



PARTNERSHIP

Influencing Outcomes Innovating Healthcare Delivery Advocating Appropriate Treatment Advancing Leadership
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Advocating Appropriate Treatment Innovating Healthcare Delivery
Advancing Leadership
Advocating Appropriate Treatment Innovating Healthcare Delivery



2024



cmsa.org



cmsa@cmsa.org

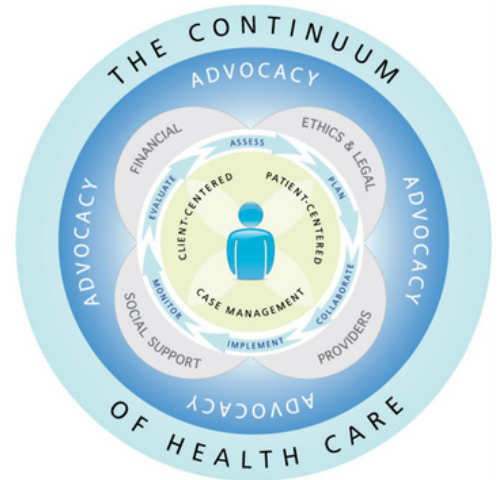


(615) 432-0101

ABOUT CMSA™

Founded in 1990, the Case Management Society of America (CMSA) is 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 and maximize collaborative practice with physicians, pharmacists, and care coordination teams.



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 serves as a gateway to research and evidence for case managers through its high-impact, peer reviewed official journal, *Professional Case Management*, and through scientific posters advancing research at its annual conference.

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 planning and transitions, playing a critical role in providing guidance information, recommendations, and options to patients and the entire care delivery team.

CMSA™ PARTNER LEVELS

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 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. 28,000 members & subscribers.	✓	✓	✓	✓	✓
3. Advertising Discounts Discount applies to CMSA Today™ with 10% Discount for the Professional Case Management Journal.	30%	25%	20%	15%	10%
4. Partner Social Highlight Each CMSA Partner will receive one recognition post on Twitter, Facebook, Instagram and LinkedIn.	✓	✓	✓	✓	✓
5. Social Network Posts Post on Twitter, Facebook, Instagram and LinkedIn. Content provided by partner.	4	3	2	1	1
6. Feature in CMSA Today A Q&A feature in CMSA Today with designee of your choice about your organization and your value to the case management community. Logo & link to site included, along with interviewee bio. Feature also shared across socials.	Print Edition + Digital - up to 1000 Words	Print Edition + Digital - up to 500 Words	Digital Only Edition - up to 500 Words	-	-
7. CMSA Membership Mailing List Contact information for 6K CMSA members to be used for your own promotional activities. <i>One use per list. Phone and email not included.</i>	2 Lists	2 Lists	1 List	1 List	-
Membership					
8. Individual Memberships National Membership + Local Chapter Membership each, allowing networking at local CMSA Chapter events. <i>Charges for attending local Chapter events may apply.</i>	4 memberships	3 memberships	2 memberships	1 membership	1 membership

CMSA PARTNER DELIVERABLES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Resources					
9. Use of the CMSA Logo Receive a logo to use on your website. CMSA must approve prior to use.	✓	✓	✓	✓	✓
10. Market Analysis Data Complimentary access to the most current data which helps you market to case managers.	✓	✓	✓	✓	✓
Premium Opportunities (\$5,000 Base Cost)					
11. 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.	Includes Choice of 1 (Webinar or Email) + 25% off Additional Opportunities	30%	20%	15%	10%
12. E-Blast Speak directly to CMSA members with a sponsored EBLAST. Analytics provided.		30%	20%	15%	10%
Annual Conference					
13. 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
14. Conference Advertising A linked advertisement in the digital conference guide sent to 1,000+ attendees.	Full Page Ad + Social Post	Full Page Ad	Half-Page Ad	Quarter Page Ad	-
15. Conference Signage Recognition Exclusive recognition on walk-in slides in all 50+ conference sessions & multiple meter boards.	✓	✓	✓	✓	✓
16. Post-Conference Attendee List Exclusive access to the post-conference attendee mailing list. Does not include phone, fax and email.	✓	✓	✓	✓	✓
17. Early Booth Selection Reserve premium booth space for 2025.	✓	✓	✓	✓	✓

CMSATM 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.
SOCIAL 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

"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



2024 ANNUAL CONFERENCE

PROVIDENCE, RI ⚡ JUNE 4-7



THE FUTURE OF HEALTHCARE
POWERED BY CASE MANAGEMENT

cmsa.org

National Case Management Week

Sponsorship Opportunities

Elite Sponsor | \$10,000

Premier Sponsor | \$5,000

Strategic Sponsor | \$3,000

Supporting Sponsor | \$2,000

**CM Week Trivia Treasure Hunt
Sponsor** | \$750

CMSA Gift Basket Sponsor | \$250



cmsa.org



CONTACT US TODAY

To discuss which CMSA partnership level best fits your organization!



Rebecca Davis

Meeting Sales & Partnerships Manager

 (615) 314-5181

 rdavis@parthenonmgmt.com

 5034A Thoroughbred Lane, Brentwood, TN 37027

 www.cmsa.org



Take advantage of the recognition
and prestige of CMSA Partnership.