



PLANETREE

## **Planetree and CMSA Announce Strategic Business Alliance**

*Leaders in Patient-Centered Care Seek to Improve Care Deliver and Effectiveness*

Derby, Connecticut and Little Rock, Arkansas, November 12, 2009 — Planetree, a non-profit organization facilitating efforts to create patient centered care in healing environments, has entered into a new strategic business alliance with the Case Management Society of America (CMSA), the nation's largest multi-disciplinary professional association for case management. The new alliance demonstrates the commitment each organization has to advancing patient-centered care by supporting mutual objectives and collaborating on specific demonstration projects and business opportunities.

"The center of all case management activities is the patient," Margaret (Peggy) Leonard, MS, RN-BC, FNP, CMSA's President said. "Planetree's care models empower patients and their care givers delivering strong outcomes while recognizing the importance of controlling costs. These are goals that case managers support every day in the vital work they perform. There are several areas where Planetree and CMSA can work together in advocating for viable, cost-effective patient-centered care."

"Planetree has pioneered methods for personalizing, humanizing and demystifying the health care experience for patients and their families across the continuum of care. Planetree encourages healing partnerships with caregivers and seeks to maximize positive healthcare outcomes," said Planetree President Susan B. Frampton.

The business alliance, agreed to by both the CMSA Board of Directors and the Planetree Board, focuses on three important areas of mutual support:

- Improving transitions of care for patients leaving one care setting and moving to another.
- Advocating for health care legislation and regulation that empowers patients and recognizes the necessity of placing patients and caregivers at the center of any health care reform initiative.
- Development of outcome studies demonstrating the effective return on investment in patient-centered care and effective case management practices.

The alliance will also allow each organization to advocate effectively for the incorporation of patient centered models within health care delivery and for the professional support and development of case management within hospitals and other clinical settings. The announced business arrangement does not involve any financial covenants. Further information on research and outcome projects developed from the alliance will be announced later.

### **About Case Management Society of America (CMSA)**

Established in 1990, the Case Management Society of America is an international non-profit 501(c)(6) multi-disciplinary professional association dedicated to the support and advancement of the case management profession through educational forums, networking opportunities, legislative advocacy, and establishing standards to advance the profession. It is based in Little Rock, AR, and serves more than

20,000 members/subscribers and 70 affiliate and pending chapters. Since its inception, CMSA has been at the forefront of setting professional standards for the industry, which allows for the highest level of efficiency and integrity, as well as developing national and local leaders who are recognized for their practice and professional excellence. For more information on CMSA, call CMSA at (501) 225-2229 or go to [www.cmsa.org](http://www.cmsa.org).

### **About Planetree**

Founded in 1978 by a San Francisco patient who endured a traumatic healthcare experience, Planetree is an internationally-recognized not-for-profit organization that partners with health care providers around the globe to advance patient-centered approaches to care. Planetree has been at the forefront of the effort to personalize, humanize, and demystify the healthcare system for 30 years. With its model of patient-centered care being implemented in a diverse range of hospitals, continuing care facilities, outpatient clinics, and consumer health libraries across North America, Quebec, Brazil, The Netherlands and Japan, Planetree is demonstrating that patient-centered care is not only an empowering philosophy, but a viable, vital, and cost-effective model of care. Additional information and a complete list of members are located at [www.planetree.org](http://www.planetree.org).

### **FOR MORE INFORMATION, PLEASE CONTACT**

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