Florida Society of Medical Assistants, Inc.

October 15, 2015

To: Members of the Florida Society of Medical Assistants
Florida Society of Medical Assistants Executive Council

From: Betty Springer, CMA-C(AAMA)
Communications and Community Outreach Chairperson

This Chair provided the Webmaster, Mary Lou Allison, CMA-C(AAMA) with the visual for the Fall Seminar on the home page.

Large employer job opportunities, information updates to members, Chapter events and State Society seminar email marketing as follows:

May: Chapter Meetings listings
Corrected SouthWest meeting event
New CMAs celebration listing
Treasure Coast Chapter meeting postponement
Recertification celebration listing
Conference attendee thank you
Message from Chapter Presidents
Job Opportunity Central FL Chapter FL Hospital Group
Job Opportunity Hiregy Group
June: Treasure Coast Chapter CPR Training
July: Job Opportunity SouthEast at request of Broward County Medical Association
Job Opportunity SouthEast at request of Broward County Medical Association
Aug: Introduction eSpot Palm Beach State College new instructor
Job Opportunity MD Now Urgent Care
Florida Hospital Medical Group Job Fair-Central Florida Chapter
FSMA Fall Seminar
Job Opportunity Centra Care Urgent Care
New CMA announcement April May
Job Opportunity Centra Care Urgent Care
Online Learning Promotion
FSMA Fall Seminar Reminder
Central Florida Chapter Seminar
Job Opportunity SouthEast Chapter
Sept: Job Opportunity Central Gulf Coast Chapter Tampa General
FSMA Fall Seminar Reminder
eSpotlight Educator Jeanne Von Ohlsen and former student story
FSMA Fall Seminar closed registrations
SouthWest Chapter event

October 15, 2015
Report: Communications

Oct: to date:
MarWeek promotion
Central FL Chapter Seminar reminder
Job Opportunity Central Gulf Coast Alignment Health

This Chair met with Recruiter for Humana expansion, ongoing discussion as to how to collaborate Ongoing contact with larger employer HR Departments, keeping Chapter member as first contact.

Online learning: Diabetes project falling behind in participation and stats need major boost. Request all events and opportunity be seized to promote so we can show a respectable number of medical assistant trainees to the Diabetes Councils. Additional promotionals planned and Second in the series, Diabetes Distress due to be uploaded shortly. Once again we thank Dr. Ed Shahady for his continued assistance and interest in training MAs for a place on health team. Additionally, a module on COPD: the supervisor/manager's perspective will be available soon. Our thanks goes to Carrie Howarth, CMA(AAMA), Workflow Manager at Martin Memorial and colleague member on the Indian River State College Advisory Panel for working with us on a global perspective of disease management. All certificates of successful completion for Diabetes (x2), Chest Xray have been emailed, CEUs for members and students submitted and questions answered or referred.

A letter of welcome was sent on behalf of the FSMA to the new President of Palm Beach State College.

The WE environment worked well with portions of the Fall Seminar when involved Committee members kept open communication so our tasks could be accomplished. This Chair looks forward to the opportunity post FSMA Fall Seminar to "debrief" with Meetings Coordinator, Registration and location host Chapter to plan information exchange and timing of events for spring Annual Meeting.

This Chair attended the AAMA Annual Meeting and Conference in Portland as an individual and sought other State members who were known to be starting or just completing legislative actions.

Ongoing event is updating Constant Contact member list, new and non renew categories as well as membership status changes (i.e. student to regular) , postcards going to "bounced" emails and postcards to those not listing emails to see if that status changed. This Chair will seek assistance in keeping post card mailings to non email members. This is an area that has not had consistent attention. Additionally, there remains repeated assignment of some members to a members at large category when their residence is clearly in a Chapter market area. This is referred to the Membership Committee. Communication and Membership Chairs discussed an oversized slick postcard to be sent to new members to advise of social media, access, events calendar, etc. to help them with inclusion.

All correspondence, emails and assigned tasks have been managed and/or completed.