RIDA SOCIETY OF MEDICAL ASSISTANTS

American Association of Medical Assistants

Date: October 1st, 2018

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

Theresa Errante-Parrino CMA (AAMA)
Member

RE: November 17th, 2018 Fall Seminar Executive Council Meeting Report

This chair assumed this position in May of 2018 and has communicated to FSMA members and external stakeholders through Constant Contact. Calls took place with Constant Contact to transition administrative rights from Betty Springer CMA-C (AAMA) to myself.

Thank you to Betty Springer for years of exemplary communication and building the Constant Contact to over 2,800 contacts and serving as a mentor and resource during this transition period.

Communication was established with chapter presidents.

Monthly CEU events 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: Brevard, Central Florida, Central Gulf Coast, North Florida, Southwest and Treasure Coast.

This chair sent eblasts to current and non-renewed members on various topics such as: MAR Week Observance, the Fall Seminar, various career opportunities, condolence notices, new members and new CMA's.

Lists of active and non-renew FSMA members were updated. Members at large were moved to appropriate Chapters with the assistance of Mary Lou Allison and notification made to AAMA by Christine Giri, Membership Chair. Changes made weekly when "unsubscribe" requests were received.

Constant Contact was available to the Ad Hoc United for the Future Committee for sending letters. As new contacts were identified, the names and contact information were added to Constant Contact.

An email blast for the November 17th, 2018 Fall Seminar in Sunrise, Florida took place.

"Click rates" were monitored for each campaign and reported to appropriate parties.

Email addresses that “bounce” were sent postcards via US mail for correction or clarification with the AAMA.

This chair attended 2 webinars offered by Constant Contact to improve and enhance designing of campaigns on 7/26/2018 and 8/23/2018.

Constant Contact eblasts occurred to gather interest in creation/revival of the following: Everglades Chapter and new chapters in the Florida panhandle and Miami areas. Names of those interested were forwarded to President Pro Tempore Marsha Benedict and surrounding Chapter Presidents.

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.

Continual communication occurs between this chair and Mary Lou Allison as important information is placed on both Constant Contact and the FSMA website.

Thank you to Dr. Theresa Errante-Parrino for taking charge of the FSMA Facebook page with outstanding results. “Viewings” and “likes” have increased greatly with the placing of valuable health related information on the FSMA page. Upcoming FSMA events are placed on the page in a timely manner.

Included in this Committee is the online learning opportunity known as Constant Learning. These 4 CEU offerings are as follows: Hand Hygiene 1 C CEU, Vaccines for Children 2 GC CEUs, Patient Rights 1 G CEU and Customer Service 1 G CEU. These learning opportunities are free of charge to anyone who completes the modules. Scheduled for loading in January of 2019 are the following: Telephone Screening and Documentation (1 AC CEU) and Telemedicine (1 AG CEU). AAMA members’ completions were submitted to the AAMA for placement on his/her transcript on a monthly basis. Certificates of completion were sent to all successful completers within a 7 day timeframe of completion. Any questions regarding Constant Learning were responded to within a 24 hour timeframe. Nearly 30% of those completing the modules are credentialed medical assistants in Florida who are not AAMA members. A letter from the Ad Hoc Committee United for the Future letter was sent to those 30% who are not current AAMA members outlining the many benefits of membership in the AAMA.

Due to completion of the Constant Learning modules by a large number of out of state non-Florida medical assistants (67) a disclaimer was placed on the FSMA website and on Survey Monkey that only “Florida Credentialed Medical Assistants will have their completions processed” after July 14th, 2018. All 67 out of state medical assistants were sent certificates of completion within 48 hours and their information submitted to AAMA for transcripts by July 31st, 2018 as a courtesy.

This chair received training on Survey Monkey from Dr. Theresa Errante-Parrino in October 2018.

Medical Assisting students from Fortis College completed the Constant Learning modules as learning tool supplements during their classes in the summer term.

Thank you to Dr. Theresa Errante-Parrino for coordinating, revising and troubleshooting Survey Monkey. Dr. Errante-Parrino authored a module titled “Patient’s Rights” and Dr. Loxie Kistler authored a module titled “Customer Service.” Both modules are available until July of 2019.Thanks to Marsha

Benedict and Kris Hardy for authoring “Telephone Screening and Documentation” and “Telemedicine” which will be available in January of 2019 on Constant Learning.

This chair in coordination with President Marsha Benedict created a survey/questionnaire to explore rationale for the non-renewal of membership in the AAMA. A template survey from the AAMA was the model for the survey. The survey was sent to 1,380 previous AAMA/FSMA members who have non renewed since 2015. Return deadline was set at November 1st, 2018. Results will be shared at the Fall Seminar on November 17th, 2018.

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

It is a pleasure to continue to serve the FSMA in this capacity and I greatly appreciate your patience as this transition will continue to take place over time.

Respectfully submitted,

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