Florida Society of Medical Assistants
Report of the Marketing and Communications Committee
October 13, 2012
ADDENDUM REPORT

Community Events submissions were made to the following media houses: TCPalm, Hometown News, WPBV5, St. Lucie newspaper, Stuart News, Palm Beach Post. To date it has not been recognized of any publications.

Florida Community Health Centers is contracting to take over the Dept. of Health facilities on the Treasure Coast. This Chair does not know as yet, presence thru out the state. This will be investigated, researched and if feasible, plan developed to make connection and promote credentialed medical assistants as employee candidates. We also have an opportunity to negotiate and develop a relationship with these centers to provide CEUs as a service, along with intern sites with only accredited schools, our FSMA and profession will benefit.

Semi formal agreement of availability with State MRC

All state community project day plan is to be developed. Recommend task force approach with representation from different Chapters; preferably student representative.

Trending indicates that interest is in commercial brand run clinics, i.e. Walgreens, Walmart and under ACO, insurance group clinics.