

Demystifying Certification for Health Care Case Management



Jane Harkey, RN-BC, MSW, CCM
Chair, Commission for Case Manager
Certification



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First Rehabilitation Resources, Inc.

Agenda

- Welcome
- Learning Objectives
- NASW-CCMC Collaborative: Lisa Yagoda, MSW, LICSW
- **Our Presenters:**
 - Jane Harkey, RN-BC, MSW, CCM
 - Veronica Brothers, MSW, LGSW, RN, BSN, CCM
- Question and Answer Session

Audience Notes

- There is no call-in number for today's event. Audio is by streaming only. Please use your computer speakers, or you may prefer to use headphones. There is a troubleshooting guide in the tab to the left of your screen. Please refresh your screen if slides don't appear to advance.
- Please use the "chat" feature below the slides to ask questions throughout the presentations. We will pose questions after the presentation and will address as many as time permits.
- A recording of today's session will be posted within one week to the Commission's website, www.ccmcertification.org
- One continuing education credit is available for today's webinar only to those who registered in advance and are participating today.

Learning Objectives Overview

After the webinar, participants will be able to:

1. Describe popular myths around board certification for case management in the health care environment; and
2. Discuss the evidence pointing to a positive career pathway for social workers in health care-based case management, including employer recognition, rewards and advancement.

- Webinars
- Certification Workshops
- Issue Briefs
- Speaker's Bureau



About the NASW-CCMC Collaborative



Lisa Yagoda, MSW, LICSW
Senior Practice Associate
National Association of Social Workers

NASW

The largest membership organization of professional social workers in the world

- ❑ 132,000 members
- ❑ Oldest, largest organization granting social work credentials
- ❑ Credentialing social work professions for more than 50 years

NASW/CCMC Collaborative

- ❑ The need for Case Managers is predicted to grow. 22% Job Growth 2012-2022
- ❑ Meet the needs of the evolving professional social work landscape
- ❑ More employers now require professional certification

NASW Case Management Credentials

C-SWCM (BSW Level)

Certified Social Work Case Manager

C-ASWCM (MSW Level)

Certified Advanced Social Work Case Manager

NASW and CCM (2 for 1)

Apply for NASW's Case Management Credential:

- Once approved = eligible to sit for the CCM exam
- No** additional cost

For More Information

NASW Credentialing Center

Credentialing.nasw@socialworkers.org

800-638-8799 ext. 447

202-408-8600 ext. 447

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What are the myths?

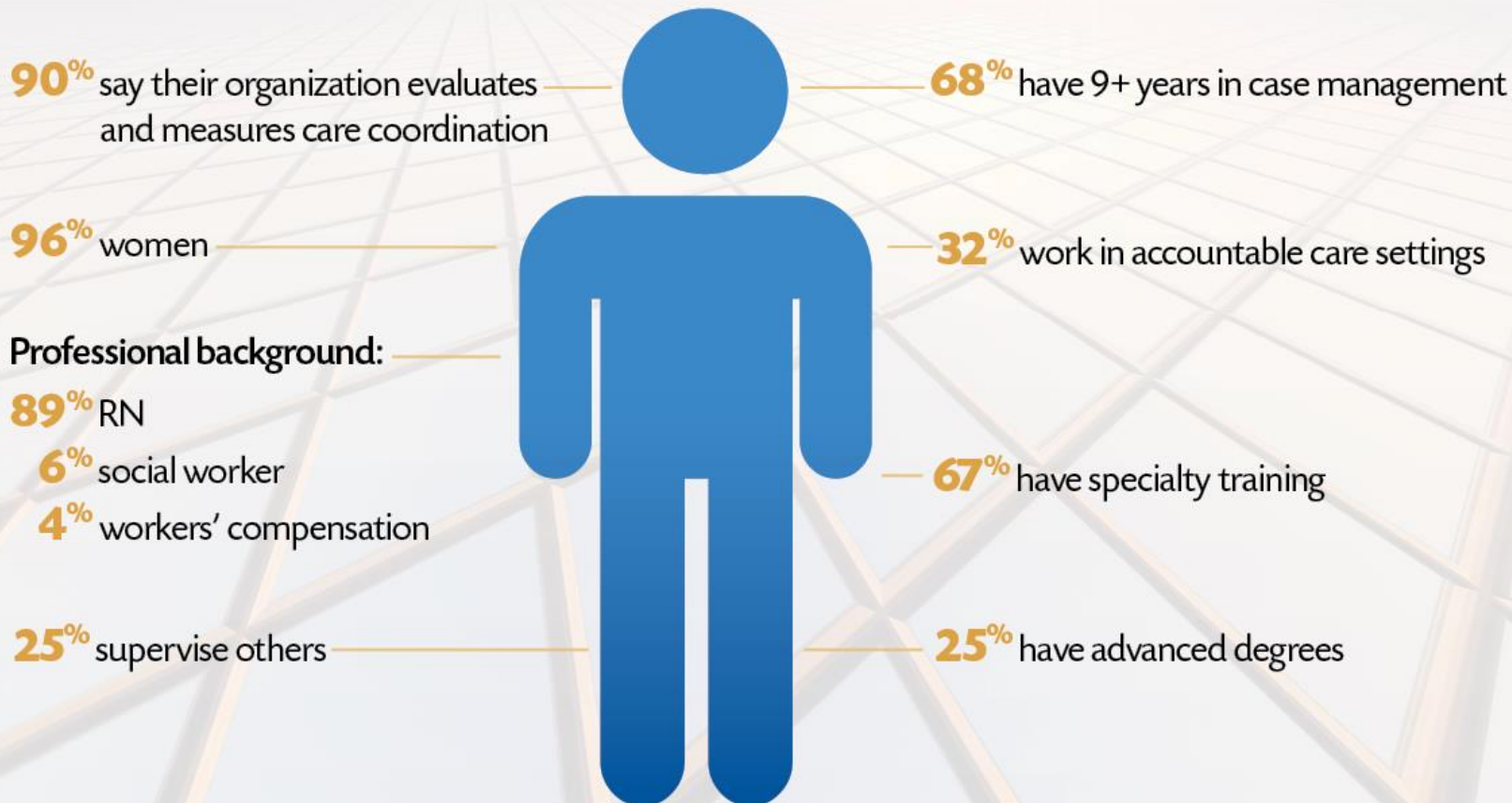
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- **Health care CMs are nurses.**
 - **You have to be a licensed RN or MSW.**
 - **You need formal supervision by a certified case manager.**
 - **Certification is really expensive.**
 - **You have to renew certification every year.**
 - **It's an entry-level job.**
 - **It's not for experienced social workers.**

Myth: Health care case managers are nurses

- Public health social workers were among the first case managers.
- In the early 1970s, Medicaid and Medicare case management demonstration projects usually used social workers to coordinate and facilitate care.
- Social workers have *always* been eligible to sit for the CCM exam.
- Although most (89%) CCMs are registered nurses, that's changing: 6% are social workers, and that's trending upward.



Today's Board-Certified Case Manager



SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015

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Myth: You have to be a licensed RN or MSW

- Licensure is merely one path to certification. The other is education. It's **either**
 - A current, active and unrestricted licensure or certification in a health or human services discipline. Examples include RN, LCSW, LMSW, LPC, CRC and CDMS.

OR

- A **baccalaureate** or **graduate degree** in social work, nursing or another health or human services field that promotes the physical, psychosocial and/or vocational well-being of the persons being served.



Myth: The CCM requires formal supervision by a certified case manager.

- There are different paths to demonstrate experience.
 - 12 months' full-time case management employment experience in the last five years, supervised by a board-certified case manager. OR
 - 24 months' full-time case management employment experience in the last five years. No supervision by a CCM required, just attestation by your employer. OR
 - 12 months' full-time case management employment experience as a supervisor of case managers in the last five years. Supervision by a CCM is not required under this category.

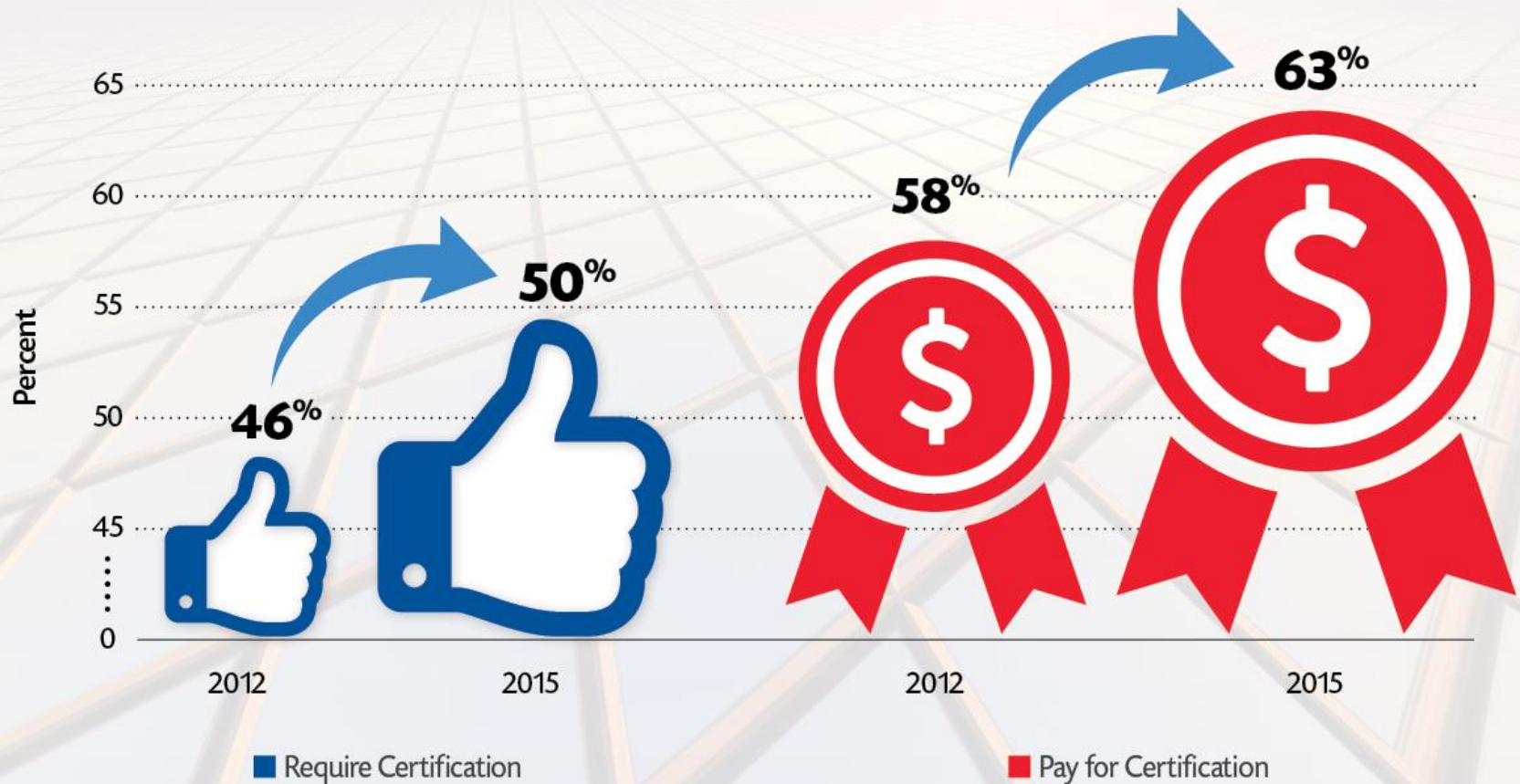


Myth: It's really expensive to get certified.

- The application fee is \$160, and the exam is \$185.
 - *That's \$345. Amortized over 5 years—\$69 a year.*
- The renewal fee through continuing education is \$199—less than \$40 a year.
- Among board-certified case managers, a majority of employers pay for certification.
- The CCM exam fee is reimbursable under the GI Bill—so veterans and their families are eligible to take the exam and get reimbursed.



A majority of employers require and pay for board certification



SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015

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Myth: Case management is an entry-level job.

Not at all. It's a well-paid, senior level job.

And challenging.

- 67% of CCMs have 9+ years in case management
- 25% supervise others
- 25% have advanced degrees
- 67% have specialty training



Myth: Case management is an entry-level job.

Compensation reflects the value to organizations.

- Median salaries are up. The median salary is now in the range of \$75,000-\$80,000 per year.
- 40% of board-certified case managers reported salaries above \$80,000
- Half of those in executive positions reported earning more than \$100,000.



Salaries point to strength of board certified case manager career path

Median annual salary by position

Median annual salary by specialty training



SOURCE: HEALTH2 RESOURCES AND CCMC, PROFESSIONAL AND DEMOGRAPHIC CHARACTERISTICS OF CCMs, SEPTEMBER 2015

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Myth: It's not for experienced social workers.

- Case management as a term is not always well defined.
- Board-certified case managers, on the other hand, follow a well-defined and widely-understood pathway to earn the CCM:
 - CCM is the oldest, largest, most widely recognized case management credential.
 - It is cross-cutting, applicable across many settings
 - Employers look for CCM when making hiring decisions.



Myth: It's not for experienced social workers.

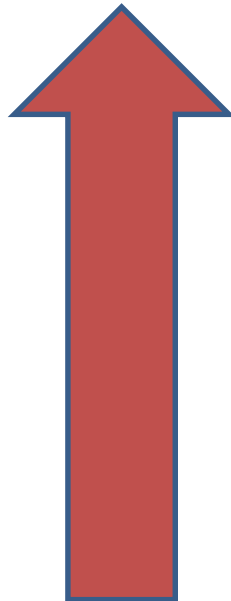
- Why is the CCM is meaningful to employers and colleagues across the health care industry?
 - CCMC is **independently accredited by NCCA.**
 - The CCM is **independent** of any membership organization. You're not "joining up" to get certified; you're demonstrating competency.
 - **Exam content** is based on ongoing, nationwide validation research.



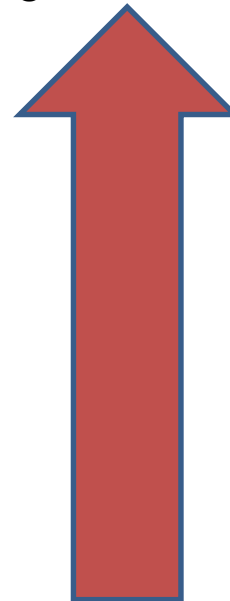
Myth: It's not for experienced social workers.

40.2% of employers *require* the CCM

Increasing ***need*** (health care reform factors)



Increasing ***desire*** for a proxy to identify case management competency



If anyone could do it, we wouldn't be here

- There is a true need for more well-qualified case manager to meet the growing need in the marketplace.
- Among the factors driving the current shortage:
 - More people with insurance;
 - Older and sicker population;
 - Shrinking primary care capacity--both in terms of shortages and maldistribution; and
 - An aging case management workforce.

Question and Answer Session



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Thank you!

- Please fill out the survey after today's session
- Those who signed up for continuing education will receive an evaluation from the Commission.
- A recording of today's webinar and slides will be available in one week at <http://ccmcertification.org>

