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Mullahy & Associates Rolls-out New “Entrepreneur Packages” for Case Managers Looking to Start Their Own Direct to Consumer Practices

Huntington, NY...

Mullahy & Associates (www.mullahyassociates.com), a leading provider of case management educational, training and advisory services, announced today two new programs specifically designed to give case managers the information, skills, mentoring and motivation they need to establish their own direct-to-consumer, community-based case management practices. Offered in two levels – the Green Entrepreneur Package and the Gold Entrepreneur Package – these business development programs offer all of the elements an entrepreneurial case manager needs to get started in business.

The Green Entrepreneur Package, a value at just \$250, includes a Direct to Consumer tri-fold marketing brochure, business forms such as custom invoice, client agreement template, client assessment template and access to Mullahy & Associates’ online forms library, reference materials including the “Direct to Consumer Case Management Booklet,” and The Case Manager’s Handbook, Fourth Edition authored by Mullahy & Associates’ President Catherine M. Mullahy, RN, BS, CRRN, CCM, as well as mentoring access to Ms. Mullahy, a nationally recognized healthcare and case management industry leader, and her associate, Vice President Jeanne Boling, MSN, CRRN, CDMS, CCM, former Executive Director of the Case Management Society of America (CMSA).

The Gold Entrepreneur Package includes all of the components in the Green Entrepreneur Package, but is more extensive with additional materials including: a Power Point Presentation for Consumer Group, business card template, and two additional tri-fold brochures for “Partnering with Physicians” and “Partnering with Financial Advisors.” It is priced at \$500.

“For nurses or case managers seeking a new career path which will give them more direct access and effect on patients, and the opportunity to be in their own business, these programs will get them started down that path,” said Ms. Mullahy. “More than ever before, as we enter the post-healthcare reform era, patients will need health advocates in their communities who can assist them in navigating the healthcare system, better understanding their choices, helping them or their loved one adhere to their treatment plans and ultimately, gain the best possible healthcare outcomes.”

For more information about Mullahy & Associates and its complete line of educational offerings, including continuing education seminars and educational modules, visit: www.mullahyassociates.com or call: 631-673-0406.