FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Date: March 1st, 2019

To: Marsha Benedict, MSA CMA-A (AAMA)
President FSMA

From: Loxie Kistler, Ed.D. M.S. B.S.N. RN CMA (AAMA)
Communications and Community Outreach Chairperson 2018-2019 Term

Theresa Errante-Parrino CMA (AAMA)
Member

RE: April 26th, 2019 Annual Conference Executive Council Meeting Report

This chair communicated to FSMA members and external stakeholders through Constant Contact.

Communication was established with chapter presidents.

Monthly CEU events and upcoming seminars were communicated to both active and non-renew members via Constant Contact after communication with chapter presidents. Reminders of CEU events were sent as eblasts for the following chapters: Brevard, Central Florida, Central Gulf Coast, North Florida, SouthWest and Treasure Coast.

This chair sent eblasts to current and non-renewed members on various topics such as: career opportunities, the 2019 Annual Conference, new members and new CMA's.

Career opportunities were placed on Constant Contact and communicated with the Webmaster for several chapters and employers in Florida. Total placed on Constant Contact: 12 since November of 2018.

Lists of active and non-renew FSMA members were updated. Emails that "bounce" back in CC were contacted with a correct email requested.

Special thanks to Christine Giri Membership Chair for distributing updated AAMA lists of new members and newly certified members. Email lists within Constant Contact are updated as new AAMA lists are distributed.

Continual communication occurs between this chair and Mary Lou Allison as important information is placed on both Constant Contact and the FSMA website.

Thank you to Dr. Theresa Errante-Parrino for taking charge of the FSMA Facebook page with outstanding results. "Viewings" and "likes" have increased greatly with the placing of valuable health

related information on the FSMA page. Upcoming FSMA events are placed on the page in a timely manner.

Included in this Committee is the online learning opportunity known as Constant Learning. In January 2019 2 programs (Hand Hygiene and Vaccinations for Children) were taken off the FSMA Website and Telemedicine (1 A/G by Kris Hardy) and Telephone Screening and Documentation (1 A/C by Marsha Benedict) were make available. At the current time 4 total AAMA CEUs are available.

In April 2019 two modules (Patient's Rights and Customer Service) will be taken off the Website and Geriatric Trauma (1 C by Loxie Kistler) and Infection Control and Prevention: Back to Basics (1 A/C by Loxie Kistler) will be available. Modules will remain on the Website for 6 months will "available until" dates listed by each topic.

This Committee Chair collaborated with Mary Lou Allison, Webmaster to review the format of the Constant Learning page on www.fsmaonline.org.

The Executive Council voted to offer the free AAMA approved CEUs to Florida AAMA members only and to eliminate issuing the Certificate of Completion. In its place, an email listing the date of completion, title and number and category of CEUs will be sent within one week of completion. The CEU information will be submitted to the AAMA for transcript placement at the end of each month.

Number of CEUs awarded to Florida AAMA members are as follows:

Nov 2018:20

Dec 2018: 40

Jan 2019: 149. In early January 2019 an eblast was distributed to all current AAMA members through Constant Contact announcing the new format on the Website and the new programs. Open and click rate exceeded 40%.

February 2019: 83

The proposed schedule for online CEU topics is as follows:

April 1st, 2019 remove Patient's Rights and Customer and load Infection Control (A/C 1) and Geriatric Trauma (1 C). July 1st 2019 remove Telemedicine and Telephone Screening and load a 2 CEU topic.

Future topics available and ready for placement include: Perils of Medication Errors (2 CEUs), Elder Abuse (1 CEU), Oh My Aching Heart (2 CEUs), Pre Hospital Stroke Care (1 CEU), Genetics Across the Life Span (2 CEUs).

Open and read rates on Constant Contact eblasts sent range between 18 and 40%. Industry average among Constant Contact users is 15 to 20%. Bounce back emails for FSMA users is 1% with industry average at 9% for Constant Contact users.

Twenty six non AAMA members completed CEU modules since November of 2018. An email was sent to each thanking them and providing information on the benefits of joining the AAMA.

This chair maintained the budgetary guidelines established for Constant Contact and practiced security measures as holder of the rosters housed within Constant Contact.

It is a pleasure to continue to serve the FSMA in this capacity.

Respectfully submitted,

Loxie Kistler, Ed.D. M.S. B.S.N. RN CMA (AAMA)
Communications and Community Outreach Chairperson