FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Date: October 14, 2017

To: Judy Seymour, CMA (AAMA), FSMA President
Executive Board Members
Chapter Representatives
Committee Chairs
Physician Liaison

From: Mary Morris, CMA (AAMA)
Delegate to AAMA National Conference 2017

Re: Delegate Report

This delegate had the extreme pleasure of attending the 61th Annual AAMA Conference, October 6-9, 2017 in Cincinnati, Ohio. As usual, the national conference offered possibilites to earn many CEU'S and to network and socialize with CMA's from other states. 675 were registered for this conference.

Friday allowed for continuing education opportunities with topics such as: Creating a Superior Integrated Delivery System through Culture and People, Autism Early Intervention-the Body-Brain Connection, Quality Improvements and Patient Experience-the Foundation of PCMH, and the Role of the Medical Assistant in Colorectal Cancer Screening to name just a few. As a side note, the AAMA is proud to be a partner of the American Cancer Society (ACS) in an effort to reduce cancer rates across the country. In support of the 80 percent by 2018 campaign launched by ACS, the AAMA will help spread the word regarding colorectal cancer screening. Medical assistants are in a prime position to help spread the word to our patients of the importance to get screened for colon cancer. All sessions were most informative. The day ended with the Welcome and Awards Celebration in the evening. Awards given out include: Golden Apple, Publishing, Website Development, Marketing, Promotion and Recruitment, Community Service, Membership Retention and Recruitment and the Student Award.

This year the conference offered a free app through CrowdCompass. The app offered access to speaker and session information, schedules, and maps. You could also take photos and post them to the site as well. It was nice having the app to go to as a quick

reference. Notices were sent out as well thru the app if any changes were made in the schedule for a given day.

The AAMA is now offering a certificate program in geriatric care. (Assessment Based Certificate in Geriatrics) To earn the ABC in Geriatrics certificate, you must complete the following four courses: benign prostatic hyperplasia (BPH), stroke, depression, and advanced care planning in geriatric patients. The ABC-G courses can be taken together as part of the ABC-G program or individually for AAMA CEU credit. Completion of the entire program will earn you 16 AAMA CEU's and a certificate. There is also an option for anyone wishing to do any of the courses separately (with no special certificate). The fee for the full ABC-G certificate course is $320.00 for an AAMA member and $480.00 nonmember rate. The fees for individual courses are $100.00 for 4 CEU course and $50.00 for the 2 CEU course for members. ($150.00 and $75.00 for nonmembers)

RECRUIT 5 - Through January 1, 2018, any member who recruits five new members to the AAMA will have their annual dues paid for. This campaign hopes to increase the number of members in order to maintain a strong membership.

The AAMA certifying board announced that on August 3, 2017, it officially confirmed that the CMA (AAMA) certification has been approved for 26 semester hours total toward several undergraduate and select graduate health science degrees offered by Excelsior College in New York. Excelsior College offers distance learning, so these degrees will be available for CMA's (AAMA) throughout the United States.

The HOD delegate/alternate orientation took place Saturday morning. This orientation continues to be a good reminder of how to conduct oneself in the house. The implementation of electronic voting in the house four years ago has made the voting process easier as well as an overall time saver. Each year we are given a demonstration on how the electronic voting works. This is most helpful for first time delegates and alternates and a good reminder to those who have done the voting before. For credentials check in, the delegates and alternates are required to have their AAMA membership card. This mandate went into effect four years ago as well.

The AAMA HOD had a long day filled with vital business. The HOD elected the following officers:

Vice President - Susan Hawes, CMA (AAMA), MBA, RHIT, FACMPE
Secretary-Treasurer- Patty Licurs, CMA (AAMA)
Vice Speaker of the House - Karen Minchella, PhD, CMA (AAMA)
Trustee - Frank Favata III, BS, CMA (AAMA)
Mary Gambrell, CMA (AAMA)
Virginia Thomas, CMA (AAMA)
Nominating Committee - Sherry Bogor, CMA (AAMA)
Cheryl Bouschor, CMA (AAMA), CPC
Betty Jones
Jane Rogers, CMA (AAMA)

Bylaws: The house adopted amendments to the AAMA Bylaws on the qualifications for student membership.

The State Leaders session is always well represented by leaders and members from numerous states. This is a great opportunity to hear what other states are doing in hopes that ideas can be brought back to our state and maybe try to incorporate these ideas/thoughts to see if they would work for our state. To highlight, the state of New Hampshire has an ambassador program where they have four appointed representatives throughout the state. There is no set rule to how an ambassador works his or her territory. The ambassador role is to help increase the visibility of the state society and its members in a positive light through networking with members, partners, and the communities the ambassador represents. The ambassador reports to the state society board on what they have been working on and ask for assistance when needed. The ambassadors have been instrumental in the New Hampshire society growth and spreading the word of the CMA (AAMA) being the GOLD STANDARD in medical assisting. This is a program that FSMA may want to take a look at or incorporate parts of in order to help build our state/local membership. This ambassador program could be implemented with both members and students. It is vital that the Florida society find a way to find new members that are willing to step up and fill the officer and committee positions. If not, FSMA will struggle to exist or have to disband. It is important that we do not let that happen.

The next AAMA National Conference will be held September 14-17, 2018 at the Hilton Salt Lake City Center in Salt Lake City, Utah. In 2019, the AAMA National Conference will be September 13-16 at the Sheraton Greensboro at Four Seasons in Greensboro, North Carolina.

It was an honor for this delegate to represent the state of Florida.