



FLORIDA SOCIETY OF MEDICAL ASSISTANTS

EXECUTIVE COUNCIL MEETING

October 26, 2013

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11 The Executive Council Meeting of the Florida Society of Medical Assistants was called to order at
12 7:59 PM.

13 The roll call was called by Maria Wiegelmann, CMA (AAMA), FSMA Secretary, to establish a
14 quorum.

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ROLL CALL

18 President	Deniece Jozefiak, CMA (AAMA)	Present
19 President-Elect	Bonnie Chrimes, CMA (AAMA)	Present
20 Vice President	Patricia Allen, CMA (AAMA)	Present
21 Secretary	Maria Wiegelmann, CMA (AAMA)	Present
22 Treasurer	Mary Lou Allison, CMA-C (AAMA)	Present
23 Speaker of the General Assembly	Mary Morris, CMA (AAMA)	Present
24 Vice Speaker of the G.A.	Ofelia Sunde, CMA (AAMA)	Present
25 Immediate Past President	Judy Seymour, CMA (AAMA)	Absent

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CHAPTER REPRESENTATIVES

29 Brevard	Christine Stewart, CMA (AAMA)	Absent
30 Central Gulf Coast	Patricia Allen, CMA (AAMA)	Present
31 Central Florida	Maria Wiegelmann, CMA (AAMA)	Present
32 Mid-Gulf	Donna Heatley, CMA (AAMA)	Absent
33 North Florida	Gayle Bell, CMA (AAMA)	Present
34 Southeast	Joyce Baldwin, CMA (AAMA)	Absent
35 Southwest	Deniece Jozefiak, CMA (AAMA)	Present
36 Treasure Coast	Theresa Errante-Parrino, CMA, (AAMA)	Present

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EXECUTIVE COMMITTEE CHAIRS

40 Budget & Finance	Mary Lou Allison, CMA-C (AAMA)	Present
41 Bylaws/Policy & Procedures	Judy Seymour, CMA (AAMA)	Absent
42 Certification	Karin Applegate, CMA (AAMA)	Absent
43 Communication	Betty Springer, CMA-C (AAMA)	Present
44 Education	Heidi Fortin, CMA (AAMA)	Absent
45 Educators Forum	No chair at this time	
46 Leadership	Deniece Jozefiak, CMA (AAMA)	Present
47 Marketing	Betty Springer, CMA (AAMA)	Present
48 Meeting Coordinator	Marsha Benedict, CMA-A (AAMA)	Present

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2	Membership	Patricia Allen, CMA (AAMA)	Present
3	Nominating	Bonnie Chrimes, CMA (AAMA)	Present
4	Public Policy	Carol Francis, CMA (AAMA)	Present

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6 **PHYSICIAN LIAISON**

7	Joel Martin, M.D.		Absent
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9 **SEATING OF THE PROXIES**

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11 The Central Florida Chapter wishes to seat Olive Devine, CMA (AAMA), as proxy for Maria
12 Wiegelmann, CMA (AAMA). The Central Gulf Coast Chapter wishes to seat Kathryn Panagiotacos,
13 CMA (AAMA) as proxy for Patricia Allen, CMA (AAMA). Carol Francis, CMA (AAMA) moved to
14 seat the proxies. Marsha Benedict, CMA (AAMA) seconded. No further discussion.

15 **MOTION CARRIED.** The proxies were seated.

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17 There was a quorum present.

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19 The minutes of the Executive Board Meeting held April 26, 2013 have been available on the FSMA
20 website. The minutes were filed with no corrections and can be found on the FSMA website.

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22 The minutes of the Executive Board Meeting held April 28, 2013 have been available on the FSMA
23 website. The minutes were filed with no corrections and can be found on the FSMA website.

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25 The minutes of the 60th Annual Meeting of the FSMA held April 26, 2013 have been available on the
26 FSMA website. There is a correction – under New FSMA Officers the Secretary’s name should be
27 Maria Wiegelmann, CMA (AAMA). The minutes were accepted with corrections and will be placed
28 on file as corrected and can be found on the FSMA website.

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31 **TREASURER REPORT**

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33 Checking: \$23,475.74 Money Market: \$22,364.49 Balance: \$45,840.23

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36 **OFFICER REPORTS**

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38	President	Deniece Jozefiak, CMA (AAMA)	On file
39	President-Elect	Bonnie Chrimes, CMA (AAMA)	On file
40	Vice President	Patricia Allen, CMA (AAMA)	On file
41	Secretary	Maria Wiegelmann, CMA (AAMA)	On file
42	Treasurer	Mary Lou Allison, CMA-C (AAMA)	On file
43	Speaker of the General Assembly	Mary Morris, CMA (AAMA)	On file
44	Mary asked for volunteers to fill the positions needed for the General Assembly – they are listed on her		
45	report. The deadline for reports for the General Assembly will be Sunday, March 16, 2013. Reports are		
46	to be addressed to Mary Morris, CMA (AAMA) and Ofelia Sunde, CMA (AAMA) and are to include		
47	line numbers. Mary will send out a reminder prior to the deadline date.		
48	Vice Speaker of the G.A.	Ofelia Sunde, CMA (AAMA)	On file
49	Immediate Past President	Judy Seymour, CMA (AAMA)	On file

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4 **CHAPTER REPRESENTATIVE REPORTS**
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6 Brevard	Christine Stewart, CMA (AAMA)	On file
7 Central Gulf Coast	Patricia Allen, CMA (AAMA)	On file
8 Central Florida	Maria Wiegelmann, CMA (AAMA)	On file
9 Mid-Gulf	Donna Heatley, CMA (AAMA)	No report
10 North Florida	Gayle Bell, CMA (AAMA)	On file
11 Southeast	Joyce Baldwin, CMA (AAMA)	On file
12 Southwest	Deniece Jozefiak CMA (AAMA)	On file
13 Treasure Coast	Theresa Errante-Parrino, CMA, (AAMA)	On file

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15 **EXECUTIVE COMMITTEE REPORTS**
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17 Budget & Finance	Mary Lou Allison, CMA-C (AAMA)	On file
18	Mary Lou will redo the chart of accounts after the winter planning meeting to delete old account names and add the new ones. Carol Francis, CMA (AAMA) requested last year's numbers for comparison.	
19	Mary Lou stated she will email a report to the board members which will include data for the last 5	
20	years.	
21		
22 Bylaws/Policy & Procedures	Judy Seymour, CMA (AAMA)	On file
23	Deniece Jozefiak, CMA (AAMA) stated that Judy's report indicated that there were by-laws changes	
24	made at the AAMA annual conference. Deniece also stated that there were by-laws changes made at	
25	the 2013 annual meeting of the FSMA. We will wait for Judy to make changes to the state by-laws and	
26	then chapters can incorporate national and state changes into chapter by-laws.	
27 Certification	Karin Applegate, CMA (AAMA)	On file
28	Kathryn Panagiotakos, CMA (AAMA) questioned how the new and recertified CMAs were made	
29	aware of which local chapter they belonged to. Deniece Jozefiak, CMA (AAMA) stated that there is no	
30	official procedure for this and this is something that will be discussed at the winter planning meeting.	
31 Communication	Betty Springer, CMA-C (AAMA)	On file
32 Education	Heidi Fortin, CMA (AAMA)	On file
33	Heidi Fortin, CMA (AAMA) has resigned her position as education chair. Deniece Jozefiak, CMA	
34	(AAMA) had a meeting with the committee members today and speakers for the annual meeting are	
35	being contacted.	
36 Educators Forum	No chair at this time	
37 Leadership	Deniece Jozefiak, CMA (AAMA)	No report
38	Leadership speaker will be discussed under new business.	
39 Marketing	Betty Springer, CMA-C (AAMA)	On file
40	Betty stated that as she is going thru the list of members there are still a large number of members-at-	
41	large - they are listed as Florida Society members. Deniece Jozefiak, CMA (AAMA) stated that	
42	AAMA by-laws state that you can be a member-at-large if there is no chapter close to you and they are	
43	free to choose the chapter they wish to belong to. Betty stated that there are no areas in Florida which	
44	have not been assigned a chapter – a zip code list was sent to AAMA.	
45 Meeting Coordinator	Marsha Benedict, CMA-A (AAMA)	On file
46	Ruth Lapio, CMA (AAMA) Registration	
47	Marsha asked the board for their opinion as to where to hold the 2015 FSMA annual meeting – Cocoa	
48	Beach –a Holiday Inn on I95 was suggested, Orlando – the Renaissance Hotel at OIA. The date of the	

1 2014 meeting needs to be verified – FSMA website lists May 2-4, 2014. Marsha will call the hotel to
2 verify the date. The FSMA fall meeting date may also need to be changed since the AAMA annual
3 conference is in October in 2014. Marsha will contact the hotel to see what she can arrange.

4 Theresa Errante-Parrino, CMA (AAMA) suggested using her school and a nearby hotel as an option
5 for an FSMA meeting. Marsha and her committee will look into that.

6 Per Marsha there were 47 attendees at this seminar – 39 members, 2 non-members, 6 students.

7 **Membership** Patricia Allen, CMA (AAMA) On file

8 **Nominating** Bonnie Chrimes, CMA (AAMA) On file

9 Bonnie is actively seeking volunteers to run for Vice Speaker of the GA and Vice President for FSMA
10 officers for 2014 – 2015.

11 **Public Policy** Carol Francis, CMA (AAMA) On file

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13 **PHYSICIAN LIAISON REPORTS**

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15 Joel Martin, M.D. No report

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17 **CORRESPONDENCE**

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19 Deniece Jozefiak, CMA (AAMA) advised that highlights from the Board of Trustees are not available
20 yet but will be posted on the AAMA website.

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22 Deniece read a letter from Dr. Theresa Errante–Parrino in which Theresa thanks FSMA for nominating
23 her for the Golden Apple Award. This award is presented to the medical assistant educator who shows
24 outstanding dedication to and accomplishments in the field of medical assisting education. She won the
25 award at the 2014 AAMA annual conference. Theresa also thanks FSMA for supporting her and her
26 students who are looking forward to attending the FSMA annual meeting.

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30 **1. Planning session** – addendum A attached is from Betty Springer, CMA-A (AAMA)
31 regarding the Strategic Change Initiatives Part I – FSMA Chapter State
32 Relationships/Collaboration Plan. It will be discussed at the winter planning session.

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34 **NEW BUSINESS**

35 **1. Leadership Speaker** – Deniece Jozefiak, CMA (AAMA), chair of the Leadership
36 Committee, has been researching getting a leadership speaker for the annual meeting for
37 2014 and is finding that they are highly overpriced and would not give us a good return for
38 time and monies spent. When the Education Committee met today they recommended that
39 we get other speakers to give our members more varied topics.

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41 Carol Francis, CMA (AAMA) made a motion to discontinue the leadership speaker.

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44 Bonnie Chrimes, CMA (AAMA) seconded.

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MOTION CARRIED.
2. Education for Annual Meeting – Deniece Jozefiak, CMA (AAMA) stated that the
Education Committee met today and topics and speakers were selected. The Education
Committee is asking that the agenda for Sunday be changed to:
7:30 – 9:00 am Board Meeting with Breakfast
9:00 – 11:00 am Speaker

1 Carol Francis, CMA (AAMA) made a motion to approve the schedule change as listed
2 above. Theresa Errante-Parrino, CMA (AAMA) seconded.

3 **MOTION CARRIED.**
4

- 5 **3. Website Job Postings** – Mary Lou Allison, CMA (AAMA) says there are 2 types of job
6 offerings she gets:
7 Corporate entities that have job openings consistently – those are put on the FSMA website
8 under Employment Links
9 Individual doctors – have not been put on website in past. Theresa Errante-Parrino, CMA
10 (AAMA) puts it on her chapter Facebook page. Maria Wiegelmann, CMA (AAMA) sends
11 out an email to advise chapter members of an opening. Betty Springer, CMA-C (AAMA)
12 reminded all to be sure to NOT use MA when sending out any notices. If Chapter
13 Presidents receive information about a job opening, Mary Lou can also put it on the Chapter
14 page on the FSMA website. Chapter Presidents should be made aware of any employment
15 opportunities in their chapter area.
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- 17 **4. AAPC Charge for FSMA Meetings** – AAPC members who are not members of the
18 AAMA would pay the non –member fee at FSMA seminars. Local Chapters can each
19 determine their own policy.
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- 21 **5. Bylaws** – already discussed under Bylaws/Policy & Procedures report
22
- 23 **6. Speaking to Schools in Non-Accredited Programs:** We should promote the CAAHEP
24 and ABHES accreditation. We need a uniform message to deliver when we speak at a
25 school. Referred to the planning session.
26
- 27 **7. Country Store-Pat Allen, CMA (AAMA)** – Pat requested funds to go shopping for the
28 Country Store which is held at the FSMA Annual Meeting. The Central Florida, Central
29 Gulf Coast, Southeast, and Treasure Coast chapters committed to donating \$100 each.
30 Chapters are also welcome to bring prizes.
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- 32 **8. Marsha Benedict, CMA-A (AAMA)** asked if FSMA wanted to continue offering a free
33 registration for the annual meeting. Mary Lou Allison, CMA-C (AAMA) made a motion to
34 give a free registration at the annual meeting for the next 5 years. Carol Francis, CMA
35 (AAMA) seconded.
36 **MOTION CARRIED**
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- 38 **9. Betty Springer, CMA-C (AAMA)** made a motion to award a \$50 gas card at the fall
39 seminar. Theresa Errante-Parrino, CMA (AAMA) seconded. It should be advertised.
40 **MOTION CARRIED**
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- 42 **10. Deniece Jozefiak, CMA (AAMA)** asked if FSMA would give a going away gift to Adie De
43 La-Guardia Piz to thank her for all her service over the many years. The board decided no -
44 saying that it would set a precedent. We will acknowledge Adie at the next meeting to say
45 thank you for all her efforts on FSMA’s behalf.
46
- 47 **11. Deniece Jozefiak, CMA (AAMA)** asked if FSMA would approve giving a refund of the
48 seminar registration fee to Ruth Lapio, CMA (AAMA) who was unable to attend due to a
49 death in her family. By general consensus all agreed to give Ruth a refund.

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2 **12.** Mary Lou Allison, CMA-C (AAMA) – Digital archives of FSMA will be moved to the
3 state computer. They are also on the FSMA website under Archived items. The external
4 hard drive and scanner are no longer needed. The external hard drive and the scanner may
5 be offered to the country store to be raffled off – or a silent auction may be done. Mary Lou
6 would like to buy a pointer clicker for our projector. General consensus – all in favor of
7 buying it.
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9 **13. Betty Springer, CMA-C (AAMA) – Commence project for developing promotion of**
10 **diabetes patient education by Medical Assistants.** Dr. Shadahy (first speaker at today’s
11 seminar) offered to get his site approved by AAMA for CEUs. He also recommended that
12 we make a web page for this package. We want to appeal to all AAMA CMAs as an added
13 value certificate, potentially RMAs. We want to make sure doctors are aware of the CMA’s
14 place in the PCMH – first in family practice and then in specialties. Some drawbacks:

15 Diabetic educators (CDE) can get paid – CMAs do not qualify

16 If no monetary return we don’t know if it will be successful

17 At some point we could talk to other groups, e.g. AAPC.

18 Dr. Shahady knows vendors and continuing education people – he may be able to get a return
19 for us. We could do a summit with PAs, ARNPs, etc.
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21 Marsha Benedict, CMA-A (AAMA) made a motion that Betty Springer, CMA-C (AAMA)
22 proceed with her agenda request project – see Addendum B

23 Mary Lou Allison, CMA-C (AAMA) seconded

24 **MOTION CARRIED**
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27 ANNOUNCEMENTS

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- 29 1. The minutes will be placed on the FSMA website for all to review. Secretary is requested to
30 get the minutes to the President within 30 days of the meetings. The minutes will be made
31 available on the FSMA website.
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- 33 2. Membership Matters on AAMA website – power point presentation to use when you are
34 speaking to a school about AAMA membership and its benefits
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- 36 3. EHR and HIPAA on AAMA website – 2 excellent power point presentations by Don Balasa,
37 legal counsel for AAMA and Robert Anthony, Deputy Director at CMS
38
- 39 4. FSMA Board meeting-Annual Conference May 2-4, 2014 at the Holiday Inn Select in Orlando.
40 Marsha Benedict, CMA-A (AAMA) will verify the date.
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43 There being no further business to be brought before the FSMA Executive Council, this meeting is
44 now adjourned at 10:10 PM by Deniece Jozefiak, CMA (AAMA), FSMA President.
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47 Minutes submitted by:

48 Maria Wiegelmann, CMA (AAMA)

49 FSMA Secretary 2013-2014

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4 **ADDENDUM A**

5 **THE FSMA POWER OF “WE” PLANNING SESSIONS**

6 **Strategic Change Initiatives**

7 **Part I:**

8 **FSMA CHAPTER STATE RELATIONSHIPS/COLLABORATING PLAN**

9 **Purpose:** Support and sustain a healthy, united organization with purpose, maintain good order for the
10 tri level structure mandate, with recognition for the unique nature, available resources and
11 demographics of each Chapter which will result in recruitment and retention of members and an
12 increase in the human resources pool for leadership.

13 **Rationale:** It is evident there are multiple issues and conditions that have created the “disconnect”
14 between the State Society as a whole and the Chapter priorities, to the detriment of the entire
15 organization. One major factor on the Chapter side is the repositioning of the Chapter as the beginning
16 (student) and the end of the relationship with the professional society. The anecdotal basis for this
17 conclusion is supported by activities such as: printed flyers, web pages, and Facebook pages that do
18 not mention any connection with the tri level entity; or erroneously listing a direct relationship with
19 AAMA, bypassing the FSMA. This causes a serious loss of “brand” or single power to the public and
20 those initiates who are just joining the system. A single consistent message benefits the whole.
21 Main elements to analyze before conclusion as to how to revitalize a healthy societal structure are: lack
22 of accurate information on the relationship, large geographic areas with diverse needs and most
23 importantly, that time and money are deterrents to members when considering in the State
24 environment.

25 **Plan:**

- 26 1. Branding:
- 27 a. Consistent formats, i.e. business cards template, email signatures template,
28 Chapter FB “about us” all printed materials
 - 29 b. New member messages that define the Chapter State relationship
 - 30 c. State features Chapter role in projects
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- 34 2. Charge certain committees to divide and “package” some of the processes such as notices and
35 record keeping in order for the Chapter leaders to encourage the members to engage in short term,
36 helpful contributions to the State effort. Purpose, broaden the terms of being involved. The
37 emphasis needs to be on the “State down” relationship vs. only having the “chapter up” resource
38 for contributing members. A member of the Executive Council has a dual role: bringing Chapter
39 issues and accomplishments to the table and bring the State back to the Chapter. Many Chapter
40 members cannot, for whatever reason, attend State functions. It is important that these members
41 feel very much a part of the organization as a whole, gain knowledge and receive encouragement to
42 seek involvement in the Chapter.
- 43 FULL DISCUSSION on process needed.
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3. Change the FSMA Chapter Awards to encourage desired goals.....making the reward more meaningful than the plaque...money talks, plaques get dusty and lost. Marketing and Communications promote the establishment of the new system to encourage participation toward the “WE” goal.
4. State establishes a procedure to work with large employers in a given catchment area WITH the Chapter designee to effect an ongoing “contact” to follow up, human resources, and potential opportunities.
5. State reserves agenda time for Chapter Presidents to discuss their reports, findings, questions, seek recommendations or offer ideas for success of the State/Chapter collaboration.
6. At the forefront is a commitment from State Society leaders to promote success and celebration for the power of WE, clearly abide by the By-Laws in terms of policy and relationships.
7. Formalize the co responsibilities of hosting Chapter to State Meetings. Included would be guidelines for bringing “hot” topics to service area, xtra fun, ways and means for Chapter revenue.
8. Guidelines for Meetings Coordinator, Education Chair to include avoiding “same topics” for local membership.

Every recommendation leading to a final decision must include an analysis of time, cost, ability, and the answer to the question – “what is the value of the return on that investment”. Initial thought leads to elimination of, or changing some of the committee or committee tasks. More tasks need to be “lean” (the same thing the same way with the same expected result) allowing for volunteer participation without travel and large amounts of time.

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ADDENDUM B

**FLORIDA SOCIETY OF MEDICAL ASSISTANTS
AGENDA REQUEST OCTOBER 26, 2013**

REQUEST: **COMMENCE PROJECT FOR DEVELOPING PROMOTION OF
DIABETES PATIENT EDUCATION BY MEDICAL ASSISTANTS**

RATIONALE: **The Florida Society of Medical Assistants has an opportunity to promote
the well being of the citizens of Florida by becoming educated and trained in diabetes education.**

**The paradigm shift from illness focused care to whole person wellness is a major component of
modern medicine. It is the foundation in the Patient Centered Medical Home, an expectation
from the new generation of patients who want to participate in their own health, and a comfort
to the geriatric or baby boomer generation who relates well to group learning. Additionally,
there could be a value added recognition of the team based position of the certified medical
assistant who becomes a physician extender within the scope of practice and serves as credible
resource for financial return to the practice.**

**The Florida Society of Medical Assistants has the opportunity to investigate the collaboration
with the Florida Academy of Family Physicians on this topic.**

**This project would be in keeping with the component of the “Change Initiatives” being
formulated by the FSMA Leadership to explore the “public side of FSMA...with strategic
contacts and valued partners”.**

PARTICIPANTS: **Executive Council Officers and requested participants for concept decision
making; Executive Council and requested participants for plan; requested participants for
action. Collaboration and guidance with FAFP. Post FSMA success, bring to AAMA and AFP.**

FINANCIAL IMPACT: **Minimal at this stage.....anticipatory for small marketing budget,
with strong recommendations that we exchange budget from Leadership and incorporate a
training for practice management for this project vs general leadership.**

LIABILITY POTENTIAL: **Will confer with D. Balasa, JD post plan phase to assure avoidance.**

TIME FRAME: **Current to 2014 plus**