Florida Society of Medical Assistants, Inc.

November 8, 2014

TO: Florida Society of Medical Assistants Executive Council

FROM: Betty Springer, CMA-C(AAMA)
Chair: FSMA Marketing and Communications Committee

Communication Committee Member: Mary Lou Allison, CMA-C(AAMA)

RE: Fall Seminar Report

This Committee provided members of the Florida Society of Medical Assistants public relations activities, information exchange with membership and other healthcare organization/businesses. These two committees relied on the team effort of Chapter designees to accomplish some of the information service to membership. The Committees' activities for the period April to November, 2014 as follows:

Continue to work with Dr. Shahady on the Diabetes University training module and related activities such as FL Dept. of Health Diabetes Advisory Committee/Health Panel. The CEU module will be marketed to CAAHEP and ABHES programs. Dr. Theresa Errante Parrino has been an important part of the start up and piloted the student program involvement with two of her classes. Palm Beach State College is participating and Manatee Technical Institute is participating. A short survey will be developed to send to Program Directors to get feedback and inquire regards what topics could be included in the "Wellness Warrior" project.

FSMA Facebook page is maintained. Every effort is made for interaction with questions to elicit response. It has been slow and not as interactive as would have been anticipated.

eBlasts were sent to membership, accredited school programs and large employers. Content included information for seminars, interesting Chapter events by locale, job opportunities by locale, AAMA changes/additions. As reported, Student Clubs were encouraged to contribute, the response was poor and the Student View will be presented with a different approach. It is interesting to note that one of the largest "views" remains the new CMA/recertification eSpot.

Webmaster Mary Lou Allison maintains the Web Page with timely, accurate postings. WE request that the Chapters schedule a review of their pages AND the calendar to remove or update events. It is planned that the PR block on the "Home" page will be maintained and updated on a more scheduled basis, and that is the responsibility of the Marketing Committee and it will happen.

Marketing and Communications Committee November Report-continued

The Fall Conference Agenda and Registration was well placed by Webmaster Allison and made attractive "eye appeal" to attract interest. Webmaster and Communications Chair continue to discuss options for access to information for those who are somewhat knowledgeable about FSMA, and those searching and evaluating FSMA.

Marketing and Communications remain in contact with other Committees to promote and assist and provide recommendations for resources.

The relationships between State Society, Central Florida Chapter and Florida Hospital Systems Physicians Practices continue, as well as the State and SouthEast Chapter and the Tenet Physician Group. This effort will be enhanced with reach out to several of the larger regional employers. Please let this report section serve as a formal request for the Chapter Presidents to provide information and contacts for the large groups covering large areas. WE can work together and make sure the Chapter has benefit as well as the recognition for the entire group. The effort continues to be part of the State/Chapter Collaborative as developed from the FSMA Strategic Issues Planning Session.
The State/Chapter Collaborative needs to expand and will be part of the planning session discussion for input and understanding of importance.