

DATE REVIEWED by
CMSUK Board:

Wednesday 16th January 2013

VISION STATEMENT:

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

STRATEGY OBJECTIVES:

1. To build a growing and 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 membership to 500 	<ul style="list-style-type: none"> • To complete the introduction a new membership type for 'Overseas' membership making it clear this is not a licence to practice internationally but merely a means to keep in contact with CMSUK when residing elsewhere in the world. Complete any changes needed to current CMSUK company documentation and the website to accommodate it. • Target NHS Case Managers. • Speak and Exhibit at relevant Conferences • Encourage Corporate Members to expand individual membership • Continue to encourage Company Members to become Corporate Members • Target potential new Corporate Members. • Target new organisations who have potential new individual members by creating a list of potential organisations for the committee to approach. • Quantify non member attendees to CMSUK events and target them for membership. 	Membership & Links Committee	
<ul style="list-style-type: none"> • Continual development of interactive website to service community needs of 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"> • Populate and amend content of website regularly enlisting the help of Communication liaison members who link back to other committies. • Complete the Corporate Member add on to the membership system . • Complete and populate the CMSUK file storage facility which can be accessed by Directors to store all important company documentation such as financial information, company information, minutes of past board meetings etc . • Complete an automated procedure whereby all Associate members are prompted to consider upgrade to full Case Manager membership at the point of renewal. This would then extend to a procedure to carry out an upgrade approval process if request to upgrade is taken up. • Advertise the CPDOnline Tool to all membership. • Pending member prompt on how mem is to be paid and to ask for specific details if Company. • Complete the Email a friend option. • Online Sales Ledger system to properly invoice for membership renewals and keep track of outstanding and allowing for manual invoice creation for things outside membership. 	Communications Committee	
<ul style="list-style-type: none"> • Continual regular publication of Newsletter 	<ul style="list-style-type: none"> • Consider the sub contracting out options of producing the Newsletter • To produce the Newsletter as a Bi monthly publication 	Communications Committee	

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<ul style="list-style-type: none"> • Provide Educating & Networking opportunities that relate to CMSUK Standards & Code of Ethics 	<ul style="list-style-type: none"> • CMSUK 2013 at the Gatwick Hilton Hotel <ul style="list-style-type: none"> • To provide an event of quality speakers and networking potential • To promote and sell various sponsorship opportunities including 27 exhibition stands, 6 sponsored breaks, and other various items for both conference and Dinner Dance. • To promote and sell delegate places to conference to the same level or higher as 2011 attendance • To develop a new format of talks, moving away from workshops to streams of talks dependent on areas of practice of Case Management. • Study Day 'Introduction to Case Management' 22nd March 2013 <ul style="list-style-type: none"> • To provide an event of quality speakers and networking potential • Study Day 'Claims Process & Industry Expectations' 21st May 2013 at CBI London <ul style="list-style-type: none"> • To provide an event of quality speakers and networking potential • To possibly provide opportunities for sponsorship • Member Evening <ul style="list-style-type: none"> • Joint London / Manchester Member Evening where board will split themselves between the north and south providing a networking opportunity to speak informally with members. • Conference 2014 venue <ul style="list-style-type: none"> • Source a new venue for conference perhaps in Birmingham or Midlands • Special Interest Groups <ul style="list-style-type: none"> • No actions currently. 	<p>Events Committee</p>	
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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"> • Promote the use of CMSUK Standards whenever possible and support their use by the membership • Re print of documentation 	Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Explore professional pathways for Case Management 	<ul style="list-style-type: none"> • Continue to support combined working with VRA and BABICM to explore areas of overlap and agreement about the scope of case management. • Through that group work towards the development of a structured timetable of events and costs • Through that group work explore the production of joint standards and a common pathway for qualification and accreditation. 	Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Gain audit and accreditation for CMSUK standards 		Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Support / promote research within Case Management 		Standards, Research & Education Committee	

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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 from professional bodies 	<ul style="list-style-type: none"> • This item is on hold as it was agreed that approaching NMC, HPC etc should be kept on hold until after the Research Project Presentation. 	Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Gain recognition of Case Management from industry / political bodies 	<ul style="list-style-type: none"> • It was agreed to hold over discussions with VRA & BABICM until after the Research Project Presentation • Appoint an influential Patron 	Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Gain recognition of Case Management from NHS 	<ul style="list-style-type: none"> • As above. 	Standards, Research & Education Committee	
<ul style="list-style-type: none"> • Gain recognition of International Orgs. 		Mem& Links / Events /Standards, Research & Education Committee	