FLORIDA SOCIETY OF MEDICAL ASSISTANTS
MARKETING COMMITTEE REPORT
January 26, 2013

This Committee continues the charge and responsibility to promote the FSMA to maintain 'well informed enthusiastic members, a positive awareness of medical assisting as a profession, and recognition of the FSMA as its representative', and recognition for the CMA(AAMA) as the premier credential.

Notice of Winter Seminar to ABHES and CAAHEP accredited MA programs was completed.

This Chair attended a conference day at the Florida Academy of Family Physicians on the PCMH model, interacted with several physician leaders as to the importance of credentialed medical assistants in this model, and made connection with Dr. Shahady who oversees the diabetes educational component. Further dialogue will continue to determine if there is any opportunity for some type of collaboration between FAFP and FSMA, and perhaps on a larger scale with the AAMA and AAFP. This Chair and Committee will keep the Officers informed.

There are ongoing efforts to make contact with the authority for HCA and Tenet Hospital Corporations for a working relationship of career opportunities. It appears as if HCA is using a third party personnel resource. Additional research will be conducted on statewide employers as an attempt to promote the CMA credential.

Preparations are underway for the promotion of the Annual Meeting.

Members of the Marketing Committee participated Task Force on Meetings to offer input on issues related to promotion of seminars.

Respectfully submitted,

Betty Springer, CMA-C(AAMA) Chair
Mary Lou Allison, CMA-C(AAMA) Member
Mary Morris, CMA(AAMA) Member
Judy M. Seymour, CMA(AAMA) Ex Officio