# **CMC Spotlight**

**Logo, company name

Description automatically generated**Congratulations on earning your CMC credential. You are now a member of an elite group of professionals who hold the title, Care Manager, Certified by the National Academy of Certified Care Managers (NACCM).

We honor your commitment to excellence and the high professional standards and ethics you uphold in your work. To honor you and your big achievement, NACCM would like to spotlight you and your CMC story on our social media platforms. Once the story is posted, we will let you know so you can share it with those in your network.

To participate, please send us your story and a professional picture. To make the process easier, we offer this template for you to use to create your story. Just fill in the blanks and we’ll do the rest.

1. Provide your name and credentials:

1. Tell us where you are from and where you currently practice:

1. Describe your area of practice and/or specialization (e.g., aging, intellectual and developmental disabilities, mental health, health care):

1. What inspired you to become a care manager and earn your CMC credential?

1. How does earning your CMC help you stand out in your professional career? (Check those that apply and/or add your own thoughts)

Signals to clients that I am a dedicated professional and qualified to help.

Allows me greater autonomy in my practice.

Achieves my goal of continually improving my skills and practice.

Promotes compliance with regulators and funders of my agency.

Helps me grow and market my business.

Provides a pathway for promotion and salary increase.

Opens new doors for employment.

Other:

1. Add anything else you’d like to share in the spotlight:

Thank you for sharing your amazing story. To be spotlighted in an upcoming social media post, return this form to [aschachter@naccm.net](mailto:aschachter@naccm.net). Please include a headshot or photo to include in the post as well.

Once again, congratulations on earning your credential! Let’s spread the word about your big achievement!

Sincerely,

Julie Wagner, CEO Byron Cordes, President