



# The Experts' *Express*

## Comprehensive Marketing Plan on Target

(continued from previous page)

According to Ms. Dunlap, board members and the marketing committee agreed that it was impossible to complete the plan until IARP had clearly identified its own brand. She and Executive Director Carl Wangman established a small, special brand task force, whose members are identified below:

- President Steve Shedlin
- President-elect Lynne Tracy
- Emily Veith, past president IARP Wisconsin
- Beverly Olsen, president IARP New England
- Nancy Wells, past president IARP Carolinas and member IARP Marketing/Membership Committee
- Sara Shugars, member Disability Management Section Board
- Neil Bennett, IARP president 2005-2007
- Carl Wangman, IARP executive director
- Katherine Dunlap, chair of the marketing committee and representative of the Council of President to the IARP Board of Directors

The brand platform task force is focused on the development of five phases:

1. Brand Platform
2. Brand Identity
3. IARP Benefits
4. New IARP Elevator Speech – an elevator speech is a short summary used to quickly and simply define a product, service, or organization and its proposition. The name “elevator speech” reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes
5. Case Management and Disability Management Sections Merger

While discussing the plan with chapter presidents, Chair Dunlap said “The next stage is the actual development of the brand essence, or personality of the association....who we really are. This will be visualized by new graphics, new color, and an enhanced logo. I am excited to see our new graphics and to be a part of the marketing team that will select the new look and feel.

“We will see various suggestions from Connector Branding’s design team in mid February. Once a decision has been made on the new brand and we have the elevator speech, the hard work of implementing the brand will begin. I plan to give another report in the next issue of the newsletter and online”.

## Upcoming Chapter Events

### [CEUs by the Bay State Conference](#)

February 9, 2013  
San Diego, CA

### [IARP Louisiana 2013 Annual Conference](#)

February 28 – March 1, 2013  
Metairie, LA

### [North Carolina Educational Presentation for Case Managers](#)

March 6, 2013  
Charlotte, NC

### [IARP WI 2013 Spring Conference](#)

April 19, 2013  
Johnson Creek, WI

## Recent Additions to IARP Job Bank

### [Vocational Rehabilitation Counselor - Everett, WA and Seattle/Renton, WA](#)

### [Vocational Case Manager - Cincinnati/ Dayton, OH](#)

### [Workers' Compensation Case Manager Level II Review](#)

Have a job you would like to post on the IARP Job Bank? Please see [IARP's Job Posting Guidelines](#) for complete details.



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## **IARP Webinar Series offers Exceptional Learning Opportunities**

Deb Holmes, IARP board member and education chair is pleased to announce a full slate of outstanding webinar programs thru June 2013. Continuing education credit is available for all programs.

Topics represented include:

*Transitional Neurorehabilitation and Long-Term Care Acquired Brain Injury Programs*

*Technology for the Rehabilitation Practice, including ethics considerations*

*CareerCodes, an easy-to-understand method of interpreting vocational interest test results*

*Disability and Case Management, and Ethical Decision Making*

February's webinar, Choosing Transitional Neurorehabilitation and Long Term Care Acquired Brain Injury Program, addresses aspects of post-acute programming that referral sources should be aware of when referring patients with acquired brain injury to long term care specialized programs. Presenter Dr. Nathan Zasler is an internationally respected physician specialist in TBI care, and has nearly 30 years experience in post-acute TBI care and 20 years direct hands-on experience in transitional and long term care after TBI.

[Click here to learn more and register.](#)

IARP strives to offer outstanding education programs from basic to leading edge topics to the rehabilitation community. In addition to the live web broadcasts, IARP offers a full complement of programs for On-Demand viewing. Click here for more information on the IARP Webinar Series. If you have suggestions for future programming, please contact [Deb Holmes](#).

## **IARP Leadership Elections Coming Soon**

Elections for the new IARP Board of Directors will be here before you know it. New members of the board will take their seats in June.



Some new board positions were created through amendment of the Association's bylaws, including:

- Secretary
- Treasurer
- Director for Marketing/ Membership
- Director of Education/Conference

Plus positions in the Special Interest Section Boards and SCRB will be opening.

Your involvement is vital in shaping and growing IARP and the rehabilitation field. So please keep an eye on your mailbox for the upcoming call for nominations.

IARP is always seeking dedicated individuals to serve in leadership positions. And we want each and every member's voice to be heard during the election process!



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## Recent Announcement from the Certification of Disability Management Specialists Commission

Source: CDMS Commission email announcement

### CDMS Recertification Application Changes

During the last year, the CDMS Commission has been working hard to improve customer satisfaction. Beginning in 2013, CDMS certificants will see a change in processes and applications.

What You Need to Know:

- All recertification application deadlines have been extended to December 31 for the year that you are due to recertify.
- In April 2013, a new online recertification application will be available. At this time, you will be able to apply for recertification.
- CDMS will no longer be responsible for inputting continuing education hours. Certificants will be able to log-in to their application and track their hours. More information will be available in 2013. Please do NOT send any Verification of Completion forms to the CDMS office. If you do, they will be returned to you and will not be entered. If you have already sent them in, you will be able to view them in your recertification application when it is available.
- Fee increase - Post-approval applications and fees will no longer be available. There will be a \$15 fee increase to accommodate this change. The new recertification by continuing education fee will be \$300. Certificants may still earn CEUs from venues that have not been pre-approved by CDMS. These CEUs can be tracked in the online recertification application. Please note: if paying by check, there will be an additional \$25 fee.

There are many other exciting changes happening in 2013 including a website re-design, online pre-approval applications, and additional educational opportunities which will occur throughout the year.

Questions about these changes? Contact CDMS at 847.375.6380 or email [info@cdms.org](mailto:info@cdms.org).

## IARP CONNECT

Community. Education. Professional Growth.

Questions recently discussed on IARP Connect

### Forensic Discussions:

[Job terminology](#)

[Gamboa Tables](#)

[Voc expert playing doc????](#)

[Children with ADHD earn less and work less later in life](#)

[Standard deviation in neuropsychology testing.](#)

### SS-VE Discussions:

[updating SAM](#)

[DOT for Barista](#)

[SOLICITATIONS](#)

[Odd hypo question](#)

[Billing for First Hearing of the Day](#)

### IALCP Discussions

[Neurologist in Las Vegas needed](#)

[International Symposium on Life Care Planning Sept. 2013](#)

### Coffee Talk

[Background Check](#)





# The Experts' *Express*



## *19<sup>th</sup> Annual International Symposium on Life Care Planning*

**INTERCONTINENTAL BUCKHEAD**

**Atlanta, Georgia**

**September 28-29, 2013**

**With Pre-Conference Workshops on September 26-27**

**“Shepherding the Fundamentals While Exploring Contemporary  
Issues In Life Care Planning.”**

***Call for Paper Presentations:***

***Deadline: February 15, 2013***

***Call for Poster Presentations***

***Deadline: February 28, 2013***

***To be considered, your packet MUST include the following:***

- ***Biography and Resume or CV***
- ***Presentation Description***
- ***Statement indicating that you accept responsibility for your travel, hotel and meals.***
- ***Name and address of each speaker associated with this proposed presentation.***
- ***Chairperson, (primary contact) of session if more than one person is to present.***



# The Experts' Express



## 10% Discount on All Classes for IARP Members

Nearly 600 pre-approved CEUs for CRC, CDMS, CCM, CLCP, CRRN, ABVE and more available online

Use your IARP custom link: <http://www.aaaceus.com/iarp> to receive your 10% discount (*good on all classes* except Unlimited Subscription programs). If you need help registering on your affiliate just call 1-866-850-5999/

### COURSES OF THE MONTH Pre- approved for CRC, CDMS, CLCP, ABVE & more

*Prices listed below do not reflect your 10% discount*

#### CRC/CDMS ETHICS:

**CC2013:** URAC Cultural Competency – 2 hours  
*Pre-approved for 2 hours of CRC/CDMS Ethics Credit*  
*Course and Test Price: \$14.00*

**ET2013:** URAC Ethics Framework Class for Case Managers and Rehab Counselors  
*Pre-approved for 2 hours of CRC/CDMS Ethics Credit*  
*Course and Test Price: \$14.00*

**ET2000:** Conflict of Interest – Its Pervasive Impact on Ethical Decision Making  
*Pre-approved for 8 hours CRC/CDMS Ethics*  
*Course and Test Price: \$56.00*

#### ABVE/CRC/CDMS/CLCP/

**HM2024:** Age and Life Expectancy with a Disability – 4 hours  
*Test and Textbook: \$47.95 Test Only: \$28.00*

**NL0311C:** Blast Injuries and Polytrauma – Part C: Rehabilitation and Return to Work  
**6 contact hours** *Course and Test Price: \$42.00*

**HM2050:** Disability Handbook - 14 hours  
*Test and Textbook: \$133.95 Test Only: \$98.00*



# The Experts' *Express*

## Welcome the Newest IARP Members

Please help us welcome the newest members of the IARP family. In December and January, we welcomed 27 new members into the association. To see more about a member, click on their name. This will take you to the new member's profile in the Member Directory. Then use the Send Message link on their profile to welcome them.

Individual Professionals	Individual Professionals	Individual Professionals
<a href="#">Julie Adams</a> Louisiana Chapter Life Care Planners Section	<a href="#">Donald Hecker</a> Michigan Chapter Social Security Vocational Expert Section	<a href="#">Valerie Williams</a> Nevada Chapter Social Security Vocational Expert
<a href="#">LaDonna Adams</a> Ohio Chapter Case Management Section	<a href="#">Wendy Hooker</a> Michigan Chapter Case Management Section Social Security Vocational Expert Section Disability Management Section Forensic Section	
<a href="#">Kathy Anderson</a> Members at Large Disability Management Section	<a href="#">Elizabeth LaFlamme</a> New England Chapter Forensic Section	<b>Students</b>
<a href="#">Pamela Caggianelli</a> New York Chapter Disability Management Section	<a href="#">Karen Lee</a> Illinois Chapter Life Care Planners Section	<a href="#">Michelle Bitgood</a> New England Chapter
<a href="#">Ira Cohen</a> California Chapter Case Management Section	<a href="#">Angela Malone</a> Mississippi Chapter Forensic Section	<a href="#">Gann Elmi</a> Ohio Chapter Disability Management Section
<a href="#">Deborah Dutton-Lambert</a> Ohio Chapter Social Security Vocational Expert Section	<a href="#">Susan Moranda</a> California Chapter Social Security Vocational Expert Section	<a href="#">Ceslie Shellhaas</a> Ohio Chapter Disability Management Section
<a href="#">Stephanie Emirzian</a> New England Chapter Life Care Planners Section Forensic Section	<a href="#">Kathleen Mueller</a> Illinois Chapter Disability Management Section	<a href="#">Candace Stevens</a> Ohio Chapter
<a href="#">Lynn Fitzgerald</a> Canada Chapter Forensic Section	<a href="#">Trish Nolan-Hilsman</a> Georgia Chapter Case Management Section	<a href="#">Aryn Taylor</a> Arizona Chapter
<a href="#">Grace Gianforte</a> Illinois Chapter	<a href="#">Wade Prior</a> Canada Chapter Disability Management Section	<a href="#">Nicole Williams</a> Ohio Chapter Life Care Planners Section
<a href="#">Abigail Guettler</a> Canada Chapter Life Care Planners Section	<a href="#">Helen Topcik</a> Michigan Chapter Social Security Vocational Expert Section	



# The Experts' *Express*



For more information, please contact **IARP** at 847.657.6964  
or visit our website at [www.rehabpro.org](http://www.rehabpro.org)

## IARP Staff Is Here to Serve You

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IARP is professionally managed by  
The Center for Association Growth (TCAG)



**IARP**

**Webinar Series**

## Free Ethics Webinar Available

IARP produced a free Ethics webinar entitled  
**Technology Ethics: Basics, Clinical Application,  
and Decision-Making.**

Mary Barros-Bailey and Vilia Tarvydas led this 2-hour  
webinar, which received rave reviews.

The On-Demand Replay of this webinar is now available  
for all members to view. Just [click on this link](#), register,  
and you will immediately receive a link to watch the  
replay. CEUs are also available.



**IARP - Uniting Rehabilitation Professionals**