FLORIDA SOCIETY OF MEDICAL ASSISTANTS

MARKETING AND COMMUNICATIONS REPORT

OCTOBER 26, 2013

This Committee provided members of the Florida Society of Medical Assistants public relations activities and updates as follows:

- **Collaborated with the Meetings Coordination Team for the Fall 2013 Seminar**
- **Recommended and followed up with Dr. Shahady, FAFP who will be speaking on Patient Centered Medical Home and diabetes education for patients via certified medical assistants.**
- **Facebook notices were published for the Fall Seminar**
- **eBlasts were sent to all members, CAAHEP and ABHES programs as well as large employers such as Flagler and FL Hospital systems re the Fall Seminar**
- **Requested letter of "welcome" from Mayor Boles of St. Augustine as we hold our Annual Fall Seminar and celebrate the conclusion of the national celebration of MarWeek.**
- **Facebook notices of interest, some light educational links, attempts to engage. The site is not as interactive as would be considered to be successful. Survey will be conducted in the near future (with permission of Board). Some of this is thought to be due to the "local interest only" issue that is part of the FSMA planning initiatives discussion.**
- **This Committee recommended and received approval to advertise a $50 gas card award to assist with travel expenses.**
- **Webmaster Allison created an interesting graphic display for the registration/agenda for the Fall Seminar on the FSMA web site**
- **Initiation of the development of a new Web site look has commenced. It is very early in the process of deciding priorities and developing a modern look to be considered professional yet energetic to attract interest from tech savvy generations. It could be said that we are developing the framework for "meaningful use" not just a page of words. This will take a time commitment and possible consultations. Our commitment is to "make people want to look and explore" vs. "looking to find something you know you need"**
- **Distributed a special eBlast to CFC and NFC about employment opportunities at Florida Hospital Systems Physicians Practices. The piece was written by the HR contact Ms. Thalacker, the Central Florida Chapter's Maria Wiegelman was involved and hopefully it will help strengthen the relationship that CFC had already started.**

- **A notice was sent to the Chapter Leaders requesting large employers in their area so that we can continue to promote the FSMA and Chapters as employment resources.**
- **Eventually a discussion can be held as to how to interest the large employers to support and recognize the effort of their staff to continue learning; not just for those entering the workforce.**
- **A request was made to Chapter leaders for calendar of Chapter events so that the next eBlast could include "year to end" activities. Central Florida Chapter replied.**
- **This Chair continues to participate in the FSMA Change Initiatives Planning.**
- **This Chair sent a thank you email to the IRSC Dean of Health Sciences and the Administrative Assistant for helping with a letter of recommendation for the submission of the Excel Golden Apple Award for Theresa Errante Parrino.**
- **This Chair has fulfilled obligation and responsibility to respond to votes, questions, requests from Officers and members in a timely fashion, as well as seek approval for projects/correspondence or verbal representation of FSMA.**

Betty Springer, CMA-C(AAMA) Chair
Mary Lou Allison, CMA-C(AAMA) Webmaster