FLORIDA SOCIETY OF MEDICAL ASSISTANTS

To: Speaker of the General Assembly
From: Betty Springer, CMA-C(AAMA)
Communications and Community Outreach Chair
Term: 2015-2016

To date this Chair has completed tasks assigned and participated in proceedings by attending all onsite Executive Council meetings, participated in conference calls and responded in a timely fashion to calls for email votes and input.

eBlasts and eSpots:
Jobs Opportunity Central FL Chapter
Save the Date notice for FSMA Fall Seminar
Quarterly Chapter Opportunities
New CMA Announcement/Congratulations Jan Mar 2015
Treasure Coast Meeting Cancellation/Postpone
Recertification Celebration Jan Mar 2015
FSMA Conference thank you to attendees
Treasure Coast Chapter President Message
Job Opportunity Central FL Chapter
CPR training opportunity Treasure Coast Chapter
Broward County Medical Association referred Job Opportunity SouthEast Chapter and schools
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MD Urgent Care Jobs multiple Chapters
eSpot announcing new educator at Palm Beach State College
MD Urgent Care Jobs multiple Chapters
FL Hospital Medical Group Job Fair Central FL and North Chapters
FSMA Fall Seminar Promotion
Centra Care Mount Dora Job Opportunities Central FL Chapter
New CMA Announcement/Congratulations April to May 2015
Centra Care FL Hospital Orange Avenue Job opportunity Central FL Chapter
Online Learning Promotion
FSMA Fall Seminar Reminder and Deadline Notice
Recertification May to June 2015
Central FL Chapter Seminar Announcement
SE Job Opportunities
Central Gulf Tampa General Job Opportunity
Reminder FSMA Fall Seminar
eSpot Student and Educator Jeanne VonOhlsen
Fall Seminar Announcement Closed/Full
Southwest Chapter Event

MarWeek Congratulations and Encouragement to pass along to employer
Reminder Central FL Chapter event
Alignment Health Central Gulf Coast Job Opportunity
Student page IRSC developed for the student page
New members welcome July August 2015
MD Now Urgent Care Central FL Job Opportunity
Recertification celebration July August September 2015
New CMA Announcement/Congratulations September 2015
Central FL Chapter Job Opportunity
Chapter Events Notice
Stand up MRI Job Opportunity South East Chapter
Holiday Greetings
Central FL Jobs Community Health
Announcement/Invitation to participate on Student Page to ABHES/CAAHEP schools
Central FL Chapter Seminar
Mid Gulf Coast Chapter Seminar
Notice of Legislative Issue regards FL Medical Assisting Practice Act
Instruction on Writing Campaign for FL Medical Assisting Practice Act
SouthEast Chapter Job Opportunity Dr. Perez
Central FL and North Chapter Seminar
Job Opportunity Leesburg location for Central FL Chapter
Stand Up MRI Job Opportunities Central FL, Treasure Coast, South East
SouthEast Chapter Broward Medical Association seminar on coding
Deadline Reminder for Central FL and North Chapter Seminar
SouthEast Job Opportunity Reeder Clinic
Annual Conference 2016 announcement to members, non-renews, contact, employers

Constant Contact package has been a reasonable cost for high impact method to notice and keep members in loop. Seminars and events are also emailed to non renews as the educational opportunities benefit both members and non members and potentially encourage renewals. ABHES and CAAHEP school programs are emailed all FSMA education and FSMA announcements. In development, as of this writing, for distribution are several more FSMA Annual Meeting promotions, new CMA and Recertification announcement which will end 2015, an interview with Ms. Robin Shugar, Clinical Instructor for the Physician's Assistant Program and Nova SouthEast and a long awaited discussion with Dr. Mark Eichenbaum on geriatrics as a specialty. This Chair is finalizing several more "in the front lines" interviews. This Chair also anticipates rapid fire updates secondary to the legislative issues being proposed at the General Assembly.

Maintenance of the Constant Contact data base is a major time consumption, new member additions, non-renewals, additions, email changes, email bounces, membership category changes (i.e. student to CMA, associate to active, etc.) Mr. George LaBarca, CMA(AAMA) an active member in Treasure Coast Chapter has agreed to be the "mail man" to post card those who have no email addresses or have incorrect addresses as listed with AAMA, etc.. This Chair and Mr. LaBarca will work to maximize the notice email successes.

This Chair, in keeping with the communications and outreach area of responsibilities, participated with Dr. Theresa Errante Parrino in a meeting with FL Representative Cary Pigman the House Healthcare Appropriations Subcommittee Chair and author of House Bill 4007 which is the repeal of Subsection 3

due to inability to enforce. This Chair forwarded letter of opposition on behalf of FSMA and materials to Senator Grimsley, author of the same bill for the Senate and member of the Senate Healthcare Appropriations Subcommittee. Additionally, this Chair contacted House Representative Gayle Harriman and had open discussion regarding the opposition with Representative Harrell's Aide. This Chair interacted via email with Mr. Balasa, AAMA Legal Counsel, Mr. Michael McCarty, AMT legal counsel and Mr. Chris Damon, AMT Executive Director exchanging update notices of events as they occurred.

This Chair contributes time and promotes FSMA values on two educational program Advisory Boards

This Chair also monitors the Online Learning Module and acts as liaison for the Diabetes Project as an invited guest on the conference calls for the FL Department of Health Diabetes Advisory Council. All certificates for Diabetes and Chest Xray learning modules have been produced and forwarded to participants, as well as submission to AAMA for the CMA transcript credit. It is the intent of this Chair to seek new modules and seek assistance with certificates, CEU submission so that participants have a more timely experience. All questions and issues have been transacted in a rapid manner. Attempts have been made to engage some of the school programs in the Diabetes Awareness program, however to date only 4 have shown interest with Indian River State College, Palm Beach State College and Eastern Florida State College actively participating. This Chair commends those educators as the learning is a value, however it serves the students to have an extra-curricular learning certificate in their job portfolio. The gross stats are forwarded to the North FL Diabetes Association as representation of the demographics of those trained. No personal data is involved.

This Chair continues to research employer potential, cooperatives with the Chapter and County Medical Societies.

A complete review of the strategies for the 2015-2016 year is being completed with success/fail or start recommendations for continuance, change or "dump" for the 2016-2017 term.

This Chair thanks the many Officers and Committee Chairs who assisted with accuracy and helping with information to assure good service to our members, associates and contacts. This Chair considers it a privilege to serve in the capacity of one of those representing medical assisting in Florida in the best light possible.

Respectfully submitted,
Betty Springer, CMA-C(AAMA)