

**DATE REVIEWED by
CMSUK Board:**

Wednesday 20th January 2016

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"> • Increase Individual Membership to 600 • Increase Corporate Membership to 23 	<ul style="list-style-type: none"> • Complete publication of new Membership Rules including review of validation process of new member applications. • Explore the idea of having levels of Corporate membership • Plan and implement strategies to increase membership across NHS, Corporate and individual sectors • Ongoing tasks: <ul style="list-style-type: none"> • Encourage more access from NHS Case Managers. • Encourage Corporate Members to expand individual membership • Encourage Company Members to become Corporate Members 	Membership & Links Committee	Jan 2017
<ul style="list-style-type: none"> • Continual development of interactive website to service community needs for an active admin interface, a membership interface and a public information service. 	<p>Current Development Tasks are listed as:</p> <ul style="list-style-type: none"> • Launch of the website – aiming for February to allow time to continue testing, tweaking and to prepare for launch. The membership will be sent an email announcing the launch of the new website and warning them that they will need to re-confirm their passwords. • Website Resilience, Security & Development Budget <ul style="list-style-type: none"> • investigate hosting options to ensure robustness, security and uptime • review the development budget amount to support our strategic aims. An amount of £300 was suggested. • On-going Website Development <ul style="list-style-type: none"> • Add in a policies and documents page to host all policy documents and other documents such as Codes and Standards • On-going development of the back end of the website, including the accounts/sales ledger capabilities • Investigate webinar hosting and video hosting capabilities alongside other committee's. This will now include the purchase of Webex. • Investigate options to optimise the website and improve our website analytics • Ensure website content is accurate and up to date - 3 monthly review of website content • Liaise with Membership & Links regarding membership application development & changes. 	Communications Committee	Jan 2017 or on-going
<ul style="list-style-type: none"> • Continual regular publication of information to membership 	<ul style="list-style-type: none"> • Replace regular newsletter with a rolling blog facility on the website that integrates with social media • Newsletter function to be used for special publications periodically when required e.g. post Corporate Member/Conference events 	Communications Committee	Jan 2017 & on-going

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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"> • To celebrate & recognise excellence with the CM Industry 	<ul style="list-style-type: none"> • To link AGM with CM of the Year Award • To review the process of finding the CM of the Year 	CMSUK Board	Jan 2017
<ul style="list-style-type: none"> • Provide Educating & Networking opportunities that relate to CMSUK Standards & Code of Ethics 	<ul style="list-style-type: none"> • To work towards a second Together Conference with BABICM & VRA within the next 18 months. <ul style="list-style-type: none"> • To attract a minimum of 300 attendees to the event. • To provide an opportunity for the membership of the 3 organisations to come together and network. • To satisfy the requirements of the members of the 3 organisations. • To provide a positive image of the collaborative working of the 3 organisations to the greater industry. • To demonstrate the value of case management / rehabilitation. • Joint conference revenue to cover conference costs. 	Joint Together Conference Group	
	<ul style="list-style-type: none"> • To plan and implement 3 Study Days for 2016 • To plan and implement 4 Webex 'Lunch-n-Learn' sessions for members for 2016. 	Events Committee /	Jan 2017 and ongoing
	<ul style="list-style-type: none"> • To purchase Webex service • To consider and produce policy for 3rd party webinars ie: educational not advertorial 	Communications	

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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"> • Promotion of CMSUK Standards / Code of Ethics 	<ul style="list-style-type: none"> • 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. 	All Committees	On-going
<ul style="list-style-type: none"> • Progress the professional pathways for Case Management 	<ul style="list-style-type: none"> • Continue to support combined working with VRA and BABICM to progress the professional pathways for Case Management • Work towards agreement of a project plan to progress the professional pathways for Case Management • Ensure feedback to the CMSUK board is continued 	Joint Educational Pathway Group	Jan 2017
<ul style="list-style-type: none"> • Gain audit and accreditation for CMSUK standards 	<ul style="list-style-type: none"> • Identify the potential options for a regulatory body for Case Managers ie Chartership. 	Joint Educational Pathway Group	On-going
<ul style="list-style-type: none"> • Support / promote research within Case Management 	<ul style="list-style-type: none"> • Compile a Research Policy & Procedure document for use by the board to consider research proposals. • Explore options for provision of Bursaries 	Research Committee	Jan 2017

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

Objectives	Actions	Owner	Completion Date
<ul style="list-style-type: none"> • Gain recognition of Case Management within the industry. 	<ul style="list-style-type: none"> • Progress to be made through joint working professional pathway development. 	Joint Educational Pathway Group	On-going
<ul style="list-style-type: none"> • To influence the development of working guidelines & practices & procedures related to the CM industry. 	<ul style="list-style-type: none"> • Participate in the consultation and review process of the 'Clinical Guidelines' of the Rehab Code 	CMSUK Board	Jan 2017
<ul style="list-style-type: none"> • Gain recognition of Case Management from NHS 	<ul style="list-style-type: none"> • Develop a standard presentation deliverable to NHS organisations to present how Case Management fits in. • Present the presentation to a minimum of 2 organisations with the year. 	Membership & Links Committee	Jan 2017