

AAMA Student Essay Award



2021 Essay Competition Excel Winner

Melissa French

Northwest State Community College in Archbold, Ohio

Essay Theme: *After obtaining your CMA (AAMA)[®] credential, how will you promote the credential and the medical assisting profession and how will you help patients navigate through telehealth and new technology?*

I know that being certified through the American Association of Medical Assistants demonstrates the achievement of completing an accredited medical assisting program, and successfully passing the stringent certification exam. It will be an honor to attain the CMA (AAMA) credential. I will be so proud to have these credentials trailing my name on my work ID badge, in my documentation, and with the medical facility.

I would promote it by making sure to uphold the ideas and beliefs of the CMA (AAMA) creed such as when it states that “I am dedicated to the care and well-being of all people”, and “I am true to the ethics of my profession”. I know upholding and following these ideas and beliefs is essential to my chosen profession.

I would also promote the credential and the medical assisting profession by making sure that I am always professional in demeanor and appearance. I will always be sure to be polite and professional to those that I encounter. I know that I will be representing my place of employment and my profession even if I am not at work. My behavior as a medical assistant is observed by patients both at the workplace and outside of it. Behaving in a way that is unprofessional will be remembered by patients later. My appearance is also observed by patients at and outside of work. It is important that I maintain a professional appearance by not wearing inappropriate clothing outside of the workplace. I should also make sure that any makeup I wear is appropriate and is not worn in an excessive amount. A professional appearance is important to representing myself, my workplace, and my chosen profession.

The CMA (AAMA) creed states “I aspire to render greater service”. Learning new technology and assisting patients in learning it also is an essential part of this statement. The telehealth system is still new to many patients and can be confusing if you have not used it before. As a medical assistant it is important that I explain the system and how to use it in a way that is easy for patients to understand and implement. New technology such as video appointments and the patient portal also should be explained, and directions given that allow patients to use them with as few issues as possible. Being patient and understanding with older patients and patients that do not understand technology well is important. It is not the patient’s fault if they do not understand how the telehealth system or new technology works but it is my responsibility to help them understand and access it. By using language that is appropriate to the patient’s level of understanding I will be able to help them better understand the technology that they will be using to interact with the practitioner and their office. Making myself available for answering any questions that the patient might have and being able to answer those questions is also important to helping them navigate through telehealth and new technology.

Thank you for your consideration and the opportunity!