

AAMA e-Update

An electronic announcement published by the American Association of Medical Assistants.

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Did you know the AAMA offers complimentary brochures to help you in your marketing efforts?

If you teach in a medical assisting program accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP), you may order any of the complimentary promotional pieces posted at http://www.aama-ntl.org/st_chapter/marketing.aspx.

Here's a list of the pieces educators request most often, plus ideas on how to use them:

[Join the Career that Cares](#)—Perfect for career fairs, share this brochure with potential medical assisting students and career counselors.

[Job Profile: Consider a Career as a Medical Assistant](#)—Spread word of your program to the media. Send this piece to your local newspapers.

[Get Serious About Your Medical Assisting Career](#)—Disseminate AAMA student membership enrollment forms so students can find out how AAMA can help them every step of the way on their chosen career path.

[Consider Hiring a CMA \(AAMA\)](#)—Share this brochure with local employers. Explain that your students are eligible to take the prestigious CMA (AAMA) Certification Examination and why that qualification is so important.

[Candidate Application and Handbook for the CMA \(AAMA\) Certification Examination](#)—Remind your graduating students to apply for the CMA (AAMA) Exam and disseminate this handbook. Let them know more employers are demanding medical assistants with a CMA (AAMA) credential, so they'll have an edge on all noncertified applicants when searching for employment.

Also, let students know they can access forms on the AAMA website anytime at www.aama-ntl.org.



Poster Promotes Professionalism!

[Get Serious About Your Medical Assisting Career](#)—A companion piece to the student membership enrollment brochure, this poster can be displayed in classrooms, hallways, and faculty offices to promote AAMA membership to students.

Place your request today!

Complimentary Marketing Materials Request Form

http://www.aama-ntl.org/st_chapter/marketing.aspx.

Thank you for your commitment to quality education.