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Commission for Case Manager Certification teams with Health2 Resources for award-winning workforce development effort

The Commission's ongoing effort earns ASAE Power of A Award

Vienna, Va., Sept. 14, 2017 – Health2 Resources' client, the Commission for Case Manager Certification, earned an American Society of Association Executives' *Power of A Silver Award* for its ongoing efforts to promote case manager workforce development. The award recognizes *Focus on Workforce: Preparation, Development and Readiness*, the Commission's innovative, effective awareness program.

The *Focus on Workforce* effort was spurred by the Commission's desire to meet the growing need for knowledgeable and demonstrably well-prepared case managers. The Commission is a credentialing body rather than a membership organization; its Certified Case Manager® (CCM®) credential validates training and readiness through a research-based, comprehensive exam.

Health2 Resources, the Washington, DC-area specialty communications firm, represents the Commission for strategic communications planning and execution. The firm works with the Commission to raise awareness of its work to advance certification and case manager professional development. Since Health2 Resources began representing the Commission in 2010, the number of board-certified case managers leapt from 27,000 to more than 42,000 nationwide.

"Less than a decade ago, case management as a thriving, career-boosting profession was one of the best-kept secrets in health care," said MaryBeth Kurland, CAE, the Commission's CEO. "That's no longer the case." In 2016 alone, users accessed the Commission's website more than 300,000 times to find CMLearning Network resources. "Our growth attests to the interest and engagement in professional development and learning activities."

Case manager certification promotes and advances ethical practice and professionalism while supporting consumer protection, quality case management practice, ethical standards and behavior and scientific knowledge development and dissemination. A large part of the Commission's work involves preparing an ethics-

driven workforce to successfully navigate today's complex health care environment.

“Health care organizations are increasingly focused on navigating patients across care settings, communicating in a team-based model and coordinating care,” said Health2 Resources President Katherine H. Capps. “We are honored to work with the Commission, an organization that not only validates the readiness of case managers to do this important work, but also supports lifelong learning for case managers with high-quality professional development.”

With support from the H2R communications team, the Commission promotes career advancement for case managers through the CMLearning Network® Resource Center, which provides regular webinar programming and issue briefs specifically for this audience. The Commission’s Case Management Body of Knowledge® (CMBOK®) is another channel within the CMLearning Network Resource Center, offering online access to peer-reviewed case management knowledge and more than 90 continuing education credits. Live events, including Certification 360™ workshops and the CCMC New World Symposium®, are CMLearning Network resources that prepare case managers for CCM exam and keep professionals abreast of the latest trends.

Health2 Resources provides strategic counsel to the Commission to inform communications efforts. It also networks with subject matter experts to develop communications content, provides creative design for dissemination materials and develops and executes the communication plans for projects and programs related to certification.

A compendium highlighting the Commission’s workforce development efforts is available at https://ccmcertification.org/sites/default/files/docs/2017/ccmannualreport-web_2_0.pdf. The Commission will update the compendium in October.

About Health2 Resources

Founded in 1998, Health2 Resources is a full-service communications and public relations firm that exclusively serves health care clients throughout the U.S. by offering a full range of research and public relations support. It works closely with local, state and federal policymakers and regulatory agencies to build and improve relationships on behalf of a mix of clients that buy, pay for, provide and evaluate health care. Visit Health2 Resources at www.health2resources.com.

About CCMC

The Commission for Case Manager Certification is the first and largest nationally accredited organization that certifies more than 42,000 professional case managers and over 2,600 disability management specialists. The Commission is a nonprofit, volunteer organization that oversees the process of case manager certification with its CCM® credential. The Commission also oversees the process of disability management

specialist certification with its CDMS® credential. The Commission is positioned as the most active and prestigious certification organization supporting the practice of case management. For more information, visit www.ccmcertification.org, connect with the Commission on Facebook or follow us on Twitter @CCM_Cert.