

**DATE REVIEWED by  
CMSUK Board:**

**Wednesday 15<sup>th</sup> March 2017**

**VISION STATEMENT:**

To be the professional body for Case Management within the UK and recognised internationally

**STRATEGY OBJECTIVES:**

1. To build, grow and represent a cohesive community of Case Managers
2. To define and develop a professional framework for Case Managers
3. To create and develop working relationships with relevant organisations within the UK and internationally

**Strategy Objective 1: To build a growing and cohesive community of Case Managers**

Objectives	Actions	Owner	Completion Date
<ul style="list-style-type: none"> <li>• Ensure the financial stability of CMSUK</li> </ul>	<ul style="list-style-type: none"> <li>• To comply with all Accountancy requirements alongside Simpson Burgess Nash</li> <li>• To split the CMSUK funds across two different Banks to protect the organisation from a potential Bank collapse</li> </ul>	CMSUK Board	Ongoing  June 2017
<ul style="list-style-type: none"> <li>• Increase Individual Membership by 10% to 660</li> <li>• Increase Corporate Membership by 10%(18 as at Jan 17)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete online application review and update website.</li> <li>• Plan and implement strategies to increase membership across NHS, Corporate and individual sectors</li> <li>• Ongoing tasks:               <ul style="list-style-type: none"> <li>• Encourage more access from NHS Case Managers.</li> <li>• Encourage Corporate Members to expand individual membership</li> <li>• Encourage Company Members to become Corporate Members</li> </ul> </li> </ul>	Membership & Links Committee	Jan 2018
<ul style="list-style-type: none"> <li>• Continual development of interactive website, social media and other communications to service community needs for an active admin interface, a membership interface and a public information service.</li> </ul>	<p>Current Development Tasks are listed as:</p> <ul style="list-style-type: none"> <li>• To improve the CMSUK social media presence.</li> <li>• To consider professional PR/Marketing assistance</li> <li>• To review the aesthetic look of CMSUK presentations, email signatures etc</li> <li>• To create a webinar library within the member area of the website</li> <li>• To consider the creation of a central library</li> <li>• To liaise with Membership &amp; Links Committee to create a survey to the membership as previously described above in the Membership &amp; Links aims. <i>(Completed Feb 2017)</i></li> <li>• To update the existing website content – especially the Board Activity page.</li> <li>• To consider board email address</li> </ul>	Communications Committee	Jan 2018 or on-going
<ul style="list-style-type: none"> <li>• Continual regular publication of information to membership</li> </ul>	<ul style="list-style-type: none"> <li>• Continuance of regular blog facility on the website that integrates with social media</li> <li>• Newsletter function to be used for special publications periodically when required e.g. post Corporate Member/Conference events</li> </ul>	Communications Committee	Jan 2017 & on-going
<ul style="list-style-type: none"> <li>• Increase communication with members to improve membership involvement understanding of membership needs and priorities</li> </ul>	<ul style="list-style-type: none"> <li>• To purchase the license of an online survey facility <i>(Completed Feb 2017)</i></li> <li>• To survey the membership. <i>(Completed March 2017)</i></li> </ul>	CMSUK Board Membership Survey Sub-Committee	March 2017

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**Strategy Objective 1: To build a growing and cohesive community of Case Managers – Continued...**

Objectives	Actions	Owner	Completion Date
<ul style="list-style-type: none"> <li>• To celebrate &amp; recognise excellence with the CM Industry</li> </ul>	<ul style="list-style-type: none"> <li>• To link AGM with Awards / Celebration Event in November 2017</li> <li>• To review the process of Awards and broaden categories:               <ul style="list-style-type: none"> <li>• CM of the Year</li> <li>• Provider of the Year</li> <li>• Research Award(s)</li> </ul> </li> </ul>	CMSUK Board Events Awards Sub-committee	Nov 2017
<ul style="list-style-type: none"> <li>• Provide Educating &amp; Networking opportunities that relate to CMSUK Standards &amp; Code of Ethics</li> </ul>	<ul style="list-style-type: none"> <li>• To work towards a second Together Conference with BABICM &amp; VRA within the next 18 months.               <ul style="list-style-type: none"> <li>• To attract a minimum of 300 attendees to the event.</li> <li>• To provide an opportunity for the membership of the 3 organisations to come together and network.</li> <li>• To satisfy the requirements of the members of the 3 organisations.</li> <li>• To provide a positive image of the collaborative working of the 3 organisations to the greater industry.</li> <li>• To demonstrate the value of case management / rehabilitation.</li> <li>• Joint conference revenue to cover conference costs.</li> </ul> </li> </ul>	Joint Together Conference Group	May 2017
	<ul style="list-style-type: none"> <li>• To plan and implement Introduction to CM Study Day March 2017</li> <li>• To seek member feedback on continuation of Study Day model</li> <li>• To increase webinar frequency and open up attendance to non-members</li> <li>• To continue to run education sessions at major NHS hospitals</li> <li>• To run a new format formal day event in November 2017 to incorporate AGM, key note speaker, award presentation and celebratory lunch</li> </ul>	Events Committee /	Jan 2018 and ongoing
	<ul style="list-style-type: none"> <li>• To create a Webinar library via the Member area of the website implementing any copyright consent issues.</li> </ul>	Events / Communications	Jan 2018 and ongoing

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**Strategy Objective 2: To define and develop a professional framework for Case Managers**

Objectives	Actions	Owner	Completion Date
<ul style="list-style-type: none"> <li>• Promotion of CMSUK Standards / Code of Ethics</li> </ul>	<ul style="list-style-type: none"> <li>• To raise awareness of the CMSUK Standards and the Code of Ethics wherever possible by promoting through membership, highlighting within the newsletter and defining specific standards relating to Events.</li> <li>• To work jointly with VRA and BABICM on the Code of Ethics Review</li> </ul>	<p>All Committees</p> <p>Joint Code of Ethics Group</p>	<p>On-going</p> <p>Jan 18</p>
<ul style="list-style-type: none"> <li>• Progress the professional pathways for Case Management</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to support combined working with VRA and BABICM to progress the professional pathways for Case Management</li> <li>• Work towards:               <ul style="list-style-type: none"> <li>• Creating a key fact statement: where we are – where we want to be – how we are going to get there.</li> <li>• An update presentation at the Together Conference in May 2017</li> <li>• Draft articles of association</li> <li>• Legal representation</li> </ul> </li> <li>• Ensure feedback to the CMSUK board is continued</li> </ul>	<p>Joint Educational Pathway Group</p>	<p>Jan 2018</p>
<ul style="list-style-type: none"> <li>• Gain audit and accreditation for CMSUK standards</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the potential options for a regulatory body for Case Managers ie Chartership.</li> </ul>	<p>Joint Educational Pathway Group</p>	<p>On-going</p>
<ul style="list-style-type: none"> <li>• Support / promote research within Case Management</li> </ul>	<ul style="list-style-type: none"> <li>• To complete the Research Grant and Practice Development Grant documentation</li> <li>• To promote the Grant opportunities to the membership</li> <li>• To set up the judgement process to award the grants as part of the Awards sub-committee</li> <li>• To present the Grant(s) at the November AGM / Award Event</li> </ul>	<p>Research Committee</p> <p>Awards Sub committee</p>	<p>Jan 2018</p>

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**Strategy Objective 3: To create and develop working relationships with relevant organisations within the UK and Internationally**

<b>Objectives</b>	<b>Actions</b>	<b>Owner</b>	<b>Completion Date</b>
<ul style="list-style-type: none"> <li>• Gain recognition of Case Management within the industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Progress to be made through joint working professional pathway development.</li> </ul>	Joint Educational Pathway Group	On-going
<ul style="list-style-type: none"> <li>• To influence the development of working guidelines &amp; practices &amp; procedures related to the CM industry.</li> </ul>	<ul style="list-style-type: none"> <li>• To participate in the consultation and review process of the 'Clinical Guidelines' of the Rehab Code</li> <li>• To participate in the Code of Ethics review</li> </ul>	CMSUK Board  Joint Code of Ethics Group	Jan 2018
<ul style="list-style-type: none"> <li>• Gain recognition of Case Management from NHS</li> </ul>	<ul style="list-style-type: none"> <li>• To continue to run education sessions at major NHS hospitals .</li> </ul>	Events	Jan 2018