AAMA MEMBERSHIP MANUAL

American Association of Medical Assistants
Membership/Marketing Strategy Team
Revised 2016
AAMA Mission Statement

The mission of the American Association of Medical Assistants is to provide the medical assistant professional with education, certification, credential acknowledgement, networking opportunities, scope-of-practice protection, and advocacy for quality patient-centered health care.
# Table of Contents

Introduction .................................................................................................................. 4  
Meeting Member Needs ............................................................................................... 4  
Member Needs/Satisfaction Survey ............................................................................ 4  
AAMA Website ........................................................................................................... 5  
State Society and Chapter Websites ......................................................................... 5  
Membership Recruitment  
Where to Find Potential Members ............................................................................. 5  
Personal Contact ......................................................................................................... 6  
Physician Support ......................................................................................................... 6  
Medical Assisting Programs .......................................................................................... 6  
Special Events ............................................................................................................... 7  
Other Sources ............................................................................................................... 7  
Membership Retention  
Orientation of New Members ....................................................................................... 7  
Student Members ......................................................................................................... 8  
Veteran Members .......................................................................................................... 8  
Nonrenewing Members .................................................................................................. 9  
Communication  
Communication among Members .................................................................................. 9  
Publicity .......................................................................................................................... 9  
Communication Ideas .................................................................................................... 9  
E-mail/Telephone Committee ......................................................................................... 9  
Resolution of Problems .................................................................................................. 9  
Meetings  
Educational Programs .................................................................................................... 10  
Business Meetings ....................................................................................................... 10  
Summary ....................................................................................................................... 10  
Membership Recruitment and Retention at the Executive Office  
Recruitment and Marketing Activities .......................................................................... 10  
Dues Billings and Bonus Months .................................................................................. 10  
Certification and Recertification ................................................................................... 11  
CAAHEP-Accredited Medical Assisting Programs ..................................................... 11  
State and Chapter Notification of New and Renewing Members ................................ 11  
Renewing Member Mailing ........................................................................................... 11  
Membership Recruitment and Retention Materials ..................................................... 11  
Scheduling Membership Promotion Campaigns  
Using the Bonus Months Incentive ............................................................................... 11  
Promotion to Nonmember CMAs (AAMA) .................................................................. 12  
Intangible AAMA Benefits  
Networking Opportunities .............................................................................................. 12  
Information – Staying in the Loop ................................................................................ 12  
Public Affairs ............................................................................................................... 12  
Setting Standards ........................................................................................................ 12  
Strategic Plan ............................................................................................................... 12  
How to Contact the AAMA Customer Service Department ........................................ 13
INTRODUCTION

Membership recruitment and retention is arguably the most important job in association management. To a chapter or state leader the importance of membership in the AAMA is very clear and the benefits are obvious. Getting other medical assistants to recognize and share those views can take some work.

Membership in a professional association may be difficult to market to some potential members:

- if they don’t recognize a need for the benefits and services of the association;
- if they are benefiting from services provided by the association—such as lobbying, marketing of the profession, and maintaining the Continuing Education registry—without being a member;
- if they would rather pay the nonmember price for any products and services rather than be involved in an organization;
- if they are concerned about the cost and time commitment; or
- if they don’t value the intangible benefits of professional association membership.

This manual has been prepared by the AAMA Membership and Marketing Strategy Team as a tool to assist local chapters and state societies with their membership marketing efforts.

MEETING MEMBER NEEDS

Members join associations for different reasons. The AAMA Member Needs Survey indicates that the number one reason to join the AAMA is the educational opportunities. Additional reasons include CMA Today, career enhancement, protection of our right to practice, and saving money on the cost of certification or recertification. Of particular interest is the Compensation and Benefits Report, accessible under the "Medical Assisting" tab, by clicking “Compensation and Benefits.” The U.S. Bureau of Labor Statistics employment projections for medical assistants can be found there, as well. State societies or local chapters need to know what members want regarding their educational, communication, and career opportunities, and then implement plans to meet those needs. What worked well yesterday may not be the answer in today’s ever-changing world. Time and priorities impact member decisions.

MEMBER NEEDS/SATISFACTION SURVEY

One way to find out what today’s members and potential members want from a professional organization is to conduct a survey. The survey should ask questions about the convenience of meeting dates, times, and locations, and what educational topics should be presented. Ask if electronic meetings may be better received than physically meeting at a designated place. (See "10 Steps to Online Meetings" at the AAMA website by highlighting the “Volunteers” tab, then clicking “Guidelines and Forms” and scroll to the topic “Management;” then click the link there.) In addition, you can use the survey to determine if there is adequate and timely notice of meetings. Don’t forget to provide space on the survey for suggestions regarding the chapter or state society.

The information from this survey can ensure that the chapter or state society is providing benefits and services that members want. Nonmembers also can be surveyed to learn what might make membership in the association more convenient or appealing.

When developing surveys or questionnaires, keep these suggestions in mind to achieve the best results:

- Provide more than one method for completing the survey, (online, e-mail, through the chapter or state newsletter, Facebook page, or U.S. mail).
- Include a short introduction stating the purpose of the survey.
- Keep it short and simple—you will increase your chances of a greater return.
- Use closed-ended questions (yes/no, true/false, agree/disagree).
- Ask for demographic information at the end of the survey. This will help in interpreting the responses. Names should be optional.
• Test the survey on a small group before "going live." This may help uncover instructions and questions that are unclear and response choices which you may have omitted.
• Be cautious when drawing conclusions from a small response, as statistical analysis can be very complicated.

It is very important that the information from the survey be used to make necessary changes to increase or retain membership. A survey is worthless if the information gathered is not used or communicated.

A 5 to 10 percent response rate is usual for a general public survey. An interested membership will have a higher percentage. A 30 percent response rate is considered excellent.

Provide the survey respondents with the results. This can be done online, in the chapter or state publication, via e-blast, the chapter or society’s Facebook page, or communicated at a meeting. Be careful not to include comments of a personal nature.

**AAMA WEBSITE**

The information in this manual can be supplemented by visiting the Marketer's Center at the AAMA website ([www.aama-ntl.org](http://www.aama-ntl.org)). Access the Marketer's Center by highlighting the “Volunteers” tab, selecting the “Marketer's Center” option.

**STATE SOCIETY AND CHAPTER WEBSITES**

A number of state societies and some chapters have their own websites and have linked them to the AAMA website. Membership chairs are urged to consult these sites periodically for any information that could be useful in their own situations. In addition to being able to connect to the AAMA website with just one click, you are expanding your state society website by being available to professionals looking for contact information. Some states are utilizing generic e-mail addresses to maintain individual privacy while remaining accessible to outside contacts. There may also be a Facebook page for state societies and chapters that can help you recruit and retain members.

**MEMBERSHIP RECRUITMENT**

Where to Find Potential Members

Good sources of markets for potential members include the following:

• Students and recent graduates of medical assisting programs
• Medical assisting educators
• Nonmembers who recently have passed the Certification Examination
• Nonmembers who attend your meetings, seminars, and conferences
• Leads from current members and colleagues in your office or clinic
• Medical assistants in referral offices
• Former members who have let their memberships lapse
• Former CMAs (AAMA) who have let their credential lapse

It is easy to tell potential members how to join. They can do it online, right from the AAMA Website ([www.aama-ntl.org](http://www.aama-ntl.org)) using a credit or debit card, fax in a form, or mail it the old-fashioned way. Employers can also purchase memberships for office staff on the AAMA website. Remember to tell prospective members to ask their employer to support them in their profession by paying for their AAMA membership.

The answer is always no if you never ask!
Give the prospect information to the state society membership chair so that a phone call, e-mail, or letter can be sent from the state society and local chapter. Remember, it usually takes multiple contacts before a prospective member will make the decision to join, so persistence is key.

**Personal Contact**

Personal contact is the most effective way to communicate membership value to a prospective member. Giving specific examples of how AAMA membership has benefited members’ careers can be very persuasive.

Nonmember CMAs (AAMA) are aware that the health care field is changing rapidly, and it may seem too big a task to try to stay on top of current trends in the health care arena on their own. AAMA membership can help by bringing educational articles and news right into their homes or offices through the AAMA website, CMA Today, AAMA Facebook page, e-Blasts, and e-mail. Not all members can attend meetings and conferences or serve on committees, but they still can benefit from membership.

In addition to the continuing education that AAMA membership can offer, an equally important benefit is the network of colleagues which can be accessed in local communities across the country. Medical assistants in chapters and state societies can be a valuable resource of experience, ideas, and solutions to problems. The professional recognition gained from belonging to a national organization of peers can be very satisfying and an intangible benefit that is quite rewarding.

When recruiting new members, be sure they are notified timely of meeting dates, locations, and times.

**Physician Support**

Support the county and state medical societies. If the county medical society maintains an office in the area, make it a point to visit. Give members of the society information about AAMA objectives. Offer assistance to them and, in turn, ask for support and assistance from the society. The society may agree to include an AAMA insert in a mailing or publication, offer a link on their website, sponsor a program/speaker, or provide mailing labels for physicians in the area. Ask for a few minutes on the agenda at one of their monthly meetings to speak about AAMA, or ask to have AAMA literature available at their meetings, as well as information on upcoming conferences.

Some state societies and chapters have an annual “Employer of the Year” award that is given to an employer of medical assistants. The award usually is based on the support demonstrated for the professional growth and development of medical assistants. It also may include involvement in their professional association and continuing education. Presenting the award each year can provide a chapter with excellent publicity in the medical community. These events often can be published in the local newspaper.

Contact medical advisors of accredited and soon-to-be-accredited medical assisting programs. These physicians are usually very enthusiastic about the programs, externships and graduates.

**Medical Assisting Programs**

Don’t confine membership efforts to practicing medical assistants. Check with post-secondary schools in the areas that offer medical assisting programs and encourage the educators and students to become members.

Medical assisting educators who are CMAs (AAMA) are eligible for active membership, and non-CMA (AAMA) educators may become associate members. Educators are an important resource for recruitment of student members, as they have regular contact with the students and act as role models and mentors.

- Encourage the medical assisting educator to distribute membership materials early in the program.
- Offer to have a designated member speak to the students about the AAMA, and distribute membership materials.
- Encourage the program director to subscribe to CMA Today for the school.

Student members someday will be practicing medical assistants, able to become active members.

- Ask to have a chapter representative appointed to the medical assisting program advisory board.
- Encourage the members to have their offices serve as externship sites for students. Educators are looking for sites that are willing to teach and will offer a well-rounded externship experience.
• Take an extern to a chapter meeting as your guest and introduce him or her to other members.
• Encourage educators to attend meetings and to bring students. There's a lot of truth to the adage—one picture is worth a thousand words.

Special Events
Hold a membership campaign in March or April in order to take advantage of the bonus membership months available for new members joining after May 1st.
• Send invitations to monthly meetings, educational workshops, conferences, and other events. Make use of the lists sent from the Certification Department to send invitations to nonmember CMAs (AAMA) as well. These meetings will provide the opportunity to meet new people and tell them about AAMA.
• Provide incentives for members to bring new people to meetings and functions.
• Hold membership breakfasts, lunches, and theme meetings—they are an excellent way to meet prospective members. Send out invitations and follow up with phone calls to make sure prospective members know they are important.
• Obtain the "Membership Matters" PowerPoint presentation from AAMA to show at your event(s). (From the website, under the "Volunteers" tab, click on "Marketer's Center," then under "Membership Recruitment and Retention" click on "Membership Matters.")
• Have plenty of information about the AAMA available at the meeting. Include the monthly meetings and state and national functions. Be sure it contains the names, addresses, and phone numbers of current officers and committee chairs, especially the membership chair.
• Provide a tear-off portion on the fact sheet so the prospective member can fill it out and return it to the local chapter.
• Offer an award to the person who brings in the most prospective new members.
• Volunteer for a community event as a group to inform others of the presence of your chapter or society.

Other Sources
• Pharmacists can be very helpful to the chapter. They may purchase advertising space in the state/chapter newsletter or on the state society website, which will help cover costs, or sponsor the cost of providing lunch or snacks at an educational offering.
• The members of the Medical Alliance may be a potential source of support. Many times this organization of physicians' spouses sponsors charitable or educational projects that a state society or chapter could help support. This can provide opportunities for positive publicity and public relations.
• Create a Speaker's Bureau for each chapter and the state society. Members who are good public speakers should be the representatives speaking at schools and at medical society meetings.

MEMBERSHIP RETENTION

Membership retention is a greater challenge, yet more rewarding strategy, than attracting new members. Research has shown that it can cost five to six times more to attract a new member than to keep existing members. One of the more effective ways to retain members is to ensure they feel involved and valued from the beginning of their membership.

Orientation of New Members
The fear of beginning something new is one we all have felt. It can create a great deal of anxiety to be part of a new group or organization and not understand its policies and procedures.

Provide each new member with a packet that contains:
• A welcome letter from the president or membership chair
• Local chapter information with meeting dates and times
• Chapter and/or State Society bylaws and standing rules
• A list of benefits of membership
• A list of the officers and committee chairs
• A description of the duties and functions of officers and standing committees
• Website addresses for the AAMA and State Society/Chapter

Be sure to welcome the new members at each meeting and invite them to sit with the officers and committee chairs.

Assign each new member a mentor from the local chapter who can answer questions and assist when possible. The first six months are an orientation period for new members. During this time it is important for veteran members to make themselves known to the newcomers. Many new members may drop out very soon after joining if they don’t feel involved or valued. They may have an idea that could be beneficial to the group but they don’t know how the organization functions. They may find the formalities of meetings too intimidating in the beginning. Having a mentor may ease them into participating more fully.

Create an environment that encourages new members to participate. Asking for questions and ideas during the course of the discussion lets new members know that this is the time to speak up. Veteran members should encourage and foster such participation. Sometimes it takes a person who has not been a part of the group to see what the problems are and to offer fresh alternatives or solutions. Take time to listen to new members and make them feel that their contribution is valued.

A good way to help new members feel involved is asking them to serve on committees. One of the purposes of serving on a committee is to gain experience and knowledge in preparation for future leadership roles. Working on a committee also is one of the best ways for a new member to meet fellow members and to learn about the AAMA. Provide new members with information about the duties and functions of the committees and officers and how to participate. The Chapter Management Guide and State Management Guide have sample descriptions of officer duties and committee functions. These may be downloaded from the AAMA website or requested from the AAMA Executive Office. Always place new members on a committee with experienced members so they won’t feel overwhelmed by the task. Initially, let them participate by “showing up.” New members may not have the time to actively participate right away. Participation can come later at the comfort level of the new member.

Student Members
Following are suggestions for encouraging student participation in your activities:
• Coordinate with medical assisting program directors at the schools in the area to send representatives to the monthly meetings.
• If the chapter has dinner meetings, they might consider paying for one student’s meal each month. Suggest that being selected to attend the meeting as a guest could be a reward for outstanding performance that month.
• Suggest that educators offer extra credit assignments to students attending the AAMA meetings and presenting a report to the class.
• Encourage educator involvement. Students who see that their instructors are involved members will better realize the importance of belonging.
• Encourage student representation on the board to bring the student perspective to discussion and decision making.
• Let the students plan one of the monthly meetings.
• Encourage students to participate in one of the committees or to assist at a meeting. (Name tags, checking members in, assist with Ways and Means, etc.)
• Try a student mentoring program. Assign student members to practicing medical assistants who can encourage them to come to meetings and answer their questions about the profession and AAMA.
• Take a student to the state society conference. Many may be able to afford the daily registration rate but not the hotel.
• Consider creating a “Student Ambassador Project” using as a guide the document under “Student Membership Recruitment” in the “Marketer’s Center” of the AAMA website.

Veteran Members
Don’t forget the veteran members who have given many years of support to the organization—the ones who laid the foundation. The experience and expertise of these members is invaluable. Why not recognize these
valuable contributing members at the next major function? Award them with a certificate of appreciation. Let them know you appreciate their work in strengthening the chapter.

Nonrenewing Members

Contact nonrenewing members as soon as dues rosters are received. Try to get them to renew before there is any lapse in their benefits. Send them one or two issues of the chapter publication for encouragement to rejoin. Personal contact by the local chapter/state society is much more effective in getting members to renew. If there are members who let their memberships lapse, request the Executive Office to send a roster of members who have not renewed.

COMMUNICATION

Communication among Members

Lack of communication could be one of the major pitfalls within the association. It is the president’s job to see that the officers and advisors are kept informed. It is the responsibility of the officers to see that the chapter membership is kept informed. It is up to all members to keep others in the state informed. If any part of the chain of communication is broken, members of the group could feel alienated.

The incoming president should provide officers, committee chairs, and advisors with an outline of their duties. In return, the president should receive reports from the officers, committee chairs, and advisors regarding plans and progress made during that month. Members of the board are in a leadership capacity and, in order to lead a group effectively, they must keep the group informed.

Publicity

Publicizing the chapter’s activities in the local area is an effective way to gain new members and to attain professional recognition for the group. Check with local newspapers on the availability of free space in the “Calendar of Events” section and, if possible, use it to announce chapter meetings and events. Check with local radio and television stations about public service announcements, and try to use this as a means of broadcasting information about chapter activities.

The State Management Guide and the Chapter Management Guide each contains a section on publicity, with sample press releases and ideas for promoting Medical Assistants Recognition Week. Many helpful ideas and publications are available at the “Marketer’s Center” on the AAMA website.

Communication Ideas

Take an objective look at the meetings. Is all of the important correspondence read to the group? Are all announcements–local, state, and national–made? Do all of the members know what is happening within the association? A periodic newsletter or group e-mail keeps members informed of chapter activities. Include the state society officers and the other chapters in the state on the mailing list for the chapter newsletter. Your website and/or Facebook page is also an excellent way to get information to your members quickly.

E-mail/Telephone Committee

Encourage members to provide e-mail addresses, and then send announcements via e-blasts. An effective e-mail/telephone/texting committee keeps people informed. Develop a committee that is effective and impartial—a personalized electronic broadcast!

Resolution of Problems

In an organization where democratic procedures are being followed, controversy is inevitable. A group of people will not agree with one another 100 percent of the time. But remember that, although the majority rules, the minority has a right to be heard. Base all discussions on facts, not emotions. Facts, examples, and experiences are valid in a discussion. Be aware of the other person’s feelings, and keep all comments on a professional level.
MEETINGS

Educational Programs
Educational programs offer an excellent incentive for members to attend, particularly if the programs have been approved for AAMA CEU credit. The program committee should be aware of its role within the chapter. Provide an e-mail address for the education chair and invite members to send ideas of educational topics that they would like to see and recommendations for possible speakers. This is a good way to invite the members to become a part of the educational process.

Many organizations and agencies in the area have programs and speakers available for lectures and seminars, such as the Cancer Society, the American Heart Association, the Arthritis Foundation, Blue Cross, the public health department, and area hospitals. Use the state educational committee for advice and assistance. Visit the AAMA website by clicking “Downloads” for a printable copy of the Program Planners Guide, under the heading “Program Planners.”

Business Meetings
Some chapters have a brief monthly business meeting after the education session is finished, in order to update the membership and vote on issues. Most of the chapter business may be considered during a board meeting at a different time. Some chapters find a full board meeting is needed only a few times a year, and most business can be completed during a brief meeting following the regular chapter meeting.

Avoid lengthy discussions on internal issues if a business meeting is held in conjunction with an educational program. When planning a meeting, allow time for the speaker and for the business meeting. The State Management Guide and the Chapter Management Guide have guidelines for chairing a meeting.

Send the new members who attended the meeting notes, texts, or e-mails thanking them for their attendance and informing them about the next meeting. A good cost-effective communication measure is to send to all members providing e-mail addresses a short “save the date” e-blast to remind them of special chapter activities or upcoming state conferences.

Summary
Commitment to an organization and to increasing its ranks can be rewarding. Not only does it contribute directly to the continued well-being of the profession and provide the means whereby it can grow in stature and service, but it can also provide members with the tangible benefits of learning about and interacting with new people and new ideas.

MEMBERSHIP RECRUITMENT AND RETENTION AT THE EXECUTIVE OFFICE

Recruitment and Marketing Activities
At the Executive Office the opportunities for recruitment among nonmembers may include the following:

- Telephone or mail inquiries regarding membership, certification or recertification, and CMA Today
- New CMAs (AAMA)
- Students and educators of CAAHEP-accredited medical assisting programs
- Purchasers of education products or attendees at programs approved for AAMA CEU credit
- Prospect names sent by members
- Links between state society websites and the AAMA website

Dues Billings and Bonus Months
The AAMA membership year is January through December (there are no memberships pro-rated for a partial year). The price of the dues varies from state to state, depending on what each state society assesses for state and chapter dues. The prices are current each year until August 31, at which time new membership enrollment forms take effect and the database is updated to reflect revised dues, if any. The membership year end totals are calculated on August 31 each year, since this is the last date a member can join before the first dues billing for the following year.
The first dues billing is sent out in August, the second in November, and a final billing is sent in January. New members (anyone who has never been a member of AAMA before) entered after May 1 each year are given bonus months, with a membership that extends through December of the following year. All members (new and renewing) entered after September 1 of each year are given a membership that extends through December of the following year.

Certification and Recertification
Individuals who successfully pass the CMA (AAMA) Examination are sent a membership form with their certificates. An AAMA Membership Form is included in all Certification and Recertification application packets that are mailed from the Executive Office. Once each year the Certification Department sends a list of new CMAs (AAMA) to state society presidents (and also will send upon request).

CAAHEP-Accredited Medical Assisting Programs
Each year the Membership Department mails a supply of the newly revised enrollment forms to the program directors. They are encouraged to distribute the material to their students early in their programs.

State and Chapter Notification of New and Renewing Members
Monthly reports are sent to state societies and chapters upon request. This includes demographic information (name, address, phone numbers, etc.) on each member who joined or renewed during that month. State society and chapter officers may request a roster of current members from the AAMA Membership Department to verify that their records concur with the membership database. Rosters can be printed in alphabetical or ZIP code order. State rosters also can be printed in chapter order with the chapter members in alphabetical order within each chapter.

Renewing Member Mailing
Renewing members are sent their membership cards and coupons. During the annual dues billing cycle, August through January, the regular mailings or renewing member mailings are suspended while the yearly dues are processed. The Membership Department does one large mailing to renewing members after the dues that were postmarked by December 31 have been processed.

Membership Recruitment and Retention Materials
Membership Recruitment and Retention materials are available on the AAMA website, or you can contact the AAMA Membership Department. The following is a partial list of materials available to assist state societies and local chapters with membership recruitment and retention activities:

- Membership Forms
- "CMA (AAMA) Credential: Rise Above the Crowd"
- Certification and Recertification applications
- Previous CMA Today issues (in limited quantities, as available)
- Lists and adhesive address labels of past members and of nonmember CMAs (AAMA)

The AAMA Membership Department provides the presidents, vice presidents, treasurers, and membership chairs of state societies and chapters with lists and address labels free of charge for membership recruitment and retention purposes. Leaders may submit requests on the AAMA website (sign in to access the webpage). When calling to request a roster or labels please give the following information:

- Name of the state society or local chapter
- Name and the address where the roster or labels are to be mailed
- State or chapter position of the person requesting the labels
- Purpose for the labels
- Alphabatical or ZIP code order

SCHEDULING MEMBERSHIP PROMOTION CAMPAIGNS

Using the Bonus Months Incentive
Remember, new members joining AAMA for the first time on or after May 1 each year will be members through the end of the following year. These bonus months of membership for new members provide an excellent tool for membership recruitment. The best time for a campaign to recruit new members is from May through December. Membership promotion to renewing members offers them incentive to rejoin from September through December.

Promotion to Nonmember CMAs (AAMA)
When you receive the yearly list of new CMAs (AAMA) from the Certification Department, it will include names, addresses, and AAMA membership status. Add these prospects to your next membership drive or plan one specifically for them. Don’t forget, you also can request this list at other times of the year as well, so you can be flexible in your planning.

INTANGIBLE AAMA BENEFITS

Networking Opportunities
Educational and social activities planned by the local chapter, the state societies, and the national association offer many opportunities to meet with other CMAs (AAMA) to share ideas and discuss common problems.

Information – Staying in the Loop
The AAMA is recognized as the resource for information concerning all aspects of the profession of medical assisting and professional credentialing. A salary and benefits survey is conducted periodically to provide information to medical assistants and employers.

Public Affairs
The AAMA represents the medical assisting profession at hearings and national health meetings to ensure that medical assistants have a voice in the rapidly changing health care system. AAMA volunteer leaders and staff monitor state and federal legislation, regulations, and judicial and administrative decisions that could affect a medical assistant’s right to practice. They also advocate for the medical assisting profession and keep members informed of any possible changes in our right to practice. The AAMA’s legal counsel is available to members, legislators, and medical boards to answer scope of practice questions specific to their states. Members are encouraged to report any right-to-practice issues to the Executive Office. The Executive Director’s “Legal Eye” blog on the AAMA website reports on current issues affecting medical assisting.

Setting Standards
An occupational analysis is conducted periodically to keep current with the scope of practice for medical assisting. This helps define the profession and is the cornerstone for developing curricula in CAAHEP-accredited medical assisting programs, as well as used to revise the CMA (AAMA) Certification/Recertification Examination Content Outline and the programs and products developed for continuing education.

The AAMA and the AAMA Endowment help ensure quality in the medical assisting profession through the work of their educational boards.

Strategic Plan
The AAMA Strategic Plan is updated on a schedule determined by the Board of Trustees. You may download it from the AAMA website by clicking “Downloads” from the home page. It is listed under the title: AAMA Information.
How to Contact the AAMA Customer Service Department

Address: Customer Service
American Association of Medical Assistants
20 North Wacker Drive, Ste. 1575
Chicago, IL 60606

AAMA Toll-Free: 800/228-2262 Extension 774
AAMA Website: http://www.aama-ntl.org
Membership Department E-Mail: membership@aama-ntl.org