

FLORIDA SOCIETY OF MEDICAL ASSISTANTS

FALL SEMINAR

SATURDAY, OCTOBER 16, 2010

7:00am – 8:00am Registration Desk Open

8:00am – 8:15am **Welcome – Jeanne Von Ohlsen, CMA (AAMA) FSMA President**
Introduction – Maria Wiegelmann, CMA (AAMA) FSMA Education Chair

8:15am –10:15am **Nutrition – How What You Eat Affects You Physically and Mentally**
(2 hrs) **Claire D. Schill, D.C., D.A.B.C.N**
 Schill Chiropractics
 More details to follow....

10:15am -10:30am **Break**

10:30am-12:00pm **Ethical Dilemmas: How those Hard Decisions Are Made**
(1.5 hrs) **Kim Kochara, RN, BSN, DHSc**
 Winter Park Tech, Program Director – Medical Assisting Program

Whether deciding to take someone off life support or deciding who will get an organ transplant...the healthcare team is charged with making some very difficult choices under some of the most difficult of circumstances. You will be introduced to Jonsen's ethical decision making process (Jonsen's Four Topic Method) and then work through a case scenario using that process. Upon completion of the presentation, you'll begin to have a basic understanding of how ethical decisions are made in healthcare.

12:00pm–1:00pm **Lunch – included in registration**

1:15pm-3:15pm **Exceptional Customer Care and Service**
(2 hrs) **Jonathan Hamilton, Customer Care Manager/Coordinator**
 Florida's Blood Centers

What are the elements of exceptional customer care and service? Come to the seminar and find out! You'll also learn more about how to understand difficult people and personality types, verbal and non-verbal perceptions, communications and tone (phone, cell, e-mail), recognizing and reducing *stress*.

3:15pm - 3:30pm **Break**

3:30pm-5:00pm
(1.5 hrs)

Health Care Risk Management for the Office
Donald Lee Wood, Licensed Health Care Risk Manager
Blythe-Wood, Inc

What is a risk in a health care office? Learn how to identify one and how to manage it. Topics covered include HIPAA, EMR, the physical plant, data and record backups, equipment and records of equipment orders and testing, outdated medication, electronic security, policy and procedures, personnel files, payroll, disposal of trash and waste. Learn how to make your office as risk free as possible.

5:15pm-6:00pm

FSMA Committee Meetings

Committee chairs, take this all important time to meet with your committee members to finalize any business before the board meeting.

7:30pm

FSMA Executive Board Meeting

President Jeanne Von Ohlsen, CMA (AAMA), and the executive board welcome all members to the board meeting. Learn how your organization operates and how you can become more involved.

Speakers and topics are subject to change without notice.

7 hours, for 7 CEU credits, have been submitted to the AAMA for approval.