FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Date: October 1st, 2019

To: Marsha Benedict, MSA CMA-A (AAMA)
President FSMA

From: Loxie Kistler, Ed.D. M.S. B.S.N. RN CMA (AAMA)
Communications and Community Outreach Chairperson 2018-2019 Term

Leticia Velez, CMA (AAMA)
Member

RE: Nov 9th, 2019 Fall Seminar Executive Council Meeting Report

This chair communicated to FSMA members and external stakeholders through Constant Contact.

Communication continues with chapter presidents, webmaster Mary Lou Allison and President Marsha Benedict.

Monthly CEU events and upcoming seminars were communicated to both active and non-renew members via Constant Contact after communication with chapter presidents. Reminders of CEU events were sent as eblasts for the following chapters: North Florida, Treasure Coast, Central Gulf Coast, Brevard and South West. Notifications were distributed 1 month and 2 weeks before monthly events and 6 weeks, 1 month and 2 weeks prior for seminars.

This chair sent eblasts to current and non-renewed members and schools on various topics such as: career opportunities, the 2019 Annual Conference and the 2019 AAMA Conference in Greensboro, North Carolina.

Career opportunities were placed on Constant Contact and communicated with the Webmaster for several chapters and employers in Florida.

Lists of active and non-renew FSMA members were updated. Emails that “bounce” back in CC were contacted with a correct email requested.

A thank you eblast went to all who attended the 2019 FSMA Annual Conference.

Special thanks to Christine Giri Membership Chair for distributing updated AAMA lists of new members and newly certified members. Email lists within Constant Contact are updated as new AAMA lists are distributed.

Monthly eblasts are distributed listing new members, new CMA (AAMA) and recertifications according to chapter of membership. All the above are placed in a distribution list for that month as well as their corresponding chapter.

"Meet the President and Chapter Leadership" eblasts were created and distributed to members in the following chapters: Brevard, Central Florida, North Florida, Southeast, South West and Treasure Coast.

Reassigned "panhandle" county members from Central Florida to the North Florida distribution list. An eblast was sent to all members included in this reassignment.

September 23rd an eblast out to all current members in each chapter requesting interest parties in holding state office, chairing a state committee or being a member of a committee contact Judy Seymour CMA (AAMA) via email or at the Nov 9th Fall Seminar.

September 24th an eblast was sent to 40 school program directors regarding the new pilot project pathway for eligibility to take the CMA (AAMA) exam.

Included in this Committee is the online learning opportunity known as Constant Learning. In April 2019, 2 programs (Customer Service and Patient's Rights) were taken off the FSMA Website and Infection Control: Back to Basics (1 A/C) and Geriatric Trauma (1 C) were make available. These 2 modules are available until November 1st, 2019. At all times 4 total AAMA CEUs are available.

In July, 2019 a 2 CEU (A/C/G) module (Perils of Medication Errors) was made available. Titles of future modules planned for availability include the following topics: congestive heart failure, opioids and non-pharmacological pain treatment, the legal language of medicine, genetics and diseases, and elder abuse. Eblasts are sent periodically to all Florida AAMA members as a reminder of the free CEU opportunities.

Data was collected from mid-July to October 1st on the participation in the free CEUs by chapter: Of the 277 CEUs completed in the 6 week span, the distribution is as follows:

Central Florida 15% of those completed

Central Gulf Coast 6% of those completed

Brevard County 4% of those completed

North Florida 32% of those completed

Mid Gulf Coast 3% of those completed

Southeast Chapter 4% of those completed

South West 13% of those completed

Treasure Coast 8% of those completed

Three individuals outside of Florida completed the CEUs. A reminder email was sent that the CEUs are intended for Florida AAMA members only.

Number of free online CEUs awarded to Florida AAMA members are as follows: (since April)

April 2019: 146

May 2019: 71

June 2019: 62

July 2019: 131

August 2019: 76

September 2019: 70

Total:556

Failure rates are below 1% of all participants (a score below 70%). In case of failure, an email is sent to the participant with suggestions for success and the module is reset one time for a second attempt.

An email of completion listing the date, title of the module, amount and type of CEU, and a disclaimer that the CEU will be placed on the AAMA transcript is sent to the participant within 3 days.

As of July 1st, 2019 all online completed modules are entered directly through the AAMA CEU Attendance option on the AAMA website and entered immediately on the transcript. This is completed within 3 days of completion.

As of July 1st, 2019, all modules submitted for AAMA approval are sent through the AAMA website online option for Program Approval. The approval is returned within 3 to 5 days of submission. All are submitted at least 30 days in advance as per protocol.

Open and read rates on Constant Contact eblasts sent range between 18 and 40%. Notice of new free online CEUs reach as high as 60%. Industry average among Constant Contact users is 15 to 20%. Bounce back emails for FSMA users is 1% with industry average at 9% for Constant Contact users.

This chair maintained the budgetary guidelines established for Constant Contact and practiced security measures as holder of the rosters housed within Constant Contact.

Welcome to Leticia Velez, CMA (AAMA) as a member of the Communication and Marketing Committee.

It is a pleasure to continue to serve the FSMA in this capacity.

Respectfully submitted,

Loxie Kistler, Ed.D. M.S. B.S.N. RN CMA (AAMA)
Communications and Community Outreach Chairperson