



CMSA
Case Management
Society of America

PARTNER
PROGRAM

2022





Founded in 1990, the Case Management Society of America (CMSA) has grown to become the **leading association** supporting case managers across the entire healthcare continuum.

Its leadership programs, educational forums, and breadth of tools and resources enable case management professionals to ensure more positive outcomes for their patients' healthcare needs.



CMSA is a community of professionals who are passionate about the care and services provided to patients and clients in critical need of support; a community in constant pursuit of excellence.

CMSA welcomes the opportunity to partner with groups who not only value the practice of case management but also envision a future where professional collaboration will lead to a synergy of efforts in health policy, education, leadership, technology, advocacy, and the future of health care in America.

CMSA Today™ is the cornerstone of CMSA communications – incorporating print and digital publications, as well as e-newsletters and a complementary news website – all designed to deliver the latest news and information from CMSA and the care management industry.

WHAT IS A CASE MANAGER?

Succinctly put, case managers are the best kept secret in healthcare.

The underlying premise of case management is that when an individual reaches the optimum level of wellness, everyone benefits: the individuals themselves, their families, the health care delivery systems and the various reimbursement sources.

A case manager helps identify appropriate providers and facilities throughout the continuum of services, while ensuring that available resources are being used in a timely and cost-effective manner in order to obtain optimum value for both the client and the reimbursement source.

WHY PARTNER?

Companies that join the **CMSA PARTNER PROGRAM** recognize the importance of case managers in today's healthcare environment and the influence case managers have in helping to provide services to their patients. By joining CMSA as a Partner, your organization will have unique opportunities to connect with CMSA's membership, web visitors and event attendees.



Case managers are the #1 influencers collaborating through all aspects of care and transitions, playing a critical role in providing information, recommendations, and options to patients and the entire care delivery team.

CONNECTING WITH CASE MANAGERS

NETWORK

Connect with the top professionals in case management.

PROMOTE

Raise awareness of your brand to over 5,000 members and 25,000 subscribers.

ACCESS

Gain access to a unique market that cannot be found anywhere else!

- **Year-Round Brand Promotion**
- **30+ Years of Success**
- **60+ Chapters Nationwide**
- **6,000+ Members**
- **25K+ Verified Subscribers**
- **15M+ Marketing Impressions**
- **Endless Opportunities**

For more information on how your organization can take advantage of the recognition and prestige of a CMSA Partnership, review the list of benefits and email cmsa@cmsa.org today!

CMSA PARTNER LEVELS

Year-Round Recognition

CMSA PARTNERSHIP DELIVERABLES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
 1. National Recognition on www.cmsa.org Inclusion of your company name, logo, and weblink on the Partner page of cmsa.org visible to all members and web visitors + logo on main page slider graphic.	✓	✓	✓	✓	✓
 2. Recognition in each issue of <i>CMSA Today</i>™ Sent to approx. 5.5K+ CMSA members and 25K+ information subscribers.	✓	✓	✓	✓	✓
 3. Advertising Discounts Discount applies to <i>CMSA Today</i> ™ with 10% Discount for the <i>Professional Case Management Journal</i> .	30% Discount	25% Discount	20% Discount	15% Discount	10% Discount
 4. Partner Social Highlight Each CMSA partner will receive a recognition post on Twitter, Facebook, Instagram and LinkedIn.	✓	✓	✓	✓	✓
 5. Social Network Updates Extend your reach to the broader case management community with a post on Twitter, Facebook, Instagram and LinkedIn.	4	3	2	1	-
 6. CMSA Membership Mailing List Contact information for approximately 6K case manager members of CMSA to be used for your own promotional activities. <i>Phone, fax, and email not included.</i>	Unlimited Use (\$16,500 value)	Four-Time Use (\$13,200 value)	Three-Time Use (\$9,900 value)	Two-Time Use (\$6,600 value)	One-Time Use (\$3,300 value)
 7. Individual Memberships Includes one National Membership + one Local Chapter Membership each, allowing networking at local CMSA Chapter events. <i>Charges for attending local Chapter events may apply.</i>	8 individual memberships (\$1,360 value)	6 individual memberships (\$1,020 value)	4 individual memberships (\$680 value)	2 individual memberships (\$340 value)	1 individual memberships (\$170 value)



= Marketing



= Membership











= Resources



= Webinars



= Annual Conference

CMSA PARTNERSHIP DELIVERABLES		DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
	8. Use of the CMSA Logo Receive a logo to use on your website. <i>CMSA must approve prior to use.</i>	✓	✓	✓	✓	✓
	9. Market Analysis Data Complimentary access to the most current data which helps you market to case managers.	✓	✓	✓	✓	✓
	10. Webinar Discounts Present your educational material to the CMSA Audience. CMSA will promote the webinar to CMSA membership and information subscribers. Discounts available from a \$5K base fee. <i>CMSA to approve content.</i>	One FREE Webinar + 25% Discount on additional webinars	30% Discount	20% Discount	15% Discount	10% Discount
	11. Exhibit Space Discount Opportunity to receive exhibit space discounts for CMSAs Annual Conference which provides an opportunity to reach approx. 2K conference attendees.	Free 10X10	\$2,500 Discount	\$2,000 Discount	\$1,200 Discount	\$400 Discount
	12. Conference Registrations Individual registrations to CMSAs Annual Conference, which can be used by employees or clients to reach approx. 2K influential case managers and care management industry participants.	4 Conference Registrations (TBD value)	3 Conference Registrations (TBD value)	2 Conference Registrations (TBD value)	1 Conference Registration (TBD value)	- Conference Registrations
	13. Annual Conference Recognition Corporate Partners will receive recognition on Expo Hall entrance unit and booth signage as well as the conference program book.	✓	✓	✓	✓	✓
	14. Post-Conference Attendee List Exclusive access to the post-conference attendee mailing list. <i>Phone, fax and email information excluded.</i>	✓	✓	✓	✓	✓
	15. Early Booth Selection Reserve premium booth space for the next year's conference.	✓	✓	✓	✓	-

STAND ALONE OPPORTUNITIES / ADD-ONS

ITEM	PRICE	DESCRIPTION
EMAIL BLAST	\$5,000	Sponsor message will be delivered straight into CMSA membership e-mail inboxes. Analytics available.
EMAIL MARKETING AD	\$3,000	Company banner ad placed at the bottom of a CMSA News & Activities e-blast. Newsletter runs twice/month. Analytics available.
SOCIAL MEDIA PROMOTION	\$500 - \$1,500	CMSA will share a post of your choice on CMSA's Facebook, Twitter, Instagram, and LinkedIn. Post must be approved by CMSA and be pre-formatted for posting on each social platform. Analytics available.
MEMBERSHIP MAILING LIST	\$3,300	Name/Title/Company/Physical Address for over 5K members. <i>Phone, fax, and e-mail information not included</i>
SURVEY TO MEMBERSHIP	\$13,000	Survey and one reminder can be emailed to full CMSA membership. Analytics available.

Please note: Email outreach to members has limited availability

**For more information about becoming a CMSA partner
Call (615) 432-0101 or
email cmsa@cmsa.org**

