



Privately Paid Case Managers/Health Advocates: A New Practice Model

Tuesday, September 15, 2020 • 6:00-7:30 PM ET • 1 CCM CE hour

TUITION: \$15.00 for non-members • Free for CSMA members

REGISTER AT: www.cezoom.com/go/licmsa915

This is an Advanced Level program for experienced case managers. The presentation will survey the emerging specialty of private case management, geriatric care management, and health advocacy that provides services to individuals and families.

THE PROGRAM WILL REVIEW:

- A clinical approach to Case/Care Management that is coherent with CMSA standards
- Easy-to-use assessment tools that assist CM assessment and Plan of Care
- Business process, marketing and sales approaches that support a private practice
- Training, experience and leadership qualities required for a successful consulting practice for private clients is discussed.



Michael Newell MSN RN is founder-president of LifeSpan Care Management LLC, a sixteen-year-old firm that offers health coordination and advocacy services to those with chronic or catastrophic illness or injury.

He is Vice president of the Central New Jersey Chapter of CMSA.