FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Date: March 1st, 2010

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 2019-2020 Term

Leticia Velez, CMA (AAMA)
Member

RE: May, 2020 FSMA Annual Conference 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, Central Florida 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 Save the Date eblasts to current and non-renewed members and schools on various topics such as: career opportunities, the 2020 FSMA Annual Conference and the 2020 AAMA Conference in Orlando. Save the Date eblasts were distributed to members, non-renew members and schools regarding the 2020 September 10th LEAP and Florida Workshop.

Eblasts were sent to all members regarding Consent to Serve Forms for officers, committee chairs and committee members on 9/23/19, 1/19/2020, 2/17/2020 at the request of President Marsha Benedict and Nominating Chair Judy Seymour.

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

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.

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

Eblast reminders to submit AAMA dues prior to December 31st were sent to all members and non-renew members on 11/14/19 and 12/2/19.

This Committee chair sent via email step by step directions to chapter Presidents on the process to apply for program approval and submit names for CEU placement on a transcript through the AAMA website. President Marsha Benedict submitted a list of Presidents and educators who required access to the two areas on the AAMA website.

The AAMA now requires an 80% score for success on modules. The score was increased to 80% for the FSMA online modules also.

Data is collected from each participant. Each is asked to list their AAMA current membership number and Florida chapter. Trends noted include:

Many (near 25%) do not know the name of the Florida chapter. They are instructed to view their membership card, see the chapter listing and to visit the FSMA website, look for the chapter and make contact with their leadership.

Many do not know what the membership number is. They attempt to use their social security number. They are instructed to view the AAMA membership card.

Several non-members complete the modules. They are emailed with information on how to join the AAMA and to earn the CEUs.

Out of state medical assistants complete the modules. They are emailed that the modules are for Florida AAMA members only.

Some score very low on the quizzes-20, 30, 40 or 50. Possible explanation is the slides are not read but moved through very quickly to reach the quiz. The attendee then signs in with another email and takes the quiz again earning a passing grade. This process is skewing the data on number completed and which chapter is encouraging members to take the modules.

Included in this Committee is the online learning opportunity known as Constant Learning. In January of 2020, Perils of Medication Errors was removed from the FSMA website and replaced with The CDC's Latest on TB (1 CGA) and Patient's Pain, Opioids and the Medical Assistant (1 CG). Due to the small percentage of FSMA members taking advantage of the CEU modules online, a vote was taken of the Executive Council to discontinue this activity on April 1st, 2020. Notice was sent via eblast to all current FSMA members.

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 within 7 days 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.

Number of free online CEUs awarded to Florida AAMA members are as follows: (since Nov 1)

November 2019: 111

December 2019: 59

January 2020: 164

February 2020: 65

Total: 399

Open and read rates on Constant Contact eblasts sent range between 15 and 38%. 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.

In collaboration with Mary Lou Allison, an exploratory survey was distributed among Southeast Chapter current and non-renew members regarding the possibility of holding a 3 to 4 CEU seminar on a Saturday. The location will be within the Southeast Chapter category at a school/college. The survey was loaded on Survey Monkey and distributed among members. Updates were forwarded to Mary Lou Allison weekly.

At the time of this report, the transition of Constant Contact is being collaborated with Mary Lou Allison.

It has been 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