Florida Society of Medical Assistants, Inc.

April 25, 2014

TO: Florida Society of Medical Assistants
Mary Morris, CMA(AAMA), FSMA Speaker of the General Assembly

Ophelia Sundae, CMA(AAMA), FSMA Vice Speaker of the General Assembly

FROM: Betty Springer, CMA-C(AAMA)
Chair: FSMA Marketing and Communications Committee

Members: Mary Lou Allison, CMA-C(AAMA)

RE: Annual Report

This Committee provided members of the Florida Society of Medical Assistants public relations activities, information exchange with membership and other healthcare organization/businesses. This Committee's activities for the 2013-2014 term year were as follows:

Worked with Dr. Shahady to adapt the Diabetes University training module he developed to educate medical assistants for patient assistance and participation in the wellness support of team healthcare. The CEU module will be available on the new web, statistics will be maintained and shared with Dr. Shahady and the North Florida, South Georgia Chapter of the American Diabetes Association. Dr. Shahady is a support influence for certified medical assistants and is encouraging inclusion of FSMA on some of the Florida Health Issues discussions. A marketing plan for this adopted event will be presented at the Post Conference Council Meeting.

Facebook maintenance FSMA Page

eBlasts were sent to membership, accredited school programs and large employers. Content included information for seminars, interesting Chapter events, job opportunities by locale, Holiday wishes, AAMA changes/additions. Student Clubs were encouraged to contribute, however the response was poor and the Student View was postponed.

Council approved purchase of a Survey Monkey package which will initially be used for the test/statistics portion of the Diabetes Module, and then for member surveys to improve communication effort.

Webmaster Mary Lou Allison presenting a new web page. The effort is to provide society information as well as increase interest for collaboration with other healthcare agents. As stated before, the commitment is to "make people want to look, explore and participate" vs looking for something you know you need.

Thank you for attending notes were sent to those in attendance at St. Augustine.

Relationship was developed between State Society and Florida Hospital Systems Physicians Practices and the Tenet Physician Group. This effort will continue with several of the larger regional employers. The effort is part of the State/Chapter Collaborative as developed from the FSMA Strategic Issues Planning Session.