The voice of the Case Manager

CMASANOV

HOW THE BRAIN REMEMBERS

Right time, Right Place

HOW TO FOLLOW UP

with Someone Who's Not Getting Back to You

CASE MANAGERS COURSE

Why did I do it?



Note from the desk of the Chairperson

Carol Garner - South Africa



I write this at the time we should be at conference and once again we live in a virtual world, working from remote offices and homes.

I hear daily about the workload and the strain of keeping your head above water, some days you feel like you are drowning and more from the frustration of not being as effective as you think you should be. We are all in the same boat and as a good crew need to stand together and support each other.

Members keep asking why should they stay involved with CMASA? Why should they pay their fees? What are we doing for them?

I struggle with these questions as CMASA is not about us on the board, it's about you the Case Manager, the association is only as strong as you make it.

We constantly ask for ideas to provide the content you need but get no information, this leaves us guessing and we probably don't get it right all the time. We have

some awesome sponsors that have put education session together for you at no cost to paid up members and yet a small percentage attend. The only way we can develop ourselves is to learn and learn, each time we attend a session we need to take 1 fact away with us as a learning point. We might not apply it immediately but when we need the information, we will have it to hand.

The spotlight on the Standard of Practice this time is all about education and qualification, while there is no formal requirement to be "qualified" as a Case Manager in SA, there is an individual requirement to upskill your knowledge and be the best Case Manager you can be.

Please join us in the various educational sessions we have lined up, you will be a better Case Manager for it. We will shortly start the planning for conference just in case we can make it happen, further information will follow shortly and, in the meantime, stay strong, safe and healthy.

And as always passionate about our profession.

Carol







CMASANOW Advertising Opportunity

CMASANOW Magazine is our very own publication, specifically geared towards the Case Manager. This is a quarterly publication packed with interesting articles, the latest international and local industry news, as well as vital information to help you become the best case manager possible.

Should you or your business be interested in featuring and advertising in CMASANOW, please contact **Carol Garner on 010 592 2347 or email info@casemanagement.co.za.**

How the brain remembers right place, right time

UT Southwestern Medical Center



Brain on map, concept illustration (stock image). Credit: © alswart / stock.adobe.com

Studies could lead to new ways to enhance memory for those with traumatic brain injury or Alzheimer's disease.

Important to note that existing registrations will be honoured next year without any issues. We continue to thank each and every one of you all for your ongoing support. We look forward to seeing you all in person in May 2021.

Two new studies shed new light on how the brain encodes time and place into memories. The findings not only add to the body of fundamental research on memory, but could eventually provide the basis for new treatments to combat memory loss from conditions such as traumatic brain injury or Alzheimer's disease.

Two studies led by UT Southwestern researchers shed new light on how the brain encodes time and place into memories. The findings, published recently in PNAS and Science, not only add to the body of fundamental research on memory, but could eventually provide the basis for new treatments to combat memory loss from conditions such as traumatic brain injury or Alzheimer's disease.

About a decade ago, a group of neurons known as "time cells" was discovered in rats. These cells appear to play a unique role in recording when events take place, allowing the brain to correctly mark the order of what happens in an episodic memory.

Located in the brain's hippocampus, these cells show a characteristic activity pattern while the animals are encoding and recalling events, explains Bradley Lega, M.D., associate professor of neurological surgery at UTSW and senior author of the PNAS study. By firing in a reproducible sequence, they allow the brain to organize when events happen, Lega says. The timing of their firing is controlled by 5 Hz brain waves, called theta oscillations, in a process known as precession.

Lega investigated whether humans also have time cells by using a memory task that makes strong demands on time-related information. Lega and his colleagues recruited volunteers from the Epilepsy Monitoring Unit

at UT Southwestern's Peter O'Donnell Jr. Brain Institute, where epilepsy patients stay for several days before surgery to remove damaged parts of their brains that spark seizures. Electrodes implanted in these patients' brains help their surgeons precisely identify the seizure foci and also provide valuable information on the brain's inner workings, Lega says.

While recording electrical activity from the hippocampus in 27 volunteers' brains, the researchers had them do "free recall" tasks that involved reading a list of 12 words for 30 seconds, doing a short math problem to distract them from rehearsing the lists, and then recalling as many words from the list as possible for the next 30 seconds. This task requires associating each word with a segment of time (the list it was on), which allowed Lega and his team to look for time cells. What the team found was exciting: Not only did they identify a robust population of time cells, but the firing of these cells predicted how well individuals were able to link words together in time (a phenomenon called temporal clustering). Finally, these cells appear to exhibit phase precession in humans, as predicted.

"For years scientists have proposed that time cells are like the glue that holds together memories of events in our lives," according to Lega. "This finding specifically supports that idea in an elegant way." In the second study in Science, Brad Pfeiffer, Ph.D., assistant professor of neuroscience, led a team investigating place cells -- a population of hippocampal cells in both animals and humans that records where events occur. Researchers have long known that as animals travel a path they've been on before, neurons encoding different locations along the path will fire in sequence much like time cells fire in the order of temporal events, Pfeiffer explains. In addition, while rats are actively exploring an environment, place cells are further organized into "mini-sequences" that represent a virtual sweep of locations ahead of the rat. These radar-like sweeps happen roughly 8-10 times per second and are thought to be a brain mechanism for predicting immediately upcoming events or outcomes.

Prior to this study, it was known that when rats stopped running, place cells would often reactivate in long sequences that appeared to replay the rat's prior experience in the reverse. While these "reverse replay" events were known to be important for memory formation, it was unclear how the hippocampus was able to produce such sequences. Indeed, considerable work had indicated that experience should strengthen forward, "look ahead" sequences but weaken reverse replay events.

To determine how these backward and forward memories work together, Pfeiffer and his colleagues placed electrodes in the hippocampi of rats, then allowed them to explore two different places: a square arena and a long, straight track. To encourage them to move through these spaces, they placed wells with chocolate milk at various places. They then analyzed the animals' place cell activity to see how it corresponded to their locations.

Particular neurons fired as the rats wandered through these spaces, encoding information on place. These same neurons fired in the same sequence as the rats retraced their paths, and periodically fired in reverse as they completed different legs of their journeys. However, taking a closer look at the data, the researchers found something new: As the rats moved through these spaces, their neurons not only exhibited forward, predictive mini-sequences, but also backward, retrospective mini-sequences. The forward and backward sequences alternated with each other, each taking only a few dozen milliseconds to complete. "While these animals were moving forward, their brains were constantly switching between expecting what would happen next and recalling what just happened, all within fraction-of-a-second timeframes," Pfeiffer says. Pfeiffer and his team are currently studying what inputs these cells are receiving from other parts of the brain that cause them to act in these forward or reverse patterns. In theory, he says, it might be possible to hijack this system to help the brain recall where an event happened with more fidelity. Similarly, adds Lega, stimulation techniques might eventually be able to mimic the precise patterning of time cells to help people more accurately remember temporal sequences of events. Further studies with "In the past few decades, there's been an explosion in new findings about memory," he adds. "The distance between fundamental discoveries in animals and how they can help people is becoming much shorter now."

Case Management's Ethical Alphabet E. Fink-Samnick LCSW, CCM, CCTP, CMHIMP, CRP, DBH(C) EFS Supervision Strategies, LLC®

#Ethicsmatter



- Advocacy
- Beneficence
- Competence
- Duty
- Excellence
- Fiscal Accountability
- Genuine
- Honesty
- · Integrity
- Justice
- Knowledgeable
- Legal
- Moral

- Non-malfeasance
- · Outcomes-driven
- · Purposeful
- · Quality-focused
- Resourceful
- Strategic
- Tolerant
- Understanding
- Veracity
- · Willful
- Xenial
- · Yearn to Learn
- Zest



#CMethics

www.efssupervisionstrategies.com efssupervision@me.com



EFFICIENT -:-WEALTH

Think Efficient. Realise potential.

YOUR MONTHLY **ECONOMIC UPDATE**

7 April 2021

Disclaimer: Although every effort has been made to ensure the accuracy of the content of this newsletter, Efficient Financial Services (Pty) Ltd trading as Efficient Wealth accepts no liability in respect of any errors or omissions contained herein. contents of this newsletter cannot be strued as financial advice and does no construed as financial advice and does not confer any rights whatsoever, enforceable against any party and does not replace any legal contract or policy which may be subject to terms and conditions. Efficient Financial Services (Pty) Ltd trading as Efficient Wealth retains the right to amend any information contained in this newsletter at any time and without prior notice.

Efficient Financial Services (Pty) Ltd, trading as Efficient Wealth is an authorised financial services provider, FSP 655



THE MONTH IN FOCUS

The month of March started with a few unwanted surprises. We discuss the impact of these on the

ECONOMIC COMMENTARY - BY DR. FRANCOIS STOFBERG

March economics: some nasties and some not

When March kicked off, we were greeted by a few nasties. OPEC+, the Organization of the Petroleum Exporting Countries, together with Russia, decided to keep oil output unchanged even though global economic recovery was speeding ahead. Owning 50% of global supply and 90% of oil reserves, the decision made by OPEC+ caused oil prices to shoot up to \$72 a barrel. As we entered April, oil prices slumped back to \$63 a barrel. As usual, the oil coalition was unable to control oil output tightly enough resulting in somewhat of an oversupply. In another familiar trend, other countries, in this case Iran, produced much more than initially anticipated.

With rising commodity prices, talk about higher wages, a decade's worth of monetary stimulus and the recent trillions of fiscal support offered to COVID-19-battered economies as well as fear about higher inflation left global investors worried, especially when long-dated United States (US) yields started to increase rapidly, and rather unexpectedly. What shook investors even more was the expectation that the US Federal Reserve (Fed), amongst others, would have to increase interest rates sooner than expected. However, it turned out that higher yields were most likely pointing towards the good type of inflation somewhere in the distant future: the type of inflation that occurs because an economy is booming, not the type that occurs because an economy is stagnating, although we might see this in some European and African countries. It also does not refer to the type of bad inflation resulting from supply shortages, although we might see this in certain industries, or because of some pricing bubble, like we saw during the 2008/2009 global financial crisis. Even though the Fed announced that the US economy would recover much faster than expected, around 6.5% instead of their December estimate of around 4.6%, they were quick to add that even if inflation breaches their upper limit of 2% this year, they will not increase interest rates too soon or by too much. Market volatility, therefore, eased-off and yields started to slowly stabilise. We are also less concerned about the Fed increasing rates too soon, than we are about the market's reaction to a tapering down of asset purchasing (quantitative easing) programmes. If the 2015 taper-tantrum is anything to go by, we might have a bumpy ride ahead of us.

During March we were also pleased about the South African Reserve Bank's (SARB's) decision to keep the short-term interest rate unchanged at 3.5%, allowing the South African economy a bit more room to recover. Although their Quarterly Projection Model (QPM) indicates that there are likely two interest rate hikes of 0.25% needed for 2021, we believe that they have overshot on some of their important assumptions. For one, the South African economy will, mostly likely, not grow by 3.8% during 2021. Our forecast is that growth will be closer to 2.8%. But more importantly, oil prices should remain subdued and the rand will most likely remain strong even if the US dollar continues to appreciate against other major currencies. Theoretically, when the US dollar appreciates, the rand depreciates. However, in practice, this is not always the case. As we have, once again, seen in recent weeks, the rand appreciated despite the US dollar's strength. Attractive local yields and a relatively cheap market continue to attract short-term capital. Our favourable capital account also helps in the short-term. But, more importantly, political and fiscal stability is starting to separate us from our developing peers. The SARB's inflation outlook might, therefore, be a bit too high. Nevertheless, we still believe that one increase of 0.25% is needed in 2021, but the second increase might best be left for early 2022.

IN CLOSING

Together with our asset management team at Efficient Private Clients, we will continue to track these macro-economic developments, always considering how this could affect your portfolio, and plan accordingly. Attached please find our monthly update on global indices, currencies and commodities as provided by Efficient Private Clients.

Kind regards. Ivan Rogers Registered Financial Advisor



+27 (0)79 761 1645



ivan@efw.co.za www.efw.co.za



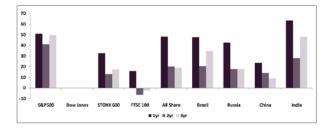


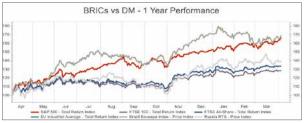
South Africa	Close	1M %	1 Year %	2Y Ann %	5Y Ann %
All Share	67236,31	-0,4%	54%	9%	5%
Top 40	61590,24	-1,9%	51%	9%	6%
Mid Cap	70246,43	0,1%	44%	-1%	-1%
Small Cap	53772,61	4,8%	75%	6%	-2%
Resource 20	66914,69	-5,5%	81%	18%	20%
Industrial 25	89425,34	2,1%	37%	13%	5%
Financial 15	12165,58	-4,7%	33%	-15%	-4%

FTSE 100	6737,3	2,3%	24%	-4%	2%
DAX 30	15107,17	7,8%	58%	14%	9%
CAC 40	6102,96	5,4%	45%	6%	7%
STOXX 600	432,22	4,8%	39%	6%	5%
Russia RTS	1457,13	0,7%	39%	9%	11%

Asia	Close	1M %	1 Year %	2Y Ann %	5Y Ann %
Nikkei 225	30089,25	4,2%	69%	17%	14%
Hang Seng	28938,74	-1,7%	25%	-1%	7%
Shanghai	3484,3923	-0,7%	25%	5%	3%
India SENSEY	49159 32	-2 5%	78%	1294	15%

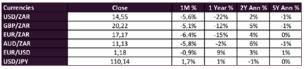
Americas	Close	1M %	1 Year %	2Y Ann %	5Y Ann %
Dow Jones	33527,19	6,4%	59%	13%	14%
S&P 500	4077,91	6,1%	64%	19%	15%
Nasdaq	13705,59	6,1%	86%	31%	23%
Russsel 1000	33527,19	6,4%	59%	13%	14%
Brazil Bovespa	117518,44	2,0%	69%	10%	19%



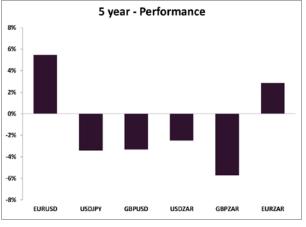


CURRENCIES



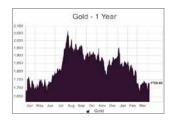


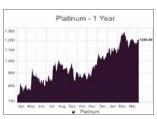


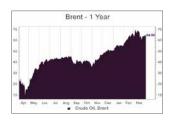


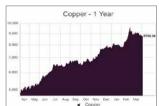


Commodities	Close	1M %	1 Year %	2Y Ann %	5Y Ann %
Gold	1728,80	1,6%	2%	12%	6%
Platinum	1209,80	7,0%	64%	13%	0%
Silver	24,78	-2,0%	66%	24%	9%
Brent Crude	64,86	-7,3%	167%	-4%	6%
Copper	8768.00	-2.8%	80%	17%	10%

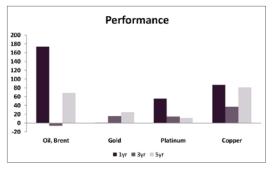






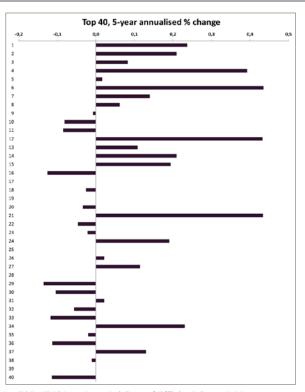






TOP 40

Top 40		Close	1M %	1 Year %	2Y Ann %	5Y Ann %
1	NASPERS	3719,00	1,9%	49%	31%	24%
2	BHP GROUP PLC	418,74	-13,1%	54%	9%	21%
3	COMPAGNIE FINANCIERE	142,78	-2,2%	51%	17%	8%
4	ANGLO	583,43	-3,3%	97%	23%	39%
5	FIRSTRAND	51,10	-0,9%	30%	-11%	2%
6	IMPLATS	277,22	8,2%	296%	118%	44%
7	Sibanye Stillwater Ltd	65,88	-8,5%	219%	107%	14%
8	MONDI PLC	383,18	3,9%	34%	9%	6%
9	STANBANK	124,22	-8,8%	21%	-20%	-1%
10	MTN GROUP	85,48	13,6%	96%	-3%	-8%
11 BR	RITISH AMERICAN TOBACCO PLC	549,84	4,1%	-15%	-3%	-8%
12	ANGLOPLAT	2152,54	12,6%	186%	70%	43%
13	ANGLO GOLD ASHANTI	333,82	11,4%	12%	35%	11%
14	GOLDFIELDS LTD	147.73	17.9%	68%	68%	21%
15	CAPITEC	1390,00	2,9%	59%	0%	19%
16	SASOL	222,43	14,1%	559%	-30%	-13%
17	PROSUS NV	1729,52	-4,5%	44%		
18	SANLAM	58,53	-5,5%	13%	-13%	-3%
19	BID CORP LTD	286,04	-2,5%	36%	-2%	
20	ABSA GROUP LTD	124,17	0,6%	62%	-12%	-3%
21	NORTHAM PLATINUM	258,83	13,4%	278%	103%	43%
22	VODACOM GROUP (PTY) LTD	125,50	0,2%	7%	5%	-5%
23	SHOPRITE	156,19	16,4%	25%	-3%	-2%
24	CLICKS GROUP	236,02	-4,1%	-11%	13%	19%
25	MULTICHOICE GROUP LTD	127,02	-2,0%	49%	2%	
26	DISCOVERY	132,62	-10,9%	72%	-2%	2%
27	BIDVEST GROUP LIMITED	171,70	-0,8%	20%	-7%	11%
28	OLD MUTUAL LTD	12,43	-10,7%	11%	-24%	
29	ASPEN	152,13	4,1%	60%	27%	-13%
30	REMGRO	104,00	-0,6%	15%	-14%	-10%
31	MR PRICE GROUP LTD	197,98	13,3%	78%	0%	2%
32	NEDBANK	141,23	5,4%	66%	-26%	-6%
33	GROWTHPOINT	13,15	-4,8%	14%	-27%	-12%
34	EXXARO RESOURCES LTD	175,47	1,6%	75%	6%	23%
35	REINET INVESTMENTS SCA	283,62	0,5%	-3%	8%	-2%
33		49,20	2,1%	88%	2%	-11%
36	WOOLIES					
	WOOLIES GLENCORE PLC	57,63	-7,2%	114%	-3%	13%
36				114% 4%	-3% -1%	13% -1%
36 37	GLENCORE PLC	57,63	-7,2%			



Efficient Private Clients (Pty) Ltd is an authorised financial services provider FSP 47481, and a subsidiary of Efficient Group Ltd.

www.efpc.co.za

This Commentary is intended for information purposes only and none of the information contained herein constitutes investment advice or a recommendation, solicitation or offer by Efficient Private Clients (Pty) Ltd to buy or sell any financial product. The information contained in this Commentary has been prepared without consideration of the investment objectives, financial situation or particular needs of any particular recipient. Past performance referred to in this Commentary is not necessarily indicative of future performance, solicitation or commentary involve risks and uncertainties which may result in future performance, outcomes and results which differ materially from such forecasts. You are accordingly cautioned not to place undue reliance on any historical data, general information or forecasts used in this Commentary. Efficient Private Clients (Pty) Ltd accepts no ilability whatsoever for any loss, damage (direct or consequential) or expense suffered by a recipient as a result of undue reliance placed on any information contained in this Commentary. The Company, directors and staff may from time to time have interests in shares mentioned in this Commentary.

Spotlight on the Standards of Practice #9

By CMASA

QUALIFICATIONS FOR PROFESSIONAL CASE MANAGERS

The professional case manager should maintain competence in her/his area(s) of practice by having one of the following:

- Current, active and unrestricted qualification in a health or human services discipline that allows the professional to conduct an assessment independently as permitted within the scope of practice of the discipline.
- The individual must have completed a supervised field experience in case management.

How Demonstrated:

- Possession of the education, experience, and expertise required for the professional case manager's area(s) of practice.
- Compliance with national regulations that applies to the jurisdiction(s) and discipline(s) in which the professional case manager practices.
- Maintenance of competence through participation in relevant and ongoing continuing education, certification, academic study, and internship programs.
- Practicing within the professional case manager's area(s) of expertise, making timely and appropriate referrals to, and seeking consultation with, others when needed.

Supervision:

- The professional case manager acts in a supervisory and/or leadership role of other personnel who are unable to function independently due to limitations of education.
- Due to the variation in academic degrees and other educational requirements, it is recommended that individuals interested in pursuing a professional case management career seek guidance as to the appropriate educational preparation and academic degree necessary to practice case management. These interested individuals may seek the Case Management Association of South Africa for further advice and guidance.



How to Follow Up with Someone Who's Not Getting Back to You

By Rebecca Zucker

Summary. Sending an email follow up can feel awkward – especially if you have to do it multiple times. But just because someone hasn't responded to your initial request, it doesn't mean their answer is "no." Here are six tips to help you get the response you need.

- Write a compelling subject line. Remember most emails are read on mobile devices, so keep it short.
- Be mindful of your tone. You want to come across as friendly and polite.
- · Keep your message brief and easily scannable.
- Make a clear ask, so the recipient knows exactly what you want.
- Give the recipient an out. It will demonstrate humility and ease any potential discomfort.
- Be persistent. You want to demonstrate assertiveness but also good judgment about when to move on

We've all been there. You email someone asking for a conversation, information, input, or an introduction, and you get no response. Whether you are reaching out to a co-worker, a client, a recruiter, a classmate, or even an old friend, not everyone will get back to you on your timeline – if at all.

As frustrating and disappointing as it may be, a lack of response doesn't mean they're ghosting you. It's important to maintain perspective. People are often juggling a series of important work and personal responsibilities. Your email probably doesn't make the top 10 on their priority list. Remembering this can help de-personalize their silence, and make you less hesitant to send a follow up message.

That said, it can still feel awkward to follow up, especially if you need to do so more than once. Here are some key things to keep in mind when you reach out to someone for the second (or third, or fourth) time.

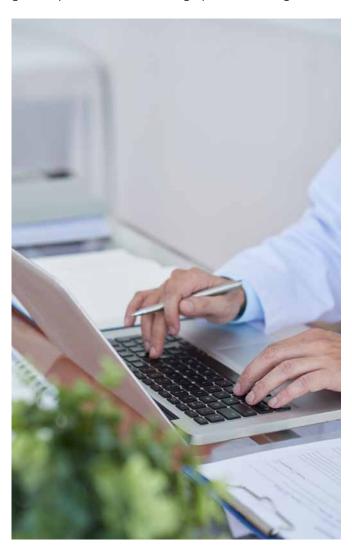
Have a compelling subject line

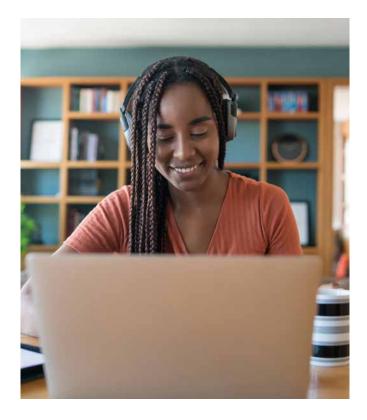
Forty-seven percent of emails are opened or discarded

based on their subject line alone. Research shows that shorter subject lines with only four words have the highest open rates, which makes sense since two-thirds of emails are read on mobile devices.

For example, Paul, a client of mine, needed his colleague to sign off on a communication plan around the announcement of his move to a new group. His first email, with the subject line "Team communication plan in advance of firm announcement" didn't get a response. Paul emailed his co-worker again, changing the subject line to "Time sensitive: communication plan," and got an immediate reply.

Though not every email will be urgent, like Paul's, you still need to be thoughtful about your subject line. Avoid generic phrases like "Following up" or "Checking in."





Those are not only vague – they may also make the reader feel bad for being slow to respond (even further delaying a prompt reply). Instead, use the subject line to give the recipient a short preview of your request. You might say, "Next steps on X project" or "Question on job application."

Be mindful of your tone

Tone can easily be misinterpreted via email, so take care to craft a message that sounds friendly and polite. Research shows emails that are slightly to moderately positive in tone have a 10-15% higher response rates than more neutral messages.

Think of your message as a gentle nudge. Imagine receiving an email that says, "Please send your feedback on my project by Thursday," versus, "Given your experience with these types of projects, I'd love to get your feedback on the work I've done so far. This would be a big win for my team and I, so we appreciate you sending any thoughts you have by EOD Thursday."

The former is neutral and could potentially be construed as demanding, whereas the latter is slightly more upbeat and appreciative while also being complimentary to the recipient. Subtle flattery – without going overboard – helps.

Keep it short and use simple language.

No one likes to receive a long or dense email. The most effective messages are short and easily scannable. Research shows that between 75 and 100 words is ideal, yielding the highest response rate at 51%. This means that if you're forwarding your initial email, your follow-up message should be even shorter.

The same research also shows that using simple language (at a third-grade reading level) results in the highest response rate (53%). Longer, more complex emails are often put to the side and revisited later when the reader has time to focus on your message. This means that longer emails are more likely to be forgotten. Try keeping it simple and straightforward. For instance, you could say something like, "I'm following up to see if you might have some time to talk in the next week or two about your experience working at Company X, as I just applied for the financial analyst position."

Make a clear ask

An unambiguous, direct question will make your request evident to the reader. The clearer you are, the easier it is for them to respond. In fact, you are 50% more likely to get a response if you ask up to three questions than no questions at all. Your questions might sound something like:

- "Is there a time in the next week or two that works for you?"
- "Would you be willing to make an introduction to William Burns?"
- "Do you have some time to talk in the weeks ahead about my development priorities?"
- "Are you able to participate in our conference panel on Women in AI next quarter?"

Give them an out

One reason someone might not reply to an email is that they aren't able to help, or don't feel comfortable following through on your request. Giving your email recipient an out will ease their discomfort and demonstrate humility, making the other person more likely to reply.



Try using one of the following phrases:

- "If you don't know William well enough to make the introduction, I completely understand."
- "If you've gone in another direction in hiring for this position, please let me know."
- "If there's someone else I should reach out to for this information instead, please let me know."
- "Please let us know if you're too busy to provide feedback on my project or need more time."
- "If you're unable to participate in our panel, we welcome suggestions of other Women in Al that you'd recommend."

You can also give the recipient a chance to save face by acknowledging that you know they're busy and have a lot on their plate. The last thing you want is for them to associate negative emotions with receiving emails from you. In this case, a simple statement like, "If you're too busy or it's not a good time right now, no problem," works well.

Be judiciously persistent

Research shows that asking for what we need reduces anxiety and improves your self-esteem, sense of agency, and the quality of your relationships – not to mention, it may help you to get your request fulfilled. In short,

following up is worth the effort.

But there's a fine line between being persistent and being annoying. You need to demonstrate both assertiveness and good judgment about when to follow up and when it's time to cut your losses and move on. As a general rule, a week after your initial email is a good time to reach out again as a first follow-up. However, depending on the nature of your request, prior conversations, and/or relevant deadlines, it may be appropriate to follow up sooner.

Unless it's time sensitive, each successive follow-up should be spaced a bit further apart, adding another week's time in between, until you've followed up three times. There could be an additional fourth "hail Mary" attempt, depending on the situation. One client of mine had interviewed for a senior role and the recruiter said she was impressed and wanted him to meet with the CEO. After three follow-up emails, my client had still heard nothing. It had been six weeks from his last follow-up email. He had nothing to lose, so he decided to email the recruiter one last time and got a response within minutes.

Following up with others who aren't getting back to you is an inevitable and necessary part of business and accomplishing your goals. Use the strategies above to increase the effectiveness of your follow up and help you get the response you need.

CMScript



Minimum benefits give maximum cover (Part 1)

Did you know that a portion of infertility treatment is considered a Prescribed Minimum Benefit (PMB) and that medical schemes have to foot the bill, regardless of their own rules? The same goes for menopause management, HIV/Aids, TB, and some treatable cancers (in fact, some 270 conditions in total are covered in terms of PMB legislation). The legislation also extends to chronic conditions – this means that even when a person's chronic benefits have run out, their scheme still has to pay for their chronic treatments.

PMBs have been a feature of the Medical Schemes Act for a number of years already but unfortunately scheme members are largely uninformed of this basic right they are entitled to. PMBs are treatments your medical scheme has to cover, regardless of your membership option. In terms of the Medical Schemes Act, these are the costs related to the diagnosis, treatment and care of:

- any emergency medical condition;
- a limited set of ±270 medical conditions; and
- 25 chronic conditions.

Medical schemes often have a list of conditions – such as cosmetic surgery – for which they will not pay, or circumstances – such as examinations for insurance purposes – under which a member has no cover. These exclusions, however, do not apply to PMB conditions. If you contract septicaemia after cosmetic surgery, for example, your scheme has to provide healthcare cover for septicaemia because it is a PMB. PMBs are concerned about the diagnosis; it doesn't matter how you got the condition.

If you have one of the 25 listed chronic diseases, your scheme must pay for the diagnosis, treatment and care related to that condition. This includes consultations, tests and medication. Should you exhaust your chronic benefits limit, your scheme has to continue paying for the treatment of your PMB condition.

In case of an emergency: Emergencies do not usually allow for careful planning, especially when lives are at stake. The treatment of emergencies is also a Prescribed Minimum Benefit, which means your scheme has to pay for the appropriate treatment. When you end up in the emergency room and the doctors suspect that you are suffering from a PMB condition, your medical scheme has to approve the treatment. Once your life is no longer in danger, the diagnosis of your condition will have to be confirmed so that the medical scheme knows exactly what it paid for.

Let's talk chronics

In order to help schemes manage the costs of providing such cover, certain measures were put in place:

- Your scheme can expect you to obtain treatment from certain doctors. pharmacies. clinics hospitals - these are called designated service providers (DSPs). It must state this in its rules and inform you about where and how to get medication and treatment from that provider. If you, on the other hand, do not abide by these rules, you could end up having to foot the bill for all or part of the cost of your treatment.
- Your scheme can demand that you obtain pre-authorisation or join a benefit management programme before your cover comes into effect.
- Your scheme can specify the medicines it will pay for, as long as they are on par with the treatment standards, or protocols, that have been published in the Government Gazette. This is to assure you of good quality care and your scheme of not having to pay for unnecessary treatment.

The full list of PMB conditions is available at www.medicalschemes.com.

support@medicalschemes.com
Tel: 012 431-0500 / 0861 123 267 Fax: 012 430-7644
Mail: Private Bag X34, Hatfield, 0028

Why did I do the Case Managers Course??

By Gillian Bruce

Study after 40 they said.. It would be fun they said... And they were 100% right!! It sparked something in me that had gone into hibernation. Something I wish had been awake when I was at school- AMBITION!!!

At the 2017 CMASA conference Carol announced the launch of the Duxah Case Managers course. She did so with a challenge- "Be the first to complete it in full". In my mind I accepted the challenge and went straight to the Duxah stand to find out more.

Module 1 was similar to the 6-week course I had done 3 years prior, and Duxah offered a discount for thosethat had completed that course. I used this as motivation, with my to get my company to pay for the rest. If I did well in Module 1 (which I had technically done- right) then what could possibly go wrong!

Module 1 was nothing short of daunting to start off. I had forgotten how to study and how to write proper academic essays. I failed my first test and did not do very well in my first assignment. I wondered what I had gotten myself into!!

My daughter who was in grade 11 at the time, became my go to IT department. She taught me how to do

bibliographies on Word and search properly on Google (yes there is a proper way to search). When I did all of this I discovered a library and the dewy system!!

I did my first set of exams with all my study notes stuck to the door of my shower and mirrors. My daughter and I studied together, and I passed with flying colours. Suddenly that spark from June 2017 became a flame that became starving for more knowledge and I could not wait for the next semester and the next.

Semester 2 was Law! So many laws to remember but the information was bountiful! I soaked it all up. I felt empowered. To reward my efforts I was awarded Student of the Year for 2018! What an Honour!

Semester 3 became a ritual of late nights and deadlines, but I was determined to succeed, I would not let the hard work get the better of me (If only I had worked this hard in school!)

I found the research so much fun and the hours of work was well worth it! Unfortunately, I think I killed a lot of trees in the process.

Semester 4 was all about clinical knowledge, which I didn't have, and it was hard work, as I had not been



in a hospital setting. But I preserved and I learnt and suddenly everything made sense! Things started to fall into place. Semester 1-3 all came together like glue.

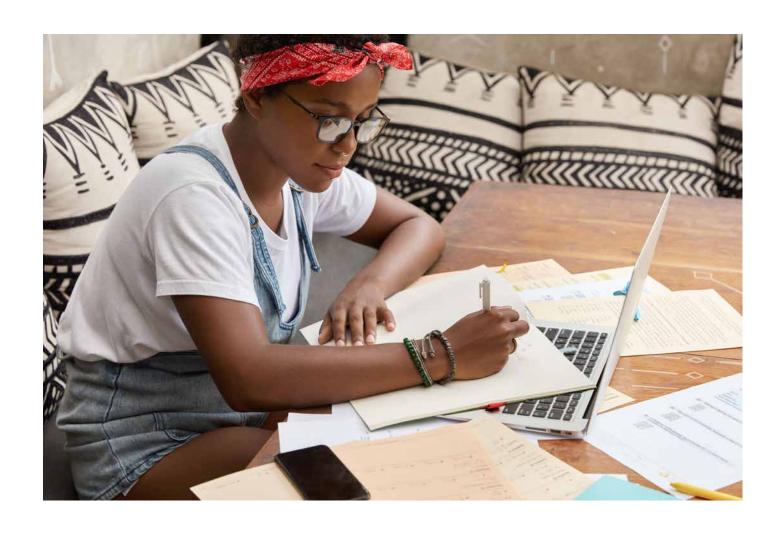
At the end of 2018, my best friend was diagnosed with cancer and I started to Case Manage her treatment privately- she became my case study and the basis for my research paper for Semester 4. It brought all of my knowledge together from the previous semesters, I needed to use the Law, I needed to code, I needed to advocate and I needed to teach her to self-advocate. I learnt how to use my knowledge to a patients benefit and how a Case Manager should Case Manage correctly. This brought out a new passion for my chosen career. My research paper also brought me an unexpected added benefit of relationship building with my dad.

He helped me edit my research paper. We spent hours discussing the topic of Financial Toxicity and how to make the paper better. Days I will treasure forever. I also developed a lasting relationship with my work mentor- she read every assignment I did and ensured

they made sense before I submitted them.

So, was doing the Case Management Course worth the time and effort, worth the blood, sweat and tears (and there were many) – most definitely! I would do it again in a heartbeat! It ignited my passion for my patients, Oncology and Case Management. It awoke my drive- in my job, and to continue bettering myself and continue studying. Since completing Case Management in 2018 I have done an Oncology Patient Navigation Course, ICD10 Intermediate Course, I am busy with my Oncology Basic Nursing and Virology 101. I never want to lose the hunger for knowledge and growth that this course has ignited in me And I have 2 people to thank for that- Carol, for always pushing me and Erna for mentoring me through the course!

I have just 1 thing to say- If you have the means and opportunity to do the Case Management course or to better yourself in any way as a Case Manager- Do it!- You will thrive once you have completed it. It is so worth it!



Thoughts from Heart Failure Webinar





Your Fees Did you know?





R 370 A YEAR.....

YOU CAN PAY MONTHLY @ R31 A MONTH

LESS THAN THE COST OF A CAPPUCCINO PER MONTH

YOU GET A 10% DISCOUNT IF YOUR EMPLOYER IS A **CORPORATE MEMBER**

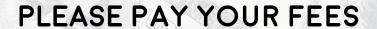




QUARTERLY PAID UP **MEMBER DRAW** OF A R500 WOOLWORTHS VOUCHER

FREE ATTENDANCE TO SPONSORS WEBINARS 10% DISCOUNT OFF CONTRACTED WEBINARS 10 % DISCOUNT OFF EDUCATIONAL EDUCATION PROGRAMS ENDORSED BY CMASA SUBJECT TO CERTAIN CRITERIA. DISCOUNT OFF CONFERENCE

FREE ATTENDANCE TO ALL CHAPTER MEETINGS



Recognising our Loyal Members

We are very grateful to each and everyone of you that pays their fees every year, your ongoing support of the Association helps to keep the wheels turning and we thank you. Having debated and given thought to how to recognise and thank you we had all sort of ideas floating around but most needed a face to face interaction which is just not possible. Therefore, the most simple, effective way is doing this is to have a random, quarterly, draw of the paid up members and send them a gift voucher that is redeemable wherever they live. We selected Woolworths for a number of reasons including, quality of products, variety of products and the nationwide footprint making it accessible to all.

The draw will coincide with each newsletter with the first one being this month.

