FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

Date: October 1, 2016

To: Maria Wiegelmann, CMA (AAMA), FSMA President
Executive Council Members

From: Betty Springer, CMA-C(AAMA), Chairperson

MARKETING AND COMMUNITY OUTREACH INTERVAL REPORT

Activity since the FSMA Annual Meeting as follows:

Constant Contact eBlasts:

Oct 7 **Educ8 eSpot: Recertification new ruling to all members, non renewals, nonmember new CMAs, employer contacts**

Oct 5 **Fall Seminar Reminder: to all members, non-renewals since 2013, nonmember new CMAs, CAAHEP/ABHES programs, County Medical Societies, County Medical Societies, employer contacts**

Oct. 2 **Fall Seminar Reminder: to West Coast members/non renewals, select employers**

Sept 18 **Developed "block" for Fall Seminar promotion on Web home page**

Sept 18 **Rejoin Campaign: "Together WE have the power to shape the future of Medical assisting in Florida…….Welcome Back: Sent to non renewals. Post event measure-no response to request why…..promoted new President at same time as open and willing to talk….listed direct email address.**

Sept 16 **Central FL Seminar promo for 10-15-16**

Sept 14 **Fetal Alcohol Syndrome Disorders thank you to attendees**

Sept 14 **New Recertification notice May June 2016**

Sept 13 **Fall Seminar notice**

Sept 12 **Central FL Job notice Volusia County**

Sept 11 **9-11 Rememberance**

Sept 7 **Marweek promo to all members**

Sept 7 **Marweek promo to employer contacts/med societies-specifically worded To celebrate staff,etc.**

Sept 4 **New CMA Announcement**

Aug 28 **eSpot George LaBarca**

Aug 27 **Thank you to new registration crew for August 20**

Aug	**5**	**Notice Fetal Alcohol Session please notify if not attending for seat count**
July	**31**	**July 31 Request to members for delegates topics**
July	**25**	**Notice Fetal Alcohol Session limited seating left**
July	**24**	**Job Opportunity Central FL Chapter-Orlando**
July	**19**	**Job Opportunity Central FL Chapter-Orlando**
July	**17**	**eSpot Generations Sharing**
July	**10**	**Educ8 HIPAA Update**
July	**13**	**Session announcement Fetal Alcohol Syndrome Disorders**
July	**1**	**Happy July 4**
June	**26**	**Job Opportunity Central FL Chapter-Orlando**
June	**16**	**Job Opportunity Central FL Chapter-Orlando**
June	**19**	**New Recertifications January-April 2016**
June	**13**	**Educ8 MODIFIER JW**
June	**10**	**New Members Mar April 2016**
June	**7**	**Recertifications Oct Nov Dec 2015**
May	**14**	**North FL Chapter Meetings Announcement**
May	**7**	**Job Fair: MD Now**
May	**5**	**Thank you to Annual Meeting Attendees**
April	**21**	**Agenda: Attendees to Annual**
April	**16**	**Final Annual Conference Reminder**
		Notice: Annual Meeting

--Contact lists are updated for new, non renewals, updated for certifications and correct emails. Listing of bad emails and members without emails turned over to Mr. George LaBarca for postal mailing as indicated.
--Legislative Activities are monitored regarding healthcare…..minimal activity as summer and election.
--Added two new employers to contact list with Lee Memorial and Palm Beach Health District
--Composed and distributed to Council Presidents two versions of community press announcement for MarWeek
--Developing protocol for "Pop Up" Sessions: Short, no charge, intro to FSMA with relevant topic and open discussion to follow. Seeking opportunities to establish business relationships within session area and service members and medical assistants without opportunity to avail themselves of contact with us otherwise.
--Concept phase for Educator Round Table
--Developing "box" graphics for seminars and news announcements for Web Master to place on FSMA web home page
--Student Page-process phase, will be working with several student page managers
--FSMA Facebook—Jeanne Von Ohlsen has taken over responsibility for keeping interesting, she plans on working to get more interaction. This Chair puts up the organizational news from FSMA, AAMA and related agencies.
Represents FSMA on 2 Program Advisory Councils

--This Chair monitors other medical assisting agency websites and Facebook page to see if any opportunity for collaboration or alerts that would have any type of impact on our groups.
--This Chair assists other committees as requested, tends to emails requests in a timely fashion and seeks opportunity to promote FSMA to external entities.

--This Chair has attended and contributed at all FSMA Council Meetings

Respectfully submitted
Betty Springer, CMA-C(AAMA)
Marketing and Communications Chair
Committee Members: George LaBarca, CMA(AAMA), Jeanne Von Ohlsen CMA(AAMA)