



Athena Forum


Strategic Staff Development in Chronic Care



Chronic Care Findings Circa 2004

[Market Research: 400 leaders, 500 health plans, 50,000 case managers]

- “Rusty” clinical skills by MCO front-line case managers
- Uneven patient assessments between MCOs and providers
- Lack of consistency in care planning
- Uneven techniques for gaining member adherence to meds regimens
- Lack of telephonic coaching guidelines in health prevention



Athena Forum Design

- Permanent course curriculum online supporting 90% of a Case Manager's needs
- Approx 25 comprehensive courses kept updated
- Content conforming to evidence-based medicine
- Content compliant with regulatory guidelines (NCQA, URAC)
- Biz model to be B2B, password-protected, annual tuition, no ads, CE certs online
- Key Word Searching safely confined to Athena Forum “campus”
- Easy-to-navigate and attractively presented

Athena Forum Launch in 2005

- MISSION: *Performance improvement of CM staff to support strategy*
- FEATURES: 65 accredited clinical modules improving CM job performance
- BENEFITS to chronic care management:
 1. Improve member assessments & care planning
 2. Increase member meds adherence
 3. Improve case managers' confidence, productivity & morale
 4. Align staff development to strategy
- VALUE PROPOSITION: *“Enroll your case managers on Athena Forum and align staff development to support chronic care strategy”*


Course Curriculum

2010

- Asthma
- Behavioral Health
- CV Risk: Stroke & MI
- COPD
- Case Mgmt Excellence
- Case Mgmt: Provider's Perspective
- Colorectal Cancer
- Diabetes
- Heart Failure
- GI Disorders
- Multiple Sclerosis
- Obesity Management
- Pain Management
- Rheumatoid Arthritis
- Women's Health: Menopause
- Wound Care & Payment Guidelines

New Courses for 2011 & 2012

- Motivational Interviewing
- Breast Cancer
- Women's Health: Repro Years
- Parkinson's
- High Risk Peds
- HIV/AIDS
- Sickle Cell Anemia
- Alzheimer's Disease
- Hypertension



Sample Course: Asthma

“Improving Outcomes in Asthma Care”

Course Director: Cynthia Balkstra MS RN CNS-BC

Pulmonary Certified Nurse Specialist

Past President, Respiratory Nursing Society

Module A: Pathophysiology & Assessments	50 pp CE: RN CCM
Module B: Complications in Asthma Care	50 pp CE: RN CCM
Module C: Pharmacologics in Asthma Care	50 pp CE: RN CCM
Module D: The Case Manager’s Role in Asthma Care Planning	50 pp CE: RN CCM

Athena Forum Online Tour

Invitation to Attendees of the Jefferson 10th Population Health Colloquium

- **WEBINAR:** *“Improving Case Managers’ Competencies in Chronic Care Management”*
- **LIVE HOST:** Tom Rasmussen, CEO & Publisher
- **DATE:** Friday March 5, 2010 – 3:00pm – 3:30pmET
- **DIAL IN:** 866-244-8528 Pass code: 618 308 #
- **INTERNET:** www.athenaforum.com

Sample Page: Diabetes

“Improving Outcomes in Diabetes Care” Intercurrent Illness

The stress of illness frequently aggravates glycemic control and necessitates frequent monitoring of blood glucose and urine or blood ketones.

Marked hyperglycemia requires adjustment of the treatment plan, and if accompanied by ketosis, frequent interaction with the diabetes care team. Patients treated with antidiabetes agents or MNT alone may temporarily require insulin.

Adequate fluid and caloric intake must be assessed. Infection or dehydration is more likely to necessitate hospitalization of the patient with diabetes. A vomiting illness accompanied with ketosis may indicate DKA, a life-threatening condition that requires immediate medical care to prevent complications and death (See Module A).

Recommendations for Glycemic Control Treatment

- Lowering A1C has been associated with a reduction of microvascular and neuropathic complications of diabetes.
- Develop or adjust the management plan to achieve normal or near-normal glycemia with an A1C test goal of < 7%.
- Perform the A1C test at least two times a year in patients who are meeting treatment goals (and who have stable glycemic control).
- Perform the A1C test quarterly in patients whose therapy has changed or who are not meeting glycemic goals.
- Self-monitoring of blood glucose (SMBG) is an integral component of therapy (See Module A). Instruct the patient in SMBG and routinely evaluate the patient's technique and ability to use data to adjust therapy.

Case Study: Staff Development Program

MEMO TO: All Case Managers
FROM: Director Care Coordination
SUBJECT: Patient Management Priorities & Staff Development Program

As discussed, our med management priorities are to members with asthma, cardiovascular risk issues, diabetes and depression. To support our priorities and to generally improve our coaching skills to members, we've enrolled everyone on Athena Forum.com, a high quality clinical training service that offers CE for RN and CCM personnel. There is no cost to you to participate. Starting this month we're assigning courses on Athena Forum to move us as a team to a more consistent level of chronic care support to members. Next week we'll announce Athena webinars for orientations.

Please note: (a) you may take these CE courses at work or at home, wherever you feel most comfortable; (b) submit your CE certificates to [admin name] in order to document your performance; (c) your CE certificates will be filed in your personnel folder and will be a factor in your annual review; (d) you may use the CE for your personal licensure use; (e) you may record one hour of comp time per month to take the courses; (f) we'll discuss the course topics and our policy applications on our Wednesday conf calls. We're all confident this program will enhance our chronic care support to members. Thank you.

Athena Forum Course Assignments:

- JAN: Asthma Pathophysiology
- FEB: Asthma Case Manager's Role
- MAR: Diabetes Therapies
- APR: Diabetes Care Standards
- MAY: Diabetes Complications
- JUN: Cardiovascular Risk: Pathophysiology
- JUL: Cardiovascular Risk: MI and CM Role
- AUG: Vacations. No courses.
- SEP: Cardiovascular Risk: Stroke and CM Role
- OCT: Behavioral Health: Depression
- NOV: Behavioral Health: Substance Abuse
- DEC: Happy Holidays. No courses.

Athena Forum Quality Control

- **GOAL:** Curriculum must be rated at 90% Excellent
- **ACTIVITY:** CE tests passed by case managers 2009 = 30,303
- **SCORE:** CE evaluations (30,303) rated curriculum 95% Excellent
- **AUDITORS:** CCMC (Certified Case Managers Commission)
ANCC (American Nurses Credentialing Center)

Testimonials: Among 10,000 CMs Enrolled

- “We know it. We trust it. We love it.” Director of CM Education, KY
- “Athena has no competition. The finest we’ve ever seen.” Associate Medical Director, IN
- “I assign courses, my staff submits CE certificates. Win-win.” Team Leader, IL
- “This is the 21st Century way to learn. Athena Forum gets it.” CM Director, WI
- “Bargain of the Century.” CM Director, KA
- “Great resource 24/7 for my team – content is up-to-date.” Director of CM, CA
- “Staff conversations are getting more professional.” Director Care Mgmt, MO
- “Athena helped us pass our URAC accreditation.” Director of CM, GA
- “Athena’s Key Word Search is the new PDR.” Director of CM, NY

Invitation to Enroll an MCO Team:

- Athena Forum invites you to enroll your CM team and begin the journey of improvement
- Athena Forum issues one invoice yearly to Team Leader (e.g. 25 CMs X \$195 = \$4,800 year)
- Athena Forum provides complimentary tuitions to Team Leaders
- Athena Forum hosts complimentary webinars for staff orientations
- Athena Forum supports staff turnover during the year with pro-rated credits or charges
- Athena Forum issues quarterly usage reports to Team Leaders if desired
- Contact: Robin Moore Robin@AthenaForum.com TEL: 301-279-2160 Rockville, MD

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Athena was the mythological Greek goddess of wisdom and prudent warfare.

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