



PARTNERSHIP



2023



cmsa.org



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(615) 432-0101

ABOUT CMSA™

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 a digital magazine website – all designed to deliver the latest news and information from CMSA and the care management industry.



What is a case manager ?

Case managers are healthcare professionals who serve as patient advocates to support, guide and coordinate care for patients, families and caregivers as they navigate their health and wellness journeys.

(2022 Case Management Standards of Practice - Consumer Definition)

WHY PARTNER *with* CMSA™?

Companies that become CMSA Partners 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.



NETWORK

Connect with the top professionals in case management.



PROMOTE

Raise brand awareness to 6,000+ members and 22,000+ subscribers.



ACCESS

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



YEAR ROUND brand promotion

30⁺

YEARS of Success

50⁺

CHAPTERS Nationwide

6k

MEMBERS

22k⁺

SUBSCRIBERS

15m⁺

MARKETING IMPRESSIONS

∞ ENDLESS Opportunities

Why case managers ?

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.

CMSA™ PARTNER LEVELS

Year-Round Recognition

CMSA PARTNER DELIVERABLES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Exposure and Access					
1. National Recognition on www.cmsa.org Inclusion of your company name, logo, and weblink on the cmsa.org Partner page, visible to all members and web visitors + logo on main page slider graphic.	✓	✓	✓	✓	✓
2. Recognition in each issue of CMSA Today™ Sent to approx. 6K CMSA members and 22K+ information subscribers.	✓	✓	✓	✓	✓
3. Advertising Discounts Discount applies to <i>CMSA Today™</i> with 10% Discount for the <i>Professional Case Management Journal</i> .	30%	25%	20%	15%	10%
4. Partner Social Highlight Each CMSA partner will receive a recognition post on Twitter, Facebook, Instagram and LinkedIn.	✓	✓	✓	✓	✓
5. Social Network Posts 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 6K CMSA members to be used for your own promotional activities. <i>Phone and email not included.</i>	4-Time Use (\$13,200 value)	3-Time Use (\$9,900 value)	2-Time Use (\$6,600 value)	1-Time Use (\$3,300 value)	25% Discount (\$825 value)
Membership					
7. Individual Memberships Includes (1) National Membership + (1) Local Chapter Membership each, allowing networking at local CMSA Chapter events. Charges for attending local Chapter events may apply.	4 (\$800 value)	3 (\$600 value)	2 (\$400 value)	1 (\$200 value)	1 (\$200 value)

CMSA PARTNER DELIVERABLES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Resources					
8. Use of the CMSA Logo Receive a logo to use on your website. CMSA must approve prior to use.	✓	✓	✓	✓	✓
9. Market Analysis Data Complimentary access to the most current data which helps you market to case managers.	✓	✓	✓	✓	✓
Premium Opportunities					
10. Webinar Speak directly to CMSA members and case managers with a sponsored WEBINAR. CMSA will house, promote and secure CEs, plus record and house for future viewing in the CMSA ERL.	Choice of 1 + 25% off Additional Opportunities	30%	20%	15%	10%
11. E-Blast Speak directly to CMSA members with a sponsored EBLAST. Analytics provided.		30%	20%	15%	10%
Annual Conference					
12. Exhibit Space Discount Exhibit space discounts for the CMSA Annual Conference which provides an opportunity to reach conference attendees.	FREE 10x10	\$2,500	\$2,000	\$1,200	\$400
13. Conference Registrations Individual registrations to the CMSA Annual Conference with full access to education and networking.	3 (TBD value)	2 (TBD value)	1 (TBD value)	-	-
14. Post-Conference Attendee List Exclusive access to the post-conference attendee mailing list. Phone, fax and email information excluded.	✓	✓	✓	✓	✓
15. Early Booth Selection Reserve premium booth space for 2024.	✓	✓	✓	✓	✓

CMSA™ MARKETING ADD-ONS

10% Partner Discount

ITEM	PRICE	DESCRIPTION
SOCIAL MEDIA POST IMAGE	\$500	CMSA will share a video of your choice on CMSA Facebook, Twitter, Instagram, and LinkedIn. Post must be approved by CMSA and be pre-formatted for posting with text, weblink and hashtags. Analytics available.
SOCIA MEDIA POST - VIDEO	\$1,500	CMSA will share a video of your choice on CMSA Facebook, Twitter, Instagram, and LinkedIn. Post must be approved by CMSA and be pre-formatted for posting with text, weblink and hashtags. Analytics available.
EMAIL MARKETING AD	\$3,000	Company banner ad placed at the bottom of a CMSA email to membership (6K) and full database (22K+). Analytics provided.
MEMBERSHIP MAILING LIST	\$3,300	Name/Title/Company/Physical Address for 6,000 members. Phone and email not included.
SURVEY TO MEMBERSHIP	\$13,000	Survey and one reminder can be emailed to full CMSA membership. Analytics available.

Why CMSA ?

“Ferring could not be more proud to be partnering with CMSA and the incredible case management community. We are so proud to be your partner.”

- Ferring Pharmaceuticals

“It’s an honor for us to partner with CMSA to help support case managers in their efforts to help the same clients and customers we work with every day.”

- NuMotion

"Vertex is a proud sponsor of CMSA. It is very important that we connect with case managers so we can drive patient outcomes."

- Vertex

BUILD THESE ESSENTIAL EVENTS INTO YOUR BUDGET



2023 Annual Conference



DISCOVERING SOLUTIONS
DRIVING CHANGE

JUNE 27-30

Mandalay Bay Resort
LAS VEGAS, NV



cmsa.org

[Click to reference 2022 Pricing](#)

SAVE THE DATE

National Case Management Week

OCTOBER 8-14

2023



cmsa.org

[Click to reference 2022 Pricing](#)



CONTACT US TODAY

To discuss which CMSA partnership level best fits your organization!



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Take advantage of the recognition and prestige of CMSA Partnership.