



# FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

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5 Date: November 4th, 2018

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

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

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12 Special Assignment: Non Renew Members Listed in Constant Contact

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14 RE: November 17<sup>th</sup>, 2018 Fall Seminar Executive Council Meeting Report

15 This chair was assigned to seek information from previous FSMA members who are listed as NON  
16 RENEW status in Constant Contact in an effort to gather data on rationale for NON RENEW status.

17 Number of NON RENEW status listed since 2015: 1379

18 Number of successful deliveries to email address provided in Constant Contact: 1368

19 Number of letters opened and "clicked" upon in Constant Contact: 274 or 19.9%

20 Percentage completing attached survey: 8%

21 Survey questions and responses:

22 Q 1: Are you employed as a medical assistant? 42% Yes 57% No

23 Q 2: If not an MA, what best describes your status? 19% employed in healthcare in a non-MA role  
24 38% no longer employed in healthcare

25 Q 3: Why did you leave the MA role (check all that apply): Most selected to least selected:

- 26
- 27 • Retired (19%)
  - 28 • Family issues to care for a loved one (15%)
  - 29 • Different healthcare profession (15%)
  - 30 • Pay and benefits inadequate (10%)
  - 30 • No room for advancement (10%)

31 Q 4: Why did you not renew your membership (check all that apply): Most selected to least selected:

- 32
- 32 • Moved or retired (67%)
  - 33 • Membership fees too high (38%)

34 • No benefit from membership (23%)

35 • Meetings not at a good time (20%)

36 • No support from employer (10%)

37 Q 5: Do you wish to receive information on CEUs: 52% Yes 48% No

38 Q 6: How can the FSMA help to develop your MA Career? (check all that apply) Most selected to least  
39 selected:

40 • More CEUs online (48%)

41 • Meetings closer to my home (30%)

42 • Increase number and variety of CEUs offered (28%)

43 • Encourage other MAs to earn a certification (19%)

44 • Improve communication from the local and state organization (15%)

45 Q 7: Other comments

46 • I forgot to renew

47 • Cannot afford the membership

48 • Need a CMA refresher course for those who are coming back to the profession

49 • Moved to another state – still a AAMA member

50 • Financial issues and a single Mom

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52 Respectfully submitted,

53 Loxie Kistler, Ed.D. M.S. B.S.N. RN CMA (AAMA)

54 Communications and Community Outreach Chairperson

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