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RELEASE

**Mullahy & Associates, LLC Launches Website – [www.mullahyassociates.com](http://www.mullahyassociates.com) --  
*Website the Gateway to New Community-Based Direct-to-Consumer  
Case Management Movement***

**Huntington, NY...**

Professionals across the continuum of healthcare and managed care should check out the newly launched website of Mullahy & Associates, LLC – [www.mullahyassociates.com](http://www.mullahyassociates.com). There, they will find information about the current passion and mission of one of case management's most respected pioneers, Catherine M. Mullahy, RN, BS, CRRN, CCM, who is now turning her energies on revolutionizing our nation's healthcare system through a new community-based direct-to-consumer case management model.

Visitors to [www.mullahyassociates.com](http://www.mullahyassociates.com) will gain information and access to a host of services and resources that will enable them to develop the skill set necessary to help advance this new model and facilitate positive changes in our healthcare system.

The easy-to-navigate website includes sections specifically tailored to key audiences Ms. Mullahy and her associates, who include Jeanne Boling, MSN, CRRN, CDMS, CCM, former Executive Director of the Case Management Society of America (CMSA), are trying to engage in their new community-based case management mission. They include: entrepreneurial case managers and nurses, case management department and firms, healthcare providers, managed care and insurance companies, physicians offices, long term care settings, healthcare affiliates, higher education, government entities and professional organizations.

Also included on [www.mullahyassociates.com](http://www.mullahyassociates.com) are timely news items and upcoming events, white papers and articles. Event planners, nursing schools and individuals seeking professional development and career advancement will also find Ms. Mullahy and Ms. Boling's speaker profiles and topics for various training and development programs, association presentations and continuing education credit courses. Coming soon to the site will be a curriculum of online continuing education courses and webinars. There is a "Contact Us" form for obtaining additional information on a particular service, educational program or event, as well as to schedule a speaker for a training or continuing education program.

*More About Mullahy & Associates:*

Catherine M. Mullahy, RN, BS, CRRN, CCM is one of the healthcare industry's foremost leaders in advancing case management standards and practices. In 2007, the former founder and president of Options Unlimited, a successful medical case management firm, formed Mullahy & Associates to provide case management training and advisory services to case management firms, healthcare providers, managed care providers and affiliates with a special mission in mind: to create a

community-based case management model which will elevate standards of patient care concurrent with raising the stature and role of case managers in the delivery of quality healthcare services.

At the time of her new company's launch, Ms. Mullahy said, "I believe our nation is in dire need of a new way of providing healthcare and specifically of managing healthcare cases. My mission, through Mullahy & Associates, will be to communicate and champion a new model of case management which is relationship-based and consumer-driven."

Her credentials and that of her associates will be vital to achieving that mission. The 35-year industry veteran has extensive experience in health care and disability management, senior management and staff training, ER and other clinical settings, nursing, rehabilitation, as well as having management experience having founded and operated the successful Options Unlimited, which was subsequently acquired by Matria Healthcare, Inc. (NASDAQ:MATR, Marietta, GA) in October 2003.

Over the course of her three and a half decade long career, Ms. Mullahy has served many leadership roles within the field. She has served as the National President, Board Member, Chair of the Ethics Committee and Member of the Standards of Practice Task Force for the Case Management Society of America (CMSA). Additionally, she has been a National Chair, Public Relations Chair, Commissioner, Executive Committee Member and Chair of both the Certification and Compliance Committee and Appeals Committee for the Commission for Case Manager Certification (CCMC). As Chair of the CCMC's Compliance Committee, she led the organization's development of its Code of Professional Conduct. Her other professional appointments include Member of: the Foundation for Rehabilitation, Education and Research (FRER); the Professional Advisory Board of Gentiva Health Services; and the Case Management Advisory Committee of the American Accreditation HealthCare Commission/URAC.

Ms. Mullahy had also been serving as Editor of *The Case Manager*, currently in hiatus, as well as a contributing editor, editorial board member and editorial source for other leading healthcare and case management publications. She has been a speaker for a myriad of organizations from the CMSA and Blue Cross/Blue Shield to the National Association of Managed Care Physicians, Department of Veteran Affairs and Health Insurance Institute of America to the Disease Management Association of America, Military CM Conference, National Case Management Society of America and the American Society of Aging. She continues to be in high demand as a speaker for numerous organizations.

Ms. Mullahy is the author of *The Case Manager's Handbook*, a comprehensive source currently in its third edition, widely regarded as the definitive textbook for the industry; a status confirmed by its wide use in the field and in higher education as part of the curriculum for training the next generation of case managers.

Ms. Mullahy earned her Bachelor of Science in Behavioral Science from the New York Institute of Technology and her Registered Nurse diploma from Kings County Hospital Center School of Nursing. She holds both the professional designations as a Certified Registered Rehabilitation Nurse and Certified Case Manager.

Evidence of her distinguished career can be seen in the many awards she has received. Included among them are: the "CMSA Distinguished Case Manager of the Year" in 1999, the "*American Journal of Nursing's* Book of the Year" in 1998 and the "Professional Rehabilitation Association's Rehabilitation Professional of the Year" in 1997.