

THE FSMA POWER OF "WE"

Strategic Change Initiatives 2014-2016

MARKETING and COMMUNITY OUTREACH

EXTERNAL: OUTREACH

1. RECOGNITION FOR LARGE VOLUME EMPLOYERS: Develop and promote the FSMA "Value Added": recognition which would include a letter of commendation...promo in eBlast with member employee interview statements, eBlast events with criteria based on recognition of value added benefit of educated, credentialed MA.
2. INTERVIEWS FOR eBlast with other health disciplines, i.e. Tom Grohe and FL PA leader to discuss healthcare team and describe goals of PA org. and mid level providers.
3. ENCOURAGE FMA and/or SPECIALITY SOCIETIES to collaborate on a "Health Team Summit" to include NP, PA, CMA(AAMA) and RMA representation....consider if appropriate for webinar. Topics to include population health management.
4. ENGAGE URGENT CARE ASSOCIATION, COMMUNITY HEALTH, VA
5. YOU TUBE: Decide if advantageous to Investigate a 'you tube' channel.
6. DIABETES ASSOC. Position FSMA as the State lead on medical assisting involvement in Diabetes Education and community awareness. Statewide "day" of community giving.....Diabetes.....student team leads: T shirts....tables....press releases, etc. (can use as example of a short term contribution, a one time volunteer effort). Include an Educator as part of the liaison team to Diabetes Council with connections to FL Dept. of Public Health, FL Surgeon General. etc.
7. JOINABILITY CAMPAIGN: Develop BRANDING module for "JOINABILITY" to include hot spot on Web Page. Brand FSMA during every opportunity that could potentially involve a new active or associate member with the message "JOINABILITY" and access to membership. BRAND FSMA to the new non member CMAs with a post card message referencing "JOINABILITY". Keep sending congratulatory eBlast. File category of non member new CMAs in Constant Contact for future follow up pieces of "JOINABILITY".
8. PUBLIC MESSAGE: Official "public message" packet to schools, large employers.....consider an FSMA official folder.

9. SPECIAL SPECIALTY SEMINARS: Develop Special Specialty Seminar packet for Chapters.....The same specialty statewide with cooperation from that specialty society.....DISCUSS collaboration with other professional groups in this effort/attendance. Coders, etc.... Open to all nationally tested medical assistants. FSMA "the voice of Medical Assisting in Florida"

INTERNAL: ORGANIZATIONAL SUPPORT

10. MANAGEMENT ASSEMBLY: Consider a management assembly with a summer one day meeting, some CEU's, business related topic.....mid level AND up....3 or more providers. Link to Educator Assembly for competency discussions.
11. EZ VIEW.....CAN DO: Develop easy to understand basics of job descriptions, one page volunteer form available thru Chapter, online and all meetings. Intro Committee Chairs at beginning of State Meetings who will be available to answer questions for those considering participation. Emphasize there are production type jobs and team involvement tasks depending on the time and level of involvement volunteer able to offer.
12. LEADERSHIP TRAINING ACADEMY (LTU): section on WEB....to include organizational relationships, leadership training and blog board. etc.. and promote as groundwork for becoming better team member, etc.. Promote FB interaction to invite interest. Potential to work with large employer and educators on content.
13. EVALUATE TIME AND COST REDUCTION OF STATE MEETINGS: evaluate/innovate for cost reduction..establish task force with some new voices involved.
14. ONLINE PLANNING SESSIONS: to "kick off" each new term. Upholds this groups high rating for transparency, encourages involvement. Establish a time line for committees so that "teamwork" can prevail. DISCUSS: one issue of conflict is lack of turn around or last minute notices for action, disallowing others to work comfortably, DISCUSS: email response turn around and notice when unavailable. Purpose served, true teamwork, teaching moment for mentors and new volunteers the importance of teamwork and REDUCE wasted time.
15. DECIDE IF AND WHEN TO FORMULATE PLAN FOR CHANGING Practice Act to read "provider" vs "physician".
16. START DISCUSSIONS ON ASSOCIATE MEMBERS
17. BOARD AND MEETING HIGHLIGHTS on Eblast

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ADDITIONAL:

1. Comparative of all action to Vision...use goals as established with wording emphasizing support for change initiatives.
2. Streamline Council, change titles and job descriptions: reflect meaningful activity

AGREE THAT THE FSMA HOD DELEGATES WILL ALL RISE AND GO TO THE STAGE FOR ACCEPTANCE OF THE "POWER OF WE" INSPIRED EXCEL AWARDS.