Florida Society of Medical Assistants, Inc.

March 1, 2015

To: The Members of the Florida Society of Medical Assistants
Maria Wiegelmann, CMA (AAMA) Speaker of the General Assembly
Joyce Baldwin, CMA (AAMA) Vice Speaker of the General Assembly

From: Betty Springer, CMA-C (AAMA)
Communications and Community Outreach Chairperson

This Chair has worked closely with the Webmaster Mary Lou Allison, CMA-C (AAMA) to provide a balanced approach to the FSMA web which includes both internal member information and when able provide a “public” look so that those interested in finding out more about our group can navigate and find information. It is planned to spend more time and attention to succeed with this goal. As WE push more employers and interested external parties to the site, WE need to clearly define our presence in the real world vs just as a group of dedicated volunteers. Mary Lou Allison has been working diligently on the “easy access” approach to info for members, linking directly to hotels for conference registration and a credit card pay ability. The online learning is to expand, all links are working well. This Chair would like to sincerely thank Dr. Theresa Errante Parrino for her assistance and time to update clinical information as provided to us by Dr. Edward Shahady, the initiator of the Diabetes University module which he has shared with us. Dr. Errante Parrino has assisted with the statistical set up to assure our ability to accurately ascertain data regarding how many medical assistants have been trained. This information will be used to support medical assisting as a team member in the wellness component of the patient population management.

Constant Contact has served as our reach out with information, larger employer job opportunities, “spotlight” on members and an events alert. FSMA events are sent to all ABHES and CAAHEP schools, members and non-renewals in order to promote the mission of education and recognition. It is recommended that the next phase of the email marketing will be to engage more of the larger employers. It is a time consuming event that needs a strategic plan as to location, potential and expectations. The return on investment needs to be carefully evaluated as some of the larger employers are in areas where the student CMA candidates are not abundant.
Pre planning is a necessity.

This Chair commends the Meetings Coordination team under Committee Chair Marsha Benedict. The information exchange enabled both myself and the webmaster to prepare and anticipate what was needed and contribute support. Meetings Education Chair Maria Wiegelmann recognized the time sensitive needs and WE all worked well together. It was a good primer for the need to succeed with different tasks coming together for a common end goal, communicating to avoid conflict and establishing a working example of what the true Power of WE is about.

Membership Chair Deniece Jozefiak was supported on roster issues with this team to try to locate Chapters for those that were listed as member at large by AAMA and we developed a post card type email piece that will go to the new members. The information is standard and consistent as to who to contact, web address, how to find things on web, Facebook, etc..

The process of engaging new members in meaningful portions of some marketing projects has begun.....evolving and hopefully will be continued with the next term.

All meetings, email requests, phone calls etc. were attended to promptly and to the best of this Leader's ability.

Appreciation and thanks goes to all who took the time to evaluate components of strategic leadership, for understanding that differences in opinion is energy and necessary for growth, and especially to those who gritted teeth but took risks to avoid staying stagnant. Best wishes to the new officers and committee persons.

Betty Springer, CMA-C(AAMA) Communications, Community Outreach
Mary Lou Allison, CMA-C(AAMA) Webmaster
And the WE team