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RELEASE

**Healthcare Reform Ushers in New Opportunities for Nurses and Case Managers –
Two CE Programs Get RNs and CMs Started Down a New Career Path**

Huntington, NY...

The silver lining in the nation's expansive healthcare reform may well be the opportunities it creates for nurses and case managers seeking a new career path as direct to consumer health advocates. To help them in this direction, Mullahy & Associates (www.mullahyassociates.com), a leading provider of case management educational, training and advisory services, has developed two continuing education programs. They are: the "Direct to Consumer Case Management: An Entrepreneurial Prescription for Better Patient Outcomes," and "Best in Class Case Management: Introduction to a Leading Edge Practice." Both programs are being offered in July at The Rockefeller University in New York, NY.

The "**Direct To Consumer Case Management: An Entrepreneurial Prescription for Better Patient Outcomes**" is an advanced one-day, 7 contact hour CE training program for case managers. The course is designed for experienced case managers seeking greater professional fulfillment and who would benefit from a leading-edge program that provides all of the fundamentals needed to start and succeed in one's own community-based case management practice. Among the areas covered are marketing, business administration, financial management and how to achieve optimum patient outcomes. This program is scheduled for 7:30 AM – 4:30 PM on July 21st, 2010 at Rockefeller University, New York, NY. The registration fee for this course is \$299. An early bird rate of \$249 is available up to 21 days before the event.

The "**Best in Class Case Management – An Introduction to a Leading-Edge Practice**" is a two-day, 14-contact hour (7-hour per day) CE course which is touted as an authoritative learning experience that explores the scope and depth of case management. It also provides a valuable foundation for CCM Exam preparation, learning how to expand career opportunities and income and how to apply the process of case management to actual cases. It is scheduled for 7:30 AM – 4:30 PM on July 19th-20th,

2010 at Rockefeller University in New York NY. The registration fee for this course is \$499 which covers both days and includes a copy of Ms. Mullahy's The Case Manager's Handbook, Fourth Edition, (retail value: \$82.95). An early bird rate of \$449 is available up to 21 days before the event.

For complete details on these seminars and to register online, visit: www.nurse.com/events or call: 800-866-0919 or email ce@gannetthg.com. For more information about Mullahy & Associates and its complete line of educational offerings, visit: www.mullahyassociates.com