



FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Fall Seminar
Hilton Daytona Beach Resort/Ocean Walk Village
November 4, 2017

7:00am-7:45am **Breakfast - included in registration**
Registration Desk Open

7:45am-8:00am **Welcome- Judy Seymour, CMA (AAMA)**
FSMA President
Introduction- Maria Wiegelmann, CMA (AAMA), FSMA Immediate
Past President and Education Chair

8:00am-9:30am **Erectile Dysfunction (ED)**
1.5 C **Karen S. Randall, CMA (AAMA), Florida Urology Associates**

Definition of ED; anatomy and physiology of an erection; prevalence of ED; review an ED case study; taking the history for an ED patient; treatment options; overcoming barriers to treatment.

9:30am-11:00am **Steps to a Healthier You**
1.5 G **Dr. Robert Koch, D.C., Essential Mind and Body, Orlando, FL**

Dr. Koch will discuss ways to help you cope with your ever busier days: ergonomics – what is it and what do I need to do; water – I know I need more of it but why?; exercise – how to prevent repetitive stress injuries at work; sleep – breaking old patterns; nutrition – sugar’s effects on your body; balance staying healthy at work and home

11:00am-11:15am **Break**

11:15am-12:15pm **The Customer Experience**
1 G **Melissa Hardy, Human Resources**
Florida Hospital Medical Group (FHMG)

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou

How can you keep your patients coming back to you? Melissa will cover key drivers of patient loyalty, compassion behaviors, service recovery (HEALS), maintaining image standards, customer service techniques, and keeping service promises.

12:15pm-1:15pm **Lunch - included in registration**

1:15pm- 2:15pm **Bloodborne Pathogens Update**
1 A **Pamela Hancock, Certified OSHA outreach trainer**
 Brown and Brown Insurance

What does OSHA require? Learn more about an exposure control plan, PPE and housekeeping, post exposure reports, hazard communications, training requirements, record keeping.

2:15pm-3:15pm **Pain Management Principles**
1 CG **Lois-Anne Isabelle, RN, Professional Education Coordinator**
 Community Hospice Northeast Florida

This presentation identifies the reasons for managing pain, taking into account Joint Commission pain management standards and patient concerns. Also explored are patient rights regarding pain; factors affected by pain and that contribute to pain; barriers to adequate pain management; components of pain assessment; and principles of pain management.

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

3:30pm-4:30pm **Human Trafficking**
1 G **Dionne “Dee” Coleman, Executive Director of Samaritan Village**

What does human trafficking look like in Central Florida; the unique role of medical professionals in the fight against Human Trafficking; how to protect the victims (Screening and Intervention); resources for medical professionals; Q&A

4:30pm-5:00pm **Committee Meetings**

Meet with committee chairs....have a great speaker for a future seminar? Want to help spread the word about the profession of medical assisting by working with our Marketing and Communications Chair? Help with registration desk? Learn more about FSMA website? Students- we are working on your page on the website now- what do YOU want to see there? We know you have some great ideas and we can't wait to hear them!

5:15pm **FSMA Executive Board Meeting**

All are welcome to attend. Be an active participant in your organization. The agenda for the meeting will be posted on the FSMA website 2 weeks prior. WE value your input.

7 CEUs have been approved by AAMA. Topics subject to change without notice.
A – administrative C – clinical G - general