

MEDICAL ASSISTANTS SHINE BRIGHT!



We are glowing with pride as we celebrate medical assistants in health care this year for Medical Assistants Recognition Week (MARWeek). Thank you for supporting the 2023 MARWeek campaign “Medical Assistants Shine Bright.” This year medical assistants and CMAs (AAMA)[®] will be recognized across the country from October 16 to 20, 2023.

The American Association of Medical Assistants[®] (AAMA) provides tools to help you celebrate the professionals who are true partners in health care:

In the packet

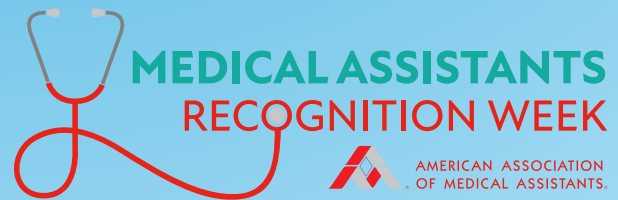
- * MARWeek poster
- * Magnet
- * Appreciation cards

On the web

- * MARWeek logos
- * Sample proclamation
- * Sample social media messaging
- * Sample press release
- * Observance suggestions and gift ideas
- * MARWeek article

MARWeek is the ideal time to kick off campaign activities. Use the available documents combined with your own creativity to make recognition of medical assistants and CMAs (AAMA) a high priority during October and beyond.

If you need additional information, contact the AAMA toll-free at 800/ACT-AAMA (800/228-2262) or visit the AAMA website at www.aama-ntl.org.



A Symbol of Our Appreciation

To spread the spirit of Medical Assistants Recognition Week, we are sharing MARWeek logos with you. Use the logos to promote the profession.

- * Print them on T-shirts, bumper stickers, buttons, and flyers.
- * Embroider them on hats and apparel items.
- * Put them on giveaway gifts for patients and colleagues.

**Create whatever you can imagine.
Your options are endless!**

(Note: Use of MARWeek logos is restricted to materials created to recognize MARWeek. The logos may not be used to promote any other goods, services, or institutions.)

OBSERVANCE SUGGESTIONS

Medical Assistants Recognition Week offers employers of medical assistants and CMAs (AAMA)[®] an opportunity to recognize the contributions that these professionals make to overall health care delivery effectiveness. Here are a few suggestions for ways to observe the week.

- * Present medical assistants with an appropriate gift, using the gift ideas to the right.
- * Present medical assistants with a letter of thanks detailing their achievements and contributions to the organization. Maintain a copy for personnel records.
- * Have a special event with all practice staff to recognize the efforts of the medical assisting team. Have handouts available from the American Association of Medical Assistants[®] (AAMA) and invite an AAMA representative from the local chapter or state society to speak.
- * Hold a special medical assisting training seminar on company time.
- * Dedicate the October issue of your workplace's newsletter to your medical assisting staff, recognizing exceptional efforts and overall contributions.
- * Implement new policies for medical assisting staff training, educational assistance, benefits, flex time, or other new programs.
- * Honor your medical assisting staff by ordering a subscription to *CMA Today* and displaying the issues in the medical practice's waiting area.
- * Offer to display the Medical Assistants Recognition Week poster in a prominent place in your practice.
- * Treat medical assistants and CMAs (AAMA) like part of the practice team every day of the year. Solicit input before decisions are made. Give recognition when it is due, and offer praise where it is warranted.

Gift Ideas

Any gift that makes a medical assistant's job more effective can accrue long-term benefits, contributing to greater professionalism and increased productivity. Here are gift ideas to accommodate all budgets:

- Membership in the AAMA, which provides opportunities for networking, continuing education, and professional development*
- Subscription to a professional magazine, such as *CMA Today**
- Monetary bonus or salary increase
- Day(s) off with pay to use when needed
- Tuition reimbursement or fee payment for business-, computer-, or medical-related classes and seminars
- Registration reimbursement for the AAMA Annual Conference*
- Financial assistance to pursue higher education
- Gift certificate to a uniform store to assist in maintaining a professional image
- Spotlight piece in your newsletter or on your social media channels
- Business cards, name plaque, or other related items to give visible professional recognition
- Plaque that conveys recognition and gratitude for yearlong contributions

*Available through the AAMA at www.aama-ntl.org