FLORIDA SOCIETY OF MEDICAL ASSISTANTS

affiliate of the American Association of Medical Assistants

October 23, 2017

To: Judy Seymour, CMA(AAMA), FSMA President

Executive Board Members, Chapter Representation, Committee Chairs, Physician Liaison

From: Betty Springer, CMA(AAMA), Communication and Community Outreach Chairperson

RE: Fall Executive Board Meeting Report, November 4, 2017

This Chair continues objective and effort to the FSMA membership with eMail Marketing to the membership, employers, accredited medical assisting programs and County Medical Associations as appropriate. The total contact list numbers 2984 which includes non-renewals and new CMA non-members who receive notices regarding seminars and notices when it is felt to inspire renewal. The contact list is updated quarterly and if there is an email address that is "bounce" status; a postcard is sent, however very few responses are received. The Unsubscribe listing is monitored closely, and most common reason is "no longer relevant", indicating perhaps a change in career or further schooling. The FSMA Facebook page has 628 page likes to date, and the attempts to engage interaction with viewers is increasing, however still under expectation. This Chair continues to enjoy developing the "box" promotions for the FSMA web seminars and thanks Marsha Benedict, Meetings Coordinator for collaborating with promo details and timing of notices.

Employers continue to direct contact the FSMA web to request postings for employment, and an email with details are sent to the "location" area Chapter members.

New member and newly recertified listings are sent out to celebrate those who have accomplished same, and a "new member" welcome notice will be sent with the next listing received from membership Chair Petsalis Giri.

The Member survey regarding services is ready to be sent post this Fall Meeting. Suggestions were received from the Executive Board and those recommendations were formulated in to some questions to reflect measurable responses.

This Chair will be attending a training session on incorporating mental health in the patient interview thru a cooperative of the Broward County United Way and the Humana Foundation and will evaluate any relevance to FSMA.

The online learning has had delays, new version of Survey Monkey program and various delays…including workload. Caution is being exercised also as there is concern of interference with Chapter efforts.

As the AAMA has adopted a cause of cancer awareness, this Chair recommends FSMA works to develop a Chapter lead plan so that the FSMA through the Chapters and local attention for society recognition and promotion is prominent. Activities that are locale specific, working with local participants showcases "real" people, neighbors and may assist with more opportunities than a state front. It can be an development effort of Chapter Presidents.

Thank you for the opportunity to participate with the leaders of this organization.