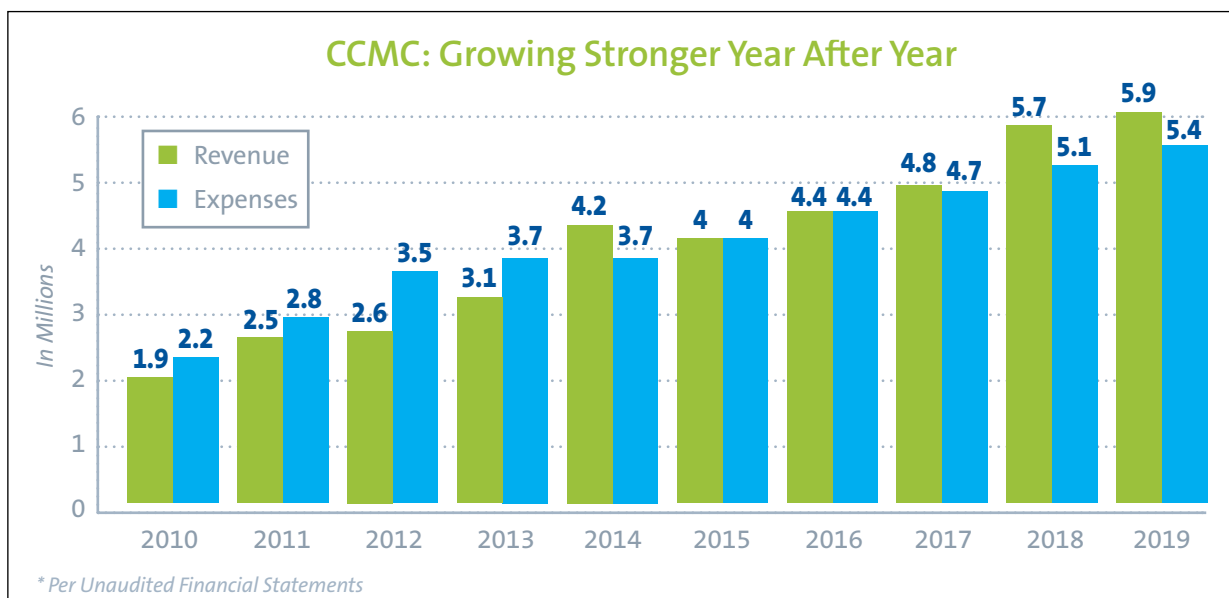
For example, over the past several years, we’ve conducted qualitative and quantitative research to learn about case manager mentoring barriers and challenges—and to identify tools to support those who mentor. We created the Develop Others Toolkit to address many of those challenges and to make many of the best practices we discovered available to you on our website. Our goal is to strengthen and embolden board-certified case managers as you lead less experienced case managers on the pathway to excellence.

And we’re not stopping there. Your Commission continues to explore tools to help you begin and build mentoring relationships. And we’re celebrating the great mentors among us. By spotlighting the stories of mentorship that abound in our community and making tools available to support mentoring, we intend to inspire more of our certificants to pay the benefits of mentorship forward.

LEARN MORE



See more information and resources about **Mentoring** at bit.ly/CCMC2020Forecast





GROWING

“It isn’t just a caseload. There are people behind each number, all who are dealing with challenges in their lives.”

—GAIL B.

Role & Function Study: Key Trends

One of the Commission’s core values is promoting and advancing scientific knowledge development in the case management community. Our CCM Role & Function Study, conducted every five years, reflects the knowledge, skills and activities of case managers practicing today. The Commission uses a research-based approach to ensure that the exam reflects the capabilities and functional roles that are performed by case managers and that are needed to demonstrate competency.

Beyond keeping our exam content aligned with current practice, the results of the Role & Function Study offer great insight when examined longitudinally. The Commission invests in analysis of the survey results to both track trends and provide opportunities for foresight into what’s ahead for case managers.

The portrait painted by the 2019 Role & Function Study is of a maturing case management profession evolving to meet the needs of a diverse client population in an increasingly more patient-centric and value-based environment. The contributions of case managers across the care continuum have translated into a greater percentage of social workers responding to the survey—11.2%—which represents a nearly 50% increase from the 2014 survey. Other noted trends include:

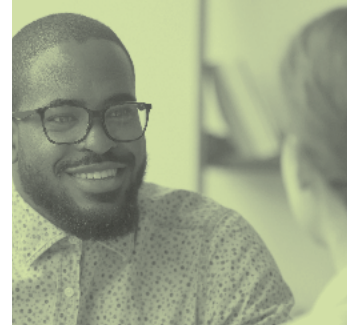
- On-the-job training remains a vital part of a case manager’s preparation.
- Disease management continues to decrease as a key function, likely because value-based measures and payment systems have shifted the focus to population health and chronic care management.
- Ethics and professional conduct, alignment to standards of practice, and quality measurement remain core competencies and a strong emphasis for professional case managers.
- Certification is recognized and rewarded by employers more than in years past.



**Role & Function Study:
Key Findings**

- Case management is attracting younger professionals, and they’re getting certified.
- Educational attainment is rising, although on-the-job training remains a vital part of professional preparation.

- There is less emphasis on disease management as a key function.
- Ethics and professional conduct, along with quality measurement, remain core competencies.
- There is an increase in employer recognition and reward for certification.

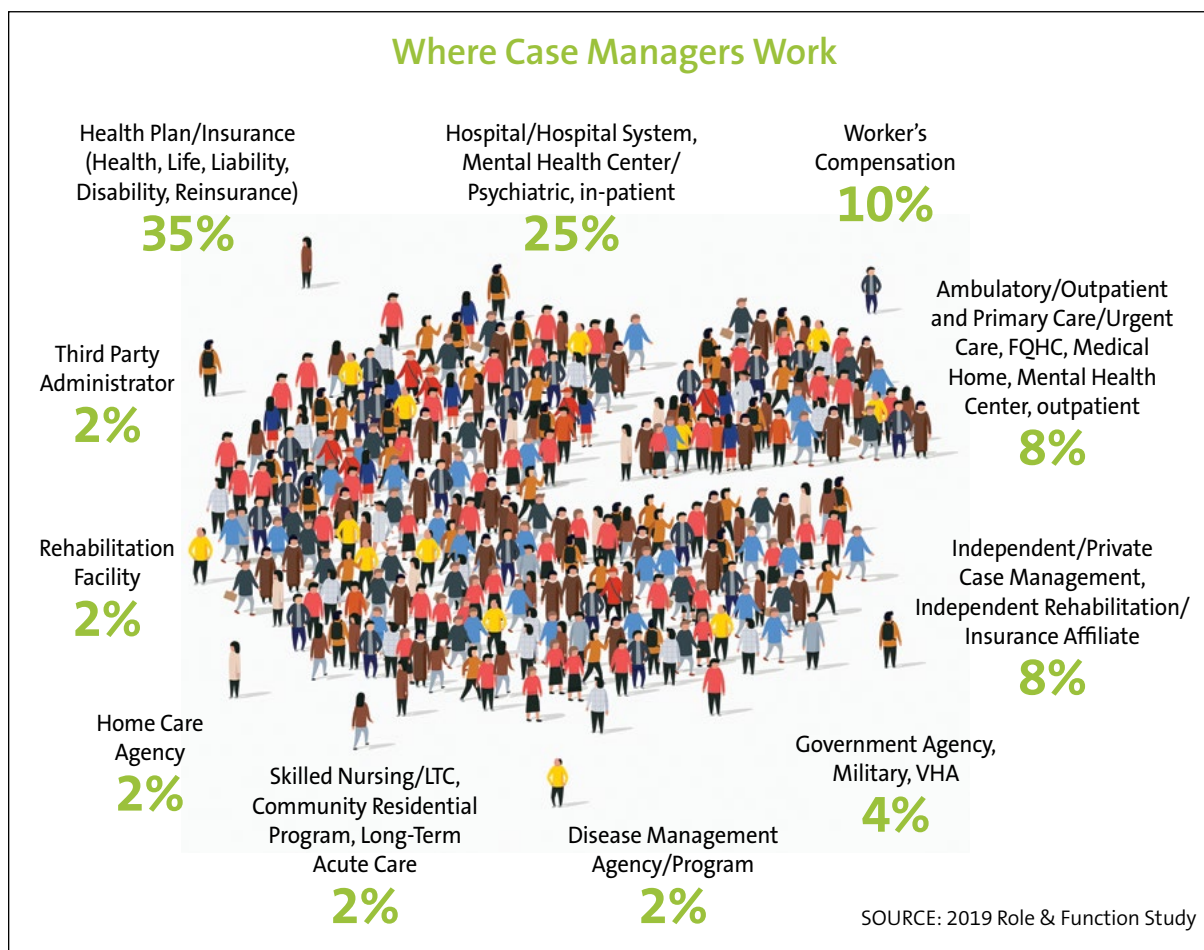


GROWING

The continued trend toward specialized roles in case management departments—in focused leadership, quality assurance and education—informed the Commission’s decision to expand work experience eligibility for the CCM exam. Today, 20% of work experience is required to be focused on direct client contact, a shift from the previous requirement of 30%. This will allow more qualified case managers to enhance their knowledge and advance their careers through certification.

For the Commission, the Role & Function Study signals a renewed call to support knowledge transfer. According to the survey, the largest cohort of survey respondents was over age 50, but nearly 16% were 40 or younger, a significant increase from 2014 survey results. Mentorship of younger case managers, whether formal or informal, is critical to support evidence-based practice. On-the-job learning continues to be the primary means of training.

One key takeaway for the Commission from the 2019 Role & Function Study is that we all play a role in preparing the next generation of case managers by championing certification, supporting lifelong learning and professional development and developing others through mentorship.





GROWING

Characteristics of CCMs

To track the trends influencing case management, the Commission fields a survey of board-certified case managers every two years. The CCMC trend survey, conducted by Health2 Resources, examines characteristics of the CCM community and how employers reward CCMs. It also offers insight into preferences for professional development.

Our last trend survey data, released in 2019, reveals an exceptional future for CCMs. Emphasis on care coordination across care settings, along with strong recognition among employers for the value of certification, underscore the relevance of a credential that validates case management knowledge, ethics and experience. The findings are consistent with the 2019 CCM Role & Function Study.

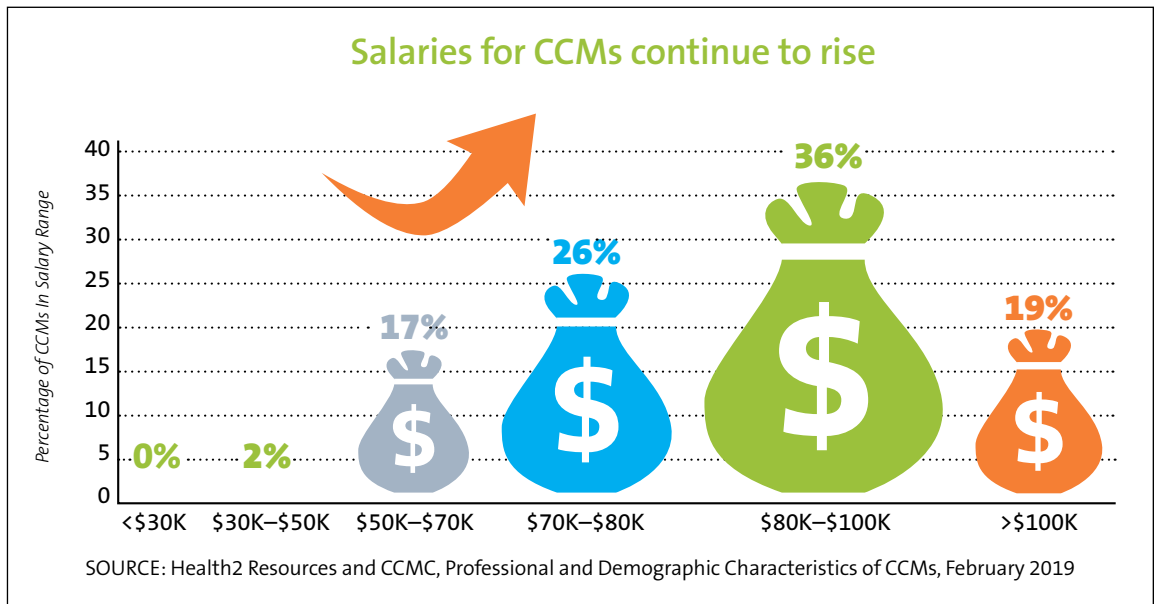
The trend reveals a case manager community that is increasingly rewarded for achieving the CCM. Salaries continue to trend upwards, with the majority of CCMs earning more than \$80,000 a year. Most also earned salary increases in the year preceding the survey.

Three out of four CCMs who are supervisors said they prefer or require the CCM when hiring experienced case managers, and 99% recommend the CCM to others. They are also well aware of the Commission’s professional development efforts—from the Certification 360® workshops to CCMC’s Case Management Body of Knowledge®.

The vast majority of CCMs consistently report that obtaining the certification has had a positive career impact—improving employment options, advancing professional standing and enhancing personal growth.

The results of the most recent survey are illustrated in an eBook, “Growth, Benefits and Value: Insight into Today’s CCM,” available for download from the Commission’s website: www.ccmcertification.org. CCMs are encouraged to reference it with employers and policymakers and to showcase the benefits of the CCM to develop others.

99% of CCMs who are supervisors have recommended the CCM to others.



Partnering for Growth

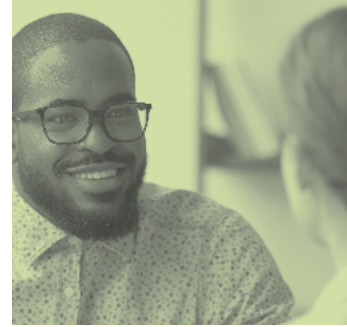
With an eye on the road ahead, the Commission has actively sought to maximize its impact through formal collaboration with likeminded organizations. Similar missions and aligned ethical norms are the foundation for our alliances with the National Association of Social Workers and the Case Management Society of America, two organizations that also recognize the urgent need to prepare a ready workforce to help clients meet their goals.

The most critical element in these collaborations is trust. Our relationship with NASW was cemented in June 2016 and recognizes the CCM exam as the proxy for board-certification in health care case management. The same can be said of our collaboration with CMSA, which was formalized in June 2017 and promotes CCM certification as a career pathway for their members. CCMC in turn promotes CMSA membership. Volunteer and staff leadership attend NASW and CMSA chapter meetings to underscore the critical importance of partnership and to emphasize the strength of the collaborations.

With the Commission's emphasis on supporting a professionally-focused, evidence-based exam, collaborations with membership organizations are naturally aligned with the Commission's mission and vision to advance professional case managers in their careers while ensuring high quality, ethical practice that benefits clients and families.

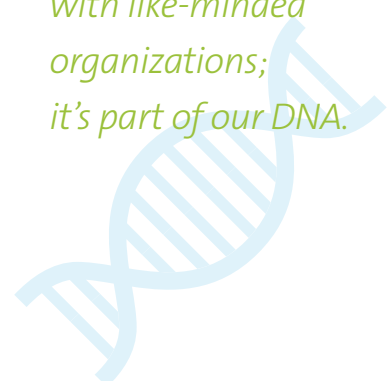
In a sense, the Commission's focus on building alliances and collaborations is an extension of what case managers do every day. Care teams thrive when all members are focused on a single goal: the client's best outcome and optimum wellness. The many challenges case managers face—to manage clients across care settings, identify resources, educate and engage clients and caregivers—find parallels in the Commission's outreach efforts that support our certificants in relevant, value-added ways.

What appears to be an unlikely alliance today may well be worth pursuing if, in the long run, it accelerates the growth and strength of the case management profession. That's why foresight is critical to the Commission's focus on strategic collaborations and why we continue to explore synergies and opportunities with like-minded organizations; it's part of our DNA. With a focus on excellence and on our mission, the Commission ensures ethical practice and creates career pathways for a diverse case manager workforce.



GROWING

That's why foresight is critical to the Commission's focus on strategic collaborations and why we continue to explore synergies and opportunities with like-minded organizations; it's part of our DNA.





GROWING



Partners in Excellence

The Commission works deliberately to form collaborations with organizations that employ, educate and support case managers and that share our core values. Our Partners in Excellence™ actively promote, advance and advocate for consumer protection, quality case management practice, ethical standards and behavior and evidence-based knowledge.

Employers who engage with the Commission's work can take advantage of incentives to support CCM certification and reap the rewards. They enjoy group discounts for certification and related services that support it, while publicly acknowledging that they value a well-trained, prepared workforce. That speaks volumes when it comes to recruitment and retention.

For example, Florida's Department of Health wisely leveraged a block grant to provide the state's 300 public health care coordinators with two days of professional development training. These professionals work with medically complex children and children with special health care needs, removing barriers to care. As their program director so aptly said, "We want to have the best trained care coordinators in the state to provide families with the best possible care. This training will allow us to bring proven, effective techniques to the families we serve."

The Commission provides a range of professional training and development programs, including but not limited to the Certification 360 two-day immersion workshop and a portfolio of 30-minute Certification 24/7 online learning activities. Organizations can tap into a faculty of experienced facilitators who present real-world examples and illuminate the case management practice while highlighting relevant topics and trends.

Health care is complex and constantly evolving. The Partners in Excellence program provides the Commission with opportunities to tailor programs to meet the unique training needs of health care organizations. Together, we're committed to supporting case managers as they get certified, stay certified and develop others. Our Partners in Excellence organizations have played a major role in our rapid growth; in fact, almost half (46%) of CCMs have earned their credential in the last five years.

Real-world knowledge development and commitment to excellence are a powerful combination. The Commission welcomes additional organizations to support and promote case manager and disability management certification—in particular the CCM and CDMS credentials—as marks of excellence and to share our vision for a vigorous, board-certified workforce.

“We want to have the best trained care coordinators in the state to provide families with the best possible care. This training will allow us to bring proven, effective techniques to the families we serve.”

Certified Disability Management Specialist

Whether it's managing an employee's recovery from a serious accident or illness or helping to craft a competitive family leave package, professionals in the field of leave management bring significant knowledge and value to their clients. The CDMS credential affirms these professionals have demonstrated enhanced capabilities, knowledge and expertise to help others get back to well, back to work, and back to life.

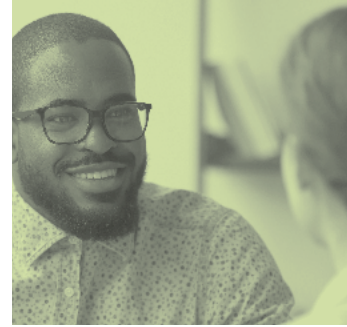
The Commission fielded a recent survey of CDMS credential holders, which confirmed a professional profile that is highly educated (92% hold a bachelor's or higher degree) and highly specialized (92% have specialty training). The majority of respondents ranked "returning workers to health and to the job" as their highest professional priority. Strong employer support for holding a credential like the CDMS is the norm, and almost half of CDMS employers (49%) pay or reimburse for the CDMS exam.

The Commission supports CDMS certification not only by administering the CDMS exam but also by guiding efforts to maintain the credential's value and relevance in an environment where workforce benefits are constantly evolving. That includes creating educational opportunities and keeping the credential's ethical foundation strong.

In late 2019, the Commission released an updated CDMS Code of Professional Conduct that certificants pledge to uphold as part of their commitment to high ethical standards. While the principles, rules and standards of conduct were largely unchanged, the Code was updated to incorporate today's terminology in the disability management field. Language around protection and security of information was also strengthened.

Although CDMS certificants come from a wide range of professional training backgrounds, they hold a common obligation to help employees who are ill or have a disability access the services they need to achieve optimal health and return to work. As absence and leave management regulatory changes evolve, those who hold the CDMS must stay up to date and are required to complete 80 hours of continuing education every five years to maintain the credential.

The CDMS credential is an effective means to demonstrate that certificants are knowledgeable and capable of fulfilling a broad range of needs—from evaluating workplace health and safety risks, to recommending prevention strategies and mitigating the personal and professional impact of disability.



GROWING

92%
*of CDMS certificants
hold a bachelor's
degree or higher*

92%
*have specialty
training*





Lifelong Learning, On-Demand and...

PREPARING



Advocacy for professional development and advancement is a major element of the Commission’s mission. Because achieving the CCM is just the beginning of the case manager’s commitment to lifelong learning, the Commission’s leadership considers continuing education to be a priority. It’s also why the Commission took the important step of becoming both an ANCC-accredited provider and New York State Education Department State Board of Social Work approved provider, allowing participants to gain continuing education credit toward both license and the CCM renewal.

That’s critical for case managers and their clients, who look to board-certified case managers to perform with competency and expertise. Thousands of courses that align with knowledge domains, including ethical practice, are available through PACE and searchable on the Commission’s website. Dozens of Commission-produced recorded webinars on the CMLearning Network platform can be accessed 24/7 and completed for continuing education credit, which is automatically applied to CCM renewal. In addition, continuing education offerings related to the Code of Professional Conduct for Case Managers (the Code) are available, including one that is specific to the Code that is free.

...in the Community

Bringing focused attention to the core practices all CCMs should know is the basis for the Commission’s Certification 360 workshop. Each year, the Commission hosts multiple two-day, face-to-face workshops across the country for both new and seasoned case managers.

Live webinars and the CCMC New World Symposium® bring unparalleled opportunities for case managers to learn from experts in the field on both fundamental and trending topics. These live and face-to-face educational events infuse a sense of community and further cement our commitment to a culture of excellence.



**CMBOK:
100+ CEs and Growing**

Mentorship and Walking the Walk

Mentorship—whether formal or informal, short- or long-term—remains an important way for case managers to develop in their roles. Mature case managers have both an obligation and a privilege to pass along the wisdom they’ve accrued. It’s more than paying it forward: It’s an opportunity to prepare the next generation of board-certified case managers.

Adoption of value-based payment systems, an aging population and a rise in chronic disease all contribute to a greater need for well-prepared professional case managers. While salaries are rising for case managers, many unfilled positions and heavy case-loads remain the reality. The field is ready for more qualified case managers. Are CCMs ready to step up to mentorship?

We believe CCMs are answering the call with a resounding “yes.” CCMs tell us that mentoring helps them keep sharp and enhances their professional lives. We also hear from those who have been mentored about the impact it made on their personal and professional growth. “Kudos to My Mentor,” a video series spearheaded by the Commission, offers CCMs a channel to publicly thank those who encouraged and came alongside them on their career paths. Look for these brief videos on the Commission’s social media channels to both inspire and energize you to take the next step on your professional journey—whether it’s mentorship, certification or a degree.



PREPARING



2019 CMLearning Network Webinars

Date	Faculty	Session	Faculty Title	Faculty Organization
1/29/19	Liz Helms	Care “Current-cy”: Regulatory matters and case managers as advocates	President and CEO	California Chronic Care Coalition (CCCC)
3/19/19	Robert Macauley, MD	Ethics in palliative care: Patients and families who “want everything”	Endowed Chair, Pediatric Palliative Care	Oregon Health and Science University
5/16/19	Jessicca Moore, MSN, FNP	Social determinants of health: Connecting to community resources	Director of Innovation	Petaluma Health Centers
6/18/19	Patricia Benner, RN, Ph.D., FAAN	Develop others: Tools to develop the next generation of case managers	Professor Emerita	University of California San Francisco School of Nursing
9/25/19	Patricia Carothers, BSN, RN, MS, CCM	Ethics and medical marijuana: What you need to know	President	My Net RN, Inc.
12/5/19	Deborah Viola, MBA, Ph.D.	Augmented intelligence: Advanced technology meets case management	Vice President, Data Management and Analytics	Westchester Medical Center Health Network



Commitment to knowledge development | January 2019 – January 2020

PREPARING

PROFESSIONAL CASE MANAGEMENT

Understanding the Increasing Role and Value of the Professional Case Manager A National Study from the Commission for Case Manager Certification: Part I

Hussein M. Tahan, Ph.D., RN, FAAN

MaryBeth Kurland, CAE

Michelle Baker, BS, RN, CRRN, CCM

May/June 2019 Issue

Case Management Demographics Reveal Insights into Who Is Practicing Case Management Today

MaryBeth Kurland, CAE

Michelle Baker, BS, RN, CRRN, CCM

May/June 2019 Issue

The Role of the Public Member: Providing the Consumer Perspective in Certification

MaryBeth Kurland, CAE

Anne Mercer, CIA, CFE, CFSA

Mar/April 2019 Issue

“Boots on the Ground” Advocacy: Field Case Management and Transitions of Care

Michelle Baker, BS, RN, CRRN, CCM

Jan/Feb 2019 Issue

CARE MANAGEMENT

Every Case Manager Is a Leader: Advocacy and Empowerment

Michelle Baker, BS, RN, CRRN, CCM

Dec 19/Jan 20 Issue

CDMS Spotlight: Embracing Leadership Development

Patricia Nunez, MA, CRC, CDMS, CCM

Dec 19/Jan 20 Issue

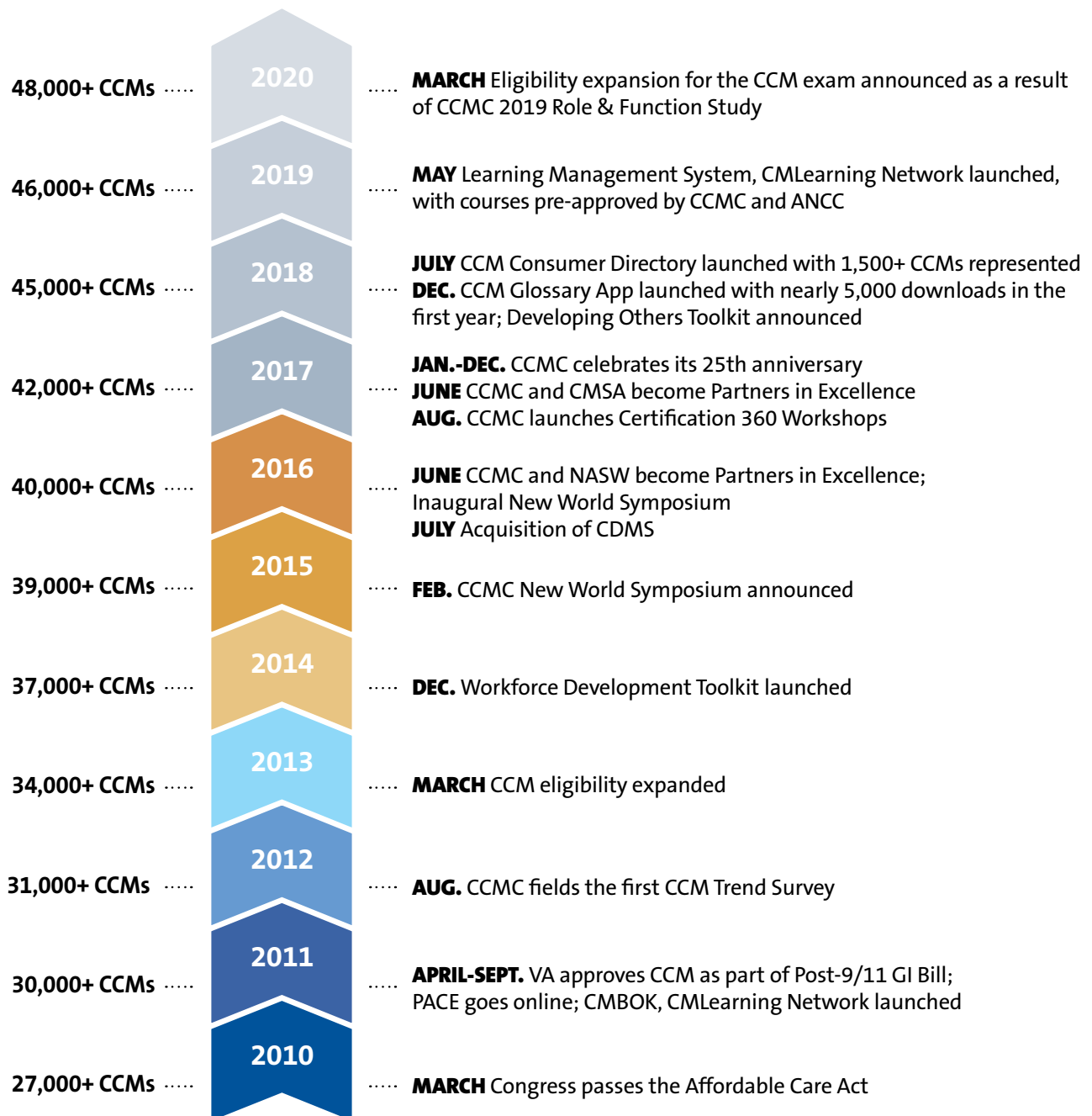
CMSA TODAY

CCMC Outreach: Promoting Greater Collaboration Among Health and Human Services Organizations

MaryBeth Kurland, CAE

Issue 3, 2019

Milestones Mark Our Journey





Commission for Case Manager Certification
1120 Route 73, Suite 200 • Mount Laurel, NJ 08054
(856) 380-6836 • ccmchq@ccmcertification.org
www.ccmcertification.org

WRITTEN AND PRODUCED BY HEALTH2 RESOURCES © 2020 CCMC