

MEMBERSHIP MANUAL

American Association of Medical Assistants
Membership/Marketing Strategy Team
Revised 2008

AAMA Mission Statement

The mission of the American Association of Medical Assistants is to enable medical assisting professionals to enhance and demonstrate the knowledge, skills and professionalism required by employers and patients; protect the medical assistant's right to practice; and promote effective, efficient health care delivery through optimal use of multi-skilled Certified Medical Assistants.

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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;
- 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, and saving money on the cost of certification or recertification. 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. 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 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, or US 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.

56
57 A 5 to 10 percent response rate is usual for a general public survey. An interested membership will have a
58 higher percentage. A 30 percent response rate is considered excellent.
59
60 Provide the survey respondents with the results. This can be done online, in the chapter or state publication,
61 via e-blast, or communicated at a meeting. Be careful not to include comments of a personal nature.
62
63

64 **AAMA WEBSITE**

65
66 The information in this manual can be supplemented by visiting the Marketers Toolbox at the AAMA website
67 (www.aama-ntl.org). Access the Marketers Toolbox by clicking on the "State and Chapter Support" tab,
68 selecting the "Marketing" option and then "Membership Marketing Toolbox."
69
70

71 **STATE SOCIETY AND CHAPTER WEBSITES**

72
73 A number of state societies and some chapters have their own websites and have linked them to the AAMA
74 website. Membership chairs are urged to consult these sites periodically for any information that could be
75 useful in their own situations. In addition to being able to connect to the AAMA website with just "one click,"
76 you are expanding your state society website by being available to professionals looking for contact
77 information. Some states are utilizing generic e-mail addresses to maintain individual privacy while remaining
78 accessible to outside contacts.
79
80

81 **MEMBERSHIP RECRUITMENT**

82 Where to Find Potential Members

83
84 Good sources of markets for potential members include the following:

- 85 • Students and recent graduates of medical assisting programs
- 86 • Medical assisting educators
- 87 • Nonmembers who recently have passed the Certification Examination
- 88 • Nonmembers who attend your meetings, seminars, and conventions
- 89 • Leads from current members and colleagues in your office or clinic
- 90 • Medical assistants in referral offices
- 91 • Former members who have let their memberships lapse

92
93 In addition, each year after the membership enrollment forms have been revised (August), the Executive
94 Office can, upon request, provide you with a supply of new forms.
95

96 Give the prospect information to the state society membership chair so that a phone call, e-mail, or letter
97 can be sent from the state society and local chapter. Remember, it usually takes multiple contacts before a
98 prospective member will make the decision to join, so persistence is key.
99

100 Personal Contact

101 Personal contact is the most effective way to communicate membership value to a prospective member.
102 Giving specific examples of how AAMA membership has benefited members' careers can be very persuasive.
103

104 Nonmember CMAs (AAMA) are aware that the health care field is changing rapidly, and it may seem too big
105 a task to try to stay on top of current trends in the health care arena on their own. AAMA membership can
106 help by bringing educational articles and news right into their homes or offices through the AAMA website,
107 *CMA Today*, and e-mail. Not all members can attend meetings and conferences or serve on committees, but
108 they still can benefit from membership.
109

110 In addition to the continuing education that AAMA membership can offer, an equally important benefit is the
111 network of colleagues which can be accessed in local communities across the country. Medical assistants in
112 chapters and state societies can be a valuable resource of experience, ideas, and solutions to problems. The
113 professional recognition gained from belonging to a national organization of peers can be very satisfying and
114 a intangible benefit that is quite rewarding.
115

116 When recruiting new members, be sure they are notified of meeting dates and times.
117

118 Physician Support

119 Support the county and state medical societies. If the county medical society maintains an office in the area,
120 make it a point to visit. Give members of the society information about AAMA objectives. Offer assistance to
121 them and, in turn, ask for support and assistance from the society. The society may agree to include an
122 AAMA insert in a mailing or publication, offer a link on their website, or provide mailing labels for physicians
123 in the area. Ask for a few minutes on the agenda at a monthly meeting to speak about AAMA, or ask to have
124 AAMA literature available at their meetings, as well as information on upcoming conferences.
125

126 Some state societies and chapters have an annual "Employer of the Year" award that is given to an
127 employer of medical assistants. The award usually is based on the support demonstrated for the professional
128 growth and development of medical assistants. It also may include involvement in their professional
129 association and continuing education. Presenting the award each year can provide a chapter with excellent
130 publicity in the medical community. These events often get published in the local newspaper.
131

132 Contact medical advisors of accredited and soon-to-be-accredited medical assisting programs. These
133 physicians are usually very enthusiastic about the programs, externships and graduates.
134

135 Medical Assisting Programs

136 Don't confine membership efforts to practicing medical assistants. Check with postsecondary schools in the
137 areas that offer medical assisting programs and encourage the educators and students to become members.
138

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

- 142 • Encourage the medical assisting instructor to distribute membership materials early in the program.
- 143 • Offer to have a designated member speak to the students about the AAMA, and distribute
- 144 membership materials.
- 145 • Encourage the program director to subscribe to *CMA Today* for the school.
- 146

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

- 148 • Ask to have a chapter representative appointed to the medical assisting program advisory board.
- 149 • Encourage the members to have their offices serve as externship sites for students. Educators are
- 150 looking for sites that are willing to teach and will offer a well-rounded externship experience.
- 151 • Take an extern to a chapter meeting as your guest and introduce him or her to other members.
- 152 • Encourage educators to attend meetings and to bring students. There's a lot of truth to the adage—
- 153 one picture is worth a thousand words.
- 154

155 Special Events

156 Hold a membership campaign in March or April in order to take advantage of the bonus membership months
157 available for new members joining after May 1st.

- 158 • Send invitations to monthly meetings, educational workshops, conferences, and other events. Make
- 159 use of the lists sent from the Certification Department to send invitations to nonmember CMAs
- 160 (AAMA) as well. These meetings will provide the opportunity to meet new people and tell them
- 161 about AAMA.
- 162 • Provide incentives for members to bring new people to meetings and functions.
- 163 • Hold membership breakfasts, lunches, and theme meetings—they are an excellent way to meet
- 164 prospective members. Send out invitations and follow up with phone calls to make sure prospective
- 165 members know they are important.

- 166 • Obtain the "Careers" DVD from AAMA to show at your event(s).
167 • Have plenty of information about the AAMA available at the meeting. Include the monthly meetings
168 and state and national functions. Be sure it contains the names, addresses, and phone numbers of
169 current officers and committee chairs, especially the membership chair.
170 • Provide a tear-off portion on the fact sheet so the prospective member can fill it out and return it to
171 the local chapter.
172 • Offer an award to the person who brings in the most prospective new members.
173

174 Other Sources

- 175 • Pharmacists can be very helpful to the chapter. They may purchase advertising space in the
176 state/chapter newsletter or on the state society website, which will help cover costs.
177 • The members of the Medical Alliance may be a potential source of support. Many times this
178 organization of physicians' spouses sponsors charitable or educational projects that a state society or
179 chapter could help support. This can provide opportunities for positive publicity and public relations.
180 • Create a Speaker's Bureau for each chapter and the state society. Members who are good public
181 speakers should be the representatives speaking at schools and at medical society meetings.
182
183

184 **MEMBERSHIP RETENTION**

185
186 Membership retention is a greater challenge, yet more rewarding strategy, than attracting new members.
187 Research has shown that it can cost five to six times more to attract a new member than to keep existing
188 members. One of the more effective ways to retain members is to ensure they feel involved and valued from
189 the beginning of their membership.
190

191 Orientation of New Members

192 The fear of beginning something new is one we all have felt. It can create a great deal of anxiety to be part
193 of a new group or organization and not understand its policies and procedures.
194

195 Provide each new member with a packet that contains:

- 196 • A welcome letter from the president or membership chair
197 • Local chapter information with meeting dates and times
198 • Chapter and/or State Society bylaws and standing rules
199 • A list of benefits of membership
200 • A list of the officers and committee chairs
201 • A description of the duties and functions of officers and standing committees
202 • Website addresses for the AAMA and State Society/Chapter
203

204 Be sure to welcome the new members at each meeting and invite them to sit with the officers and
205 committee chairs.
206

207 Assign each new member a mentor from the local chapter who can answer questions and assist when
208 possible. The first six months are an orientation period for new members. During this time it is important for
209 veteran members to make themselves known to the newcomers. Many new members may drop out very
210 soon after joining if they don't feel involved or valued. They may have an idea that could be beneficial to the
211 group but they don't know how the organization functions. They may find the formalities of meetings too
212 intimidating in the beginning. Having a mentor may ease them into participating more fully.
213

214 Create an environment that encourages new members to participate. Asking for questions and ideas during
215 the course of the discussion lets new members know that this is the time to speak up. Veteran members
216 should encourage and foster such participation. Sometimes it takes a person who has not been a part of the
217 group to see what the problems are and to offer fresh alternatives or solutions. Take time to listen to new
218 members and make them feel that their contribution is valued.
219

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

230 231 Student Members

232 Following are suggestions for encouraging student participation in your activities:

- 233 • Coordinate with medical assisting program directors at the schools in the area to send
234 representatives to the monthly meetings.
- 235 • If the chapter has dinner meetings, they might consider paying for one student's meal each month.
236 Suggest that being selected to attend the meeting as a guest could be a reward for outstanding
237 performance that month.
- 238 • Suggest that educators offer extra credit assignments to students attending the AAMA meetings and
239 presenting a report to the class.
- 240 • Encourage educator involvement. Students who see that their instructors are involved members will
241 better realize the importance of belonging.
- 242 • Encourage student representation on the board to bring the student perspective to discussion and
243 decision making.
- 244 • Let the students plan one of the monthly meetings.
- 245 • Encourage students to participate in one of the committees or to assist at a meeting. (Name tags,
246 checking members in, assist with Ways and Means, etc.)
- 247 • Try a student mentoring program. Assign student members to practicing medical assistants who can
248 encourage them to come to meetings and answer their questions about the profession and AAMA.
- 249 • Take a student to the state society conference. Many may be able to afford the daily registration
250 rate but not the hotel.

251 252 Veteran Members

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

257 258 Nonrenewing Members

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

264 265 266 **COMMUNICATION**

267 268 Communication Among Members

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

273

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

278 Publicity

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

284
285
286 The *State Management Guide* and the *Chapter Management Guide* each contains a section on publicity, with
287 sample press releases and ideas for promoting Medical Assistants Recognition Week.

288 Communication Ideas

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

294 E-mail/Telephone Committee

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

300 Resolution of Problems

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

306
307
308

309 **MEETINGS**

310 EDUCATIONAL PROGRAMS

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

316
317
318 Many organizations and agencies in the area have programs and speakers available for lectures and
319 seminars, such as the Cancer Society, the American Heart Association, the Arthritis Foundation, Blue Cross,
320 the public health department, and area hospitals. Use the state educational committee for advice and
321 assistance. Contact the AAMA Continuing Education Department, or visit the AAMA website for a copy of the
322 *Program Planners Guide*.

323 BUSINESS MEETINGS

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

328

329
330 Avoid lengthy discussions on internal issues if a business meeting is held in conjunction with an educational
331 program. When planning a meeting, allow time for the speaker and for the business meeting. The *State*
332 *Management Guide* and the *Chapter Management Guide* have guidelines for chairing a meeting.
333

334 Send the new members who attended the meeting notes or e-mails thanking them for their attendance and
335 informing them about the next meeting. A good cost-effective communication measure is to send to all
336 members providing e-mail addresses a short "save the date" e-blast to remind them of special chapter
337 activities or upcoming state conferences.
338

339 Summary

340 Commitment to an organization and to increasing its ranks can be rewarding. Not only does it contribute
341 directly to the continued well being of the profession and provide the means whereby it can grow in stature
342 and service, but, members can also reap the tangible benefits of learning about and interacting with new
343 people and new ideas.
344
345

346 **MEMBERSHIP RECRUITMENT AND RETENTION AT THE EXECUTIVE OFFICE**

347 Recruitment and Marketing Activities

348 At the Executive Office the opportunities for recruitment among nonmembers may include the following:

- 349 • Telephone or mail inquiries regarding membership, certification or recertification, and *CMA Today*
- 350 • New CMAs (AAMA)
- 351 • Students and educators of CAAHEP accredited medical assisting programs
- 352 • Purchasers of education products or attendees at programs approved for AAMA CEU credit
- 353 • Prospect names sent by members
- 354 • Links between state society websites and the AAMA website
- 355

356 Dues Billings and Bonus Months

357 The AAMA membership year is January through December (there are no memberships pro-rated for a partial
358 year). The price of the dues varies from state to state, depending on what each state society assesses for
359 state and chapter dues. The prices are current each year until August 31, at which time new membership
360 enrollment forms take effect and the database is updated to reflect revised dues, if any. The membership
361 year end totals are calculated on August 31 each year, since this is the last date a member can join before
362 the first dues billing for the following year.
363

364 The first dues billing is sent out in August, the second in November, and a final billing is sent in January.
365 New members (anyone who has never been a member of AAMA before) entered after May 1 each year are
366 given bonus months, with a membership that extends through December of the following year. All members
367 (new and renewing) entered after September 1 of each year are given a membership that extends through
368 December of the following year.
369

370 Certification and Recertification

371 Individuals who successfully pass the CMA (AAMA) Examination are sent a membership form with their
372 certificates. An AAMA Membership Form is included in all Certification and Recertification application packets
373 that are mailed from the Executive Office. Once each year the Certification Department sends a list of new
374 CMAs (AAMA) to state society presidents (and also will send upon request).
375

376 CAAHEP Accredited Medical Assisting Programs

377 Each year the Membership Department mails a supply of the newly revised enrollment forms to the program
378 directors. They are encouraged to distribute the material to their students early in their programs.
379

380 State and Chapter Notification of New and Renewing Members

381 Monthly reports are sent to state societies and chapters upon request. This includes demographic
382 information (name, address, phone numbers, etc.) on each member who joined or renewed during that
383

384 month. State society and chapter officers may request a roster of current members from the AAMA
385 Membership Department to verify that their records concur with the membership database. Rosters can be
386 printed in alphabetical or zip code order. State rosters also can be printed in chapter order with the chapter
387 members in alphabetical order within each chapter.

388 389 New Member Packets

390 Once each week, packets with the following information are mailed to new members processed that week:

- 391 • AAMA welcome letter Member Benefit Sheet
- 392 • Department staff listing
- 393 • AAMA Decal
- 394 • Member Newsletter
- 395 • Membership Card
- 396 • Catalog for continuing education products
- 397 • Discount coupon for continuing education products
- 398 • Group Administration Agency brochure (describing the disability, professional liability and group term
399 life insurance programs that are available to AAMA members)

400 401 Renewing Member mailing

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

406 407 Membership Recruitment and Retention Materials

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

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

416
417 The AAMA Membership Department provides the presidents, vice presidents, treasurers, and membership
418 chairs of state societies and chapters with lists and address labels free of charge for membership recruitment
419 and retention purposes. When calling to request a roster or labels please give the following information:

- 420 • Name of the state society or local chapter
- 421 • Name and the address where the roster or labels are to be mailed
- 422 • State or chapter position of the person requesting the labels
- 423 • Purpose for the labels
- 424 • Alphabetical or zip code order

425 426 427 **SCHEDULING MEMBERSHIP PROMOTION CAMPAIGNS**

428 429 Using the Bonus Months Incentive

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

435 436 Promotion to Nonmember CMAs (AAMA)

437 When you receive the yearly list of new CMAs (AAMA) from the Certification Department, it will include
438 names, addresses, and AAMA membership status. Add these prospects to your next membership drive or

439 plan one specifically for them. Don' forget, you also can request this list at other times of the year as well, so
440 you can be flexible in your planning.
441
442

443 **INTANGIBLE AAMA BENEFITS**

444 Networking Opportunities

445 Educational and social activities planned by the local chapter, the state societies, and the national association
446 offer many opportunities to meet with other CMAs (AAMA) to share ideas and discuss common problems.
447
448

449 Information – Staying in the Loop

450 AAMA is recognized as *the* resource for information concerning all aspects of the profession of medical
451 assisting and professional credentialing. A salary and benefits survey is conducted periodically to provide
452 information to medical assistants and employers
453

454 Public Affairs

455 AAMA represents the medical assisting profession at hearings and national health meetings to ensure that
456 medical assistants have a voice in the rapidly changing health care system. AAMA volunteer leaders and staff
457 monitor state and federal legislation, regulations, and judicial and administrative decisions that could affect a
458 medical assistant's right to practice. They also advocate for the medical assisting profession and keep
459 members informed of any possible changes in our right to practice. The AAMA's legal counsel is available to
460 members, legislators, and medical boards to answer scope of practice questions specific to their states.
461 Members are encouraged to report any right-to-practice issues to the Executive Office.
462

463 Setting Standards

464 An occupational analysis is conducted periodically to keep current with the scope of practice for medical
465 assisting. This helps define the profession and is the cornerstone for developing curricula in CAAHEP
466 accredited medical assisting programs, as well as used to revise the *Content Outline of the AAMA*
467 *Certification Examination* and the programs and products developed for continuing education.
468

469 The AAMA and the AAMA Endowment help ensure quality in the medical assisting profession through the
470 work of their educational boards.
471

472 Strategic Plan

473 The AAMA Strategic Plan is updated on a schedule determined by the Board of Trustees. You may request a
474 copy of the current Plan from the Executive Office or download it from the AAMA website.
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485 **How to Contact the AAMA Customer Service Department**

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|-----|-------------------------------|--|
| 486 | | |
| 487 | Address: | Customer Service |
| 488 | | American Association of Medical Assistants |
| 489 | | 20 North Wacker Drive, Ste. 1575 |
| 490 | | Chicago, IL 60606 |
| 491 | AAMA Toll-Free: | 800/228-2262 Extension 774 |
| 492 | AAMA Website: | http://www.aama-ntl.org |
| 493 | Membership Department E-Mail: | membership@aama-ntl.org |