FLORIDA SOCIETY OF MEDICAL ASSISTANTS
MARKETING COMMITTEE
ANNUAL REPORT
April 26, 2013

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

Notices for the Fall and Winter Seminars as well as the Annual Conference were sent to large employers with multiple locations and those within a reasonable geographic distance to the meeting location.

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.

There are ongoing efforts to make contact with the authority for Florida, 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. Florida Hospital System and HCA are currently advising the Webmaster of employment opportunities.

Preparations are underway for the promotion of the Annual Meeting.

Marketing Committee collaborated with the Educator Forum group to offer an educator seminar on new teaching aid technology.

Marketing Committee assisted with the Task Force on Meetings efforts.

Requests for recognition of Medical Assisting Week were sent to Governor's Office and Specialty Societies. Governor's office acknowledged receipt of request with no action, the Florida Academy of Family Physicians responded with inquiry as to how this statement would be used. Time ran out to pursue for 2012 event.

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

Details of activity for Marketing Committee are well defined and reported in October 2012 and January 2013 reports.

This Chair expresses appreciation to Executive Council, member contributors and Officers for cooperation and assistance/team activities.

Respectfully submitted,
Betty Springer, CMA-C(AAMA), Chair
Members: Mary Lou Allison, CMA-C(AAMA) Mary Morris, CMA(AAMA),
Judy Seymour, CMA(AAMA)