

M&M e-Update

Published by the Membership/Marketing Strategy Team of the American Association of Medical Assistants

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M&M e-Update goes out to AAMA state society presidents and presidents elect and is designed to help volunteer leaders recruit and retain members and promote recognition for the profession and the CMA credential.

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Make hiring agencies your allies

Are you working on a shoestring budget to market recognition for CMAs locally? Then, cut right to the chase. Go to the people who influence hiring decisions. Health care recruitment agencies can be a great place to start. Recruitment agencies that understand the difference between a medical assistant and a Certified Medical Assistant® can be strong allies in supporting your recognition efforts.

Here's what they might be willing to do for you:

Explain the CMA advantage. If you arm health care hiring agencies with the information they need to help employers understand the advantage of hiring CMAs, you're halfway there. After explaining the advantage, provide recruiters with support materials. You can access these materials and links on the AAMA website:

[AAMA Role Delineation Study: Occupational Analysis of the Medical Assisting Profession](#)
[The CMA Credential](#)
[AAMA CMA Certification/Recertification Examination Content Outline](#)
[Why more employers are hiring CMAs](#)

Screen applicants. Recruiters can gain employer confidence by screening applicants to ensure they have earned their CMA credential and are maintaining currency. Encourage them to call AAMA at 800/ACT-AAMA (800/228-2262) or send them to the AAMA website: <http://www.aama-ntl.org/employers/verify.aspx>.

Advertise for CMAs. Encourage recruiting agencies to require AAMA CMA certification by advertising specifically for Certified Medical Assistants®.

So that's what they can do for you. What can you do to build a strong relationship with area recruiters? Here are a few ideas to get your creative marketing ideas rolling:

Exhibiting discounts. Offer booth discounts for them to exhibit at your meetings.

Speaking engagements. Invite recruiters to speak at meetings on human resource topics pertinent to the medical assisting field.

State and chapter newsletter participation. Interview recruiters for newsletter stories about current employment trends and career advice. Offer advertising at a discount.

Recruitment notices. Help agencies get the word out. Anything from informal, word-of-mouth announcements that assist recruiters in finding good job candidates to helping them get their direct marketing off the ground can help build a strong relationship. For mailing label information, direct them to the AAMA website at http://www.aama-ntl.org/CMAToday/rent_mailing_labels.aspx.

As you can see, the potential exists for a mutually beneficial relationship. Hiring agencies can help employers understand why CMAs are the gold standard of the profession and you can help them get good leads on job candidates.

Mingle for membership numbers

Membership breakfasts and lunches at special events are an excellent way to meet people. Plan your next mingling session with the following ideas in mind:

- Reduce expenses by having current members bring refreshments.
- Send out invitations and follow up with phone calls to make sure prospective members know they are important.
- Have plenty of information about the AAMA available at the meeting. Include information about the monthly meetings and state and national functions. Be sure to include the names, addresses, and phone numbers of current officers and committee chairs, especially the membership chair. A tear-off portion on your fact sheet may be helpful so the prospective member can fill it out and return it to the local chapter.
- Mingle with everyone. Get to know people. Remember, one of the meeting's main objectives is to provide the opportunity to meet new people and tell them about the AAMA.

[Membership Manual](#)

Please feel free to forward this message to your local chapter officers and any fellow AAMA members.