

# NOT ALL HEROES WEAR CAPES!



It's a bird! It's a plane! No, it's all medical assistants, saving the day every day with their super patient care! Thank you for your support of the 2021 Medical Assistants Recognition Week (MARWeek) campaign "Not All Heroes Wear Capes!" This year medical assistants and CMAs (AAMA)<sup>®</sup> will be recognized across the country from October 18 to 22, 2021.

**October 18–22, 2021**

**Every Third Full Week  
in October**

While these pros don't need capes, the American Association of Medical Assistants<sup>®</sup> (AAMA) provides other tools to help you celebrate the professionals that are true partners in health care:

#### **In this packet**

- \* Observance suggestions and gift ideas
- \* MARWeek article
- \* MARWeek poster
- \* Window cling

#### **On the web**

- \* MARWeek logo
- \* Sample proclamation
- \* Sample press release
- \* Sample social media messaging

Medical Assistants Recognition Week is the ideal time to kick off campaign activities. Use the above 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 <https://www.aama-ntl.org>.

## **A Symbol of Our Appreciation**

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



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

**Create whatever comes from your heart.  
Your options are endless!**

*(Note: Use of the MARWeek logo is restricted to materials created in recognition of Medical Assistants Recognition Week. The logo 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)<sup>®</sup> 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 office staff to recognize the efforts of the medical assisting team. Have handouts available from the American Association of Medical Assistants<sup>®</sup> (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 own office 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 office waiting area.
- \* Offer to display the Medical Assistants Recognition Week poster in a prominent place in your office.
- \* Treat medical assistants and CMAs (AAMA) like part of the office 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 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 office recognition and gratitude for yearlong contributions

*\*Available through the AAMA at [www.aama-ntl.org](http://www.aama-ntl.org)*