PROGRAM AGENDA

THURSDAY, SEPTEMBER 21

Educator Preconference Workshop
Separate Registration Required.
See page 5 for details.
1–6 PM
Registration Open
6–9 PM

First-Timers and Students Reception
7–8:30 AM
Exhibitors Hall
7 AM–7 PM

Contemporary Technology Tips and Tricks for Medical Assisting Educators
8–10 AM
Innovative technology promotes student success and genuine interest in learning. These technologies can easily be adapted for various student ability levels and learning styles. Learn strategies and techniques for successfully implementing and facilitating technology and how to use technology for student assessment and program evaluation. Discover best practices for achieving optimal student success with technologies. Develop practical professional use of technology skills, and advance professional expertise and confidence. (2 G)

Suicide Prevention
8–10 AM
No single factor causes suicide, but it most often occurs when stressors exceed current coping abilities. Some people who die by or attempt suicide have an underlying mental illness or substance use disorder. Learn how to recognize the risk factors for suicide, the social issues that contribute to suicide, and what you can do to help prevent suicide. Discuss the questions we should ask our friends and patients. Learn how to use suicide assessments. (2 GAC)

Human Trafficking Recognition and Trauma-Informed Care

FRIDAY, SEPTEMBER 22

Registration Open
7 AM–5:30 PM
Continental Breakfast
7–8:30 AM
Globally, human trafficking is a major public health problem. Trafficking victims may only have contact with professionals in the health care field. Thus, medical assistants and other health care professionals must be able identify these victims. Define human trafficking and its types. Learn the risk factors associated with human trafficking, identify human trafficking in the ambulatory setting, and describe the long-term health effects on human trafficking survivors. Discuss trauma-informed care and human trafficking resources. (2 GAC)

The Importance of Statistics in Health Care
10:15 AM–12:15 PM Statistics provide evidence for health care decision-makers through numerical data collected from measurements or observation that describe the characteristics of specific population samples. Medical professionals need basic knowledge of statistics to effectively predict and summarize the utility, efficacy, and costs of medical goods and services; justify budgets’ expenditures; and measure their performance outcomes. Discover the importance of statistics in the allocation of scarce medical resources and production efficiency. Learn about the basics of statistics, including how to gather data and how to review, analyze, and draw conclusions from data that can be used in the workplace. (2 GAC)

Workplace Empathy
10:15 AM–12:15 PM Empathy, an essential trait for medical professionals, has been shown to improve patient outcomes and customer service satisfaction. However, empathy is rarely taught as a usable concept in the workplace. Practice four specific skills needed for empathy: recognizing emotions, perspective taking, mindfulness, and communication. Identify the benefits of more empathetic staff, including quality customer service reviews. (2 G)

CMA (AAMA)® Knowledge Bowl
Certifying Board–Featured Program
3:30–5:30 PM A vast range of knowledge is required to be an effective CMA (AAMA)®. This popular session is infotainment for medical assistants, as you will have fun and learn at the same time. Compete with your colleagues to see how much you know about what you do every day, or just come and cheer the teams on! (2 GAC)

Welcome and Awards Celebration
(Attendees are encouraged to dress up in 80s-themed attire. By dressing up, you’ll be automatically entered for the costume contest to win rad prizes!)

7–10 PM Join this opening event that welcomes attendees to the 67th AAMA Annual Conference! Add your applause for the deserving recipients recognized at this year’s Excel Awards. Even more, rub elbows with your Board of Trustees and fellow attendees, enjoy some munchies, and socialize with new and long-standing friends.

Saturday, September 23
Credentials Desk Open
6:30–7:30 AM
Continental Breakfast 7–8:30 AM
Registration Open 7:30 AM–5 PM
House of Delegates 8–10 AM
Exhibitors Hall 8 AM–7 PM

Gastrointestinal Issues 8:30–10:30 AM The gastrointestinal (GI) system ensures that the human body receives proper nutrients by aiding in the transportation, digestion, and absorption of food. Therefore, preventive care and proper treatments play a crucial role in maintaining health. Study approaches to such issues as GI bleeding, acid reflux, difficulty swallowing, diarrhea, constipation, and abnormal liver-related tests. Examine the importance of colorectal cancer screening and the use of fecal microbiota transplants. (2 C)

Meet the Candidates 10 AM–12 PM

The Many Types of Child Abuse 10:45 AM–12:45 PM Reports of child abuse exceed 3 million cases each year. Victims may have physical or psychological symptoms or both; thus, health care professionals must be prepared to recognize wide-ranging symptoms. Discuss the field of child abuse and define various types of abuse. Recognize physical and sexual abuse signs and symptoms. Get an overview of human trafficking as a form of child abuse. Learn prevention strategies that can be used during a patient encounter. (2 GAC)

Reference Committees: Reports, Bylaws, and Resolutions 1:30–3 PM

The Mystery of Motivation: How Do We Get Students Engaged? Part I 2:15–4:15 PM A lack of student engagement can impact program retention and negatively affect the classroom. Explore research and theory related to motivation and adult students. Review policies and procedures that can lead to disengagement. Discuss challenges in motivating students and work together to create solutions. Gain new tools to help engage students and improve program retention. (2 G)

The Mystery of Motivation: How Do We Support Faculty? Part II 4:30–6:30 PM The last few years have created multiple challenges for educators. A lack of motivation and burnout in the profession create serious concerns for higher education. Examine trends in higher education and correlate those trends with faculty burnout and lack of motivation. Create techniques that will help to build motivation and faculty retention. Acquire new tools to help engage and support faculty. (2 G)

Credentials Desk Open 5:30–6:15 PM
House of Delegates Reconvenes 6:30–10 PM

SUNDAY, SEPTEMBER 24

Registration Open 7:30 AM–6 PM
Continental Breakfast 7–8:30 AM

Employee Disengagement Continuing Education Board Practice Managers Task Force–Featured Program 8–10 AM A disengaged medical assistant has a demoralizing effect on everyone. Mental health and wellness, when approached correctly, are life skills that can transform our professional and personal lives for the better. Learn how to approach employee disengagement through emotional intervention and how to use mindfulness to boost productivity. Explore how to practice mindfulness, specifically during Zoom calls. (2 G)

De-Escalating Patient Agitation 8–10 AM When patients or their family members become upset, medical assistants can help de-escalate tense situations by using the power of the conscious and subconscious mind to guide agitated patients and family members into calmer states. Learn how to use neuro-linguistic programming (NLP) to build rapport with patients to help put them at emotional and physical ease. Review techniques for staying calm under pressure. Discuss the fight-or-flight response and how to disarm the patient when necessary. (2 G)

Lizards Everywhere! How to De-Escalate Students’ Anxiety and Anger 8 AM–10 AM With increased stressors due to COVID-19, family disruptions, and other life events, students are becoming more reactive—often without thinking. Examine the neurobiology of aggression, the theories that frame de-escalation management, and the interventions faculty can use to change aggression to assertion. Study active learning techniques such as sharing case studies and role-playing. (2 G)

The Other End of the Stethoscope Keynote (Special General Session Featured by the Florida State Society)
Sometimes, a patient can benefit from simply hearing the words “I’m here.” Patient care can be further improved when health care professionals successfully show that they are actively present during patients’ vulnerable moments. Gain insights and strategies for excellent patient care using a foundation of compassionate communication. Develop useful terminology. Understand how to interpret patient and family needs with a clinical understanding of diverse cultures and experiences and create an atmosphere of security. (2 G)

Cultural and Linguistic Competence
1:15–3:15 PM With diverse patient populations, service providers must be adequately prepared to meet all patients’ needs. Research has shown that a positive workplace climate fosters a culture of engagement and inclusion that markedly improves productivity. Training, a fundamental component of any cultural competence initiative, allows organizations to inform and educate administrators, staff, and community partners about diversity. Engaging training can increase awareness, expand knowledge, and lead to improved skills that directly impact the quality of services and improve communication with peers. Learn how to make an effective training program that directly ties in with your organization’s mission and objectives. (2 GA)

Separate Registration Required

**Workshop Registration** includes admission only to the specified workshop. **THIS REGISTRATION DOES NOT INCLUDE ANY OTHER CONFERENCE ACTIVITIES OR MEALS. ATTENDEES MUST REGISTER FOR THE CONFERENCE OR PURCHASE MEAL TICKETS TO PARTICIPATE IN THOSE ACTIVITIES.**

**THURSDAY**

**Educator Preconference Workshop**
1–6 PM The Leaders in Education and Practice Task Force is excited to present the 2023 Educator Preconference Workshop. Join us to dive into assessment techniques, general theories of education, and integrating interprofessional education. Whether this is your first year teaching or your 20th year teaching, this workshop will have something for everyone! The workshop will conclude with a strategy session in which we will come together to review methods that can be immediately integrated to your practice. Educators in attendance will earn 4 AAMA CEUs as well as a certificate of attendance. (4 G) **THIS SESSION IS LIMITED TO 150 PARTICIPANTS.**

Price: $100 flat rate pricing for all attendees

**How to Register:** Register via CVENT when you register for the AAMA Annual Conference.

**MAERB Workshops**
The following workshops require a separate registration or application process. You can sign up for the MAERB Self-Study Workshop or apply to attend the MAERB Surveyor Training Workshop, even if you do not intend to register for the AAMA Annual Conference. Advance registration is required. For more information on the workshops, contact MAERB at MAERB@maerb.org.

**FRIDAY**

**Self-Study Workshop: 2022 Standards**
8 AM–5 PM This year’s workshop will be based upon the 2022 CAAHEP Standards and Guidelines and programs being visited from 2024–2026 will be given priority. **THIS SESSION IS LIMITED TO 65 PARTICIPANTS.**

**How to Register:** MAERB will send out information for registration. If you have questions, email MAERB@maerb.org.

**MONDAY**

**Surveyor Training Workshop: 2022 Standards**
8 AM–5 PM This event is by invitation only. MAERB will be sending out registration information to qualified applicants.
start looking for new solutions. Leading through change requires courage, clarity, and boldness. Learn to anticipate problems before they become a crisis. Discuss how to make tough choices up front to spend more time preparing and less time repairing. (2 G)

State Leaders: 1:15–3:15 PM
(This session is for state society leaders. Chapter leaders also are welcome.)

MAERB Forum
3:30–5:30 PM As the primary sponsoring organization for the Medical Assisting Education Review Board (MAERB), the AAMA hosts a session for MAERB members to discuss new and continuing accreditation projects, initiatives, and issues with directors of programs accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). This session is also useful for MAERB surveyors, educators within CAAHEP-accredited medical assisting programs, and educators interested in applying for CAAHEP accreditation.

Mix and Mingle
6–7 PM

Presidents Banquet
7–10 PM Usher in the new association year at this inaugural event and salute your state leaders during the Parade of Presidents. Also, applaud the recipients of several 2023 Excel Awards.

MONDAY, SEPTEMBER 25

Registration Open
7 AM–12:30 PM

The Benefits of Music Therapy in a Medical Setting
8–10 AM Discover the music therapy field through its history, qualifications, goals, and benefits. See live, visual, and recorded examples of different approaches and methods used in music therapy in the medical field. Explore the difference between music therapy and simply playing music and how to get a referral for music therapy for potential clients. Learn about the different work settings for music therapists, the professionals music therapists can collaborate with, and the different ways music therapists use music in their sessions. (2 GC)

Morals and Ethics
8–10 AM Morals and ethics for medical assistants involve the ever-changing landscape of personal and professional relationships with other health care team members, patients, and their families. Take an in-depth look into how we talk to, listen to, and interact with people daily. Learn how to provide a healthy, safe, and judgment-free environment for patients and their families, where they can open up about issues. Investigate how to interact with providers, medical assistant peers, and other support staff in a positive and meaningful way. (2 G)

Multiple Sclerosis
10:30 AM–12:30 PM Gain an overview of multiple sclerosis. Review the signs and symptoms patients may present in any clinical situation, and discuss clinical testing that is used in diagnosis. Examine treatments, outlooks, and the quality of life for people with multiple sclerosis. (2 GC)

Overcoming Social Determinants of Health: Recruiting, Retaining, and Graduating a Diverse Workforce
10:30 AM–12:30 PM A diverse workforce is needed to reduce the negative impacts of social determinants of health. Explore best practices for recruiting, retaining, and graduating students who might not have considered becoming medical assistants, have barriers to staying in the program, and are excited to graduate. Learn about the social determinants of health, and examine research on promoting enrollment in underserved populations and supporting the success of these students. (2 G)

AAMA Committees, Strategy Teams, and Task Forces Meeting
1:30–3:30 PM
REGISTRATION INFO

SAVE MONEY!

Guests of the Hilton Orlando Lake Buena Vista–Disney Springs Area receive a conference registration discount.

You must provide your Hilton Orlando Lake Buena Vista–Disney Springs Area reservation confirmation number upon conference registration to receive the discount. AAMA members receive preferred rates on conference registration fees. Nonmembers can qualify for member discounts by becoming an AAMA member on or before the conference registration deadline of Sept. 14, 2023.

How to Register

Preconference registrations must be purchased via CVENT by Sept. 14, 2023. After that time, you must register on-site.

Online: Register online via CVENT. You can access the CVENT registration link via the AAMA website (www.aama-ntl.org) under News & Events/Conference.

On-site: Payment is required at registration, as is proof of AAMA membership (if you are registering at the member rate) and your Hilton Orlando Lake Buena Vista–Disney Springs Area reservation confirmation number (if you are staying at the host hotel).

Approximately two weeks before the conference, those who preregistered will receive an email with a registration packet—including a conference program, helpful guides, and preconference newsletter. Hard copies of the registration packets, as well as ribbons, badges, and the complimentary conference tac or charm, will be distributed on-site.

Registration Types

Full Registrations include admission to continuing education (CE) sessions, the Welcome and Awards Celebration, all Exhibitors Hall events, all continental breakfasts, and the Presidents Banquet (which includes the Mix and Mingle event).

Daily Registrations include any food functions, events, and CE sessions offered on the day of registration.

Student Daily Registrations include any CE sessions, events, and any scheduled meals on the day of registration. A copy of the medical assisting student’s ID (current at the time of the conference) or current AAMA student membership card must accompany student registration.

Accreditation Workshop Registrations include admission only to the specified workshop. This registration does not include any other conference activities or meals. Attendees must register for the conference or purchase meal tickets to participate in those activities.

Note: Admission to the House of Delegates is free to AAMA members, but if you are not also a conference registrant, you must obtain an admission armband from the AAMA Registration Desk.

Included in Your Registration

Conference Tacs and Charms

A complimentary conference lapel tac or charm will be given to each attendee as part of their registration. You will select your tac or charm on-site.

Badge Ribbons

Badge ribbons will be available on-site at the AAMA Registration Desk. Ribbons for board members, past national presidents, and AAMA Annual Conference volunteers will be available on-site, as will ribbons for years of membership (including national AAMA Life Members).

Note: Ribbons for Credentials Desk volunteers, pages, and tellers will be distributed on-site.

The following ribbons will be available:

National Level Ribbons

- National Strategy Team Member
- National Task Force Member
- National Committee Member

General Attendee Ribbons

- Educator
- Practitioner
- Student
- New CMA (AAMA)
- First-Time Attendee
- State President
- Surveyor
- CE Program Planner

Registration Fees

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Cancellation and Refund Policy
You can modify or cancel your registration after its online submission. To do this, open your confirmation email from Conference@aama-ntl.org and click the link within the phrase “Click here to view/modify your registration.” You’ll be redirected to the AAMA’s CVENT site, and a pop-up message will ask for your email and confirmation number. Input the confirmation number you received in that email from Conference@aama-ntl.org to log in and then modify or cancel your registration.

You will receive a confirmation email about your modified or canceled registration from Conference@aama-ntl.org.

If you used a credit card as payment, your payment will be automatically refunded minus the nonrefundable administrative fee. If you selected to pay by check and then canceled your registration before submitting your check payment, you still owe the nonrefundable administrative fee.

Note: Cancellations received by Aug. 22, 2023, will be refunded minus a $40 nonrefundable administrative fee. Cancellations received Aug. 22–Sept. 15 will be refunded minus a $75 nonrefundable administrative fee. Absolutely no refunds will be granted after Sept. 15, 2023

Conference Policies
Session Attendance
Seating at sessions cannot be guaranteed and is provided on a first-come, first-served basis. Early arrival is recommended.

Attendance of 90% at each session is required to earn CEU credit. If you do not have a paid conference registration covering a specific day, you are not eligible to receive CEU credit for any sessions attended that day.

Allergies
If you have any allergies that would impact your participation in the conference, such as a food allergy (including peanut, tree nut, or shellfish), please provide the AAMA with notice of such allergies. While the AAMA will use reasonable efforts to accommodate your needs, the AAMA shall not be responsible for any injuries, damages, additional costs, or losses to you as a result of any party’s—the hotel, or any conference vendor—failure to accommodate your needs.

Photography/Videography
The AAMA reserves the right to use any photograph/videography taken at any AAMA event—without further notification—within AAMA print and electronic materials, including, but not limited to, CMA Today, newsletters, the website, videos, and social media platforms. By registering for and attending the AAMA Annual Conference, you agree to permit the AAMA to use photographs and/or video featuring your likeness at the AAMA’s sole discretion.

Travel Info and Things to Do
The Hilton Orlando Lake Buena Vista–Disney Springs Area is located at 1751 Hotel Plaza Boulevard, Lake Buena Vista, Florida, 32830. Attendees will enjoy the convenient location with direct access to Walt Disney World.

Maps, driving directions, and more local information can be found on the hotel website: https://www.hilton.com/en/hotels/mcobuhh-hilton-orlando-buena-vista-palace/

The closest airport, Orlando International Airport (MCO), is approximately 16 miles away.

For those driving, the Hilton Orlando Lake Buena Vista–Disney Springs Area has on-site self-parking for $25 or valet parking for $35 plus taxes.

Hotel Reservations
Reservations at the Hilton Orlando Lake Buena Vista–Disney Springs Area must be made on or before Wednesday, Aug. 30, 2023. After that date, reservations will be taken on a space-available basis at the best available rate at that time. Reserve early, as the room block may fill up and additional rooms cannot be guaranteed. All registrations must be guaranteed with a credit card at the time of reservation. Room rates are $169 (single or double occupancy), $189 (triple occupancy), or $209 (quadruple occupancy) and are subject to applicable state and local taxes. The host hotel has a mandatory $20 resort fee (plus taxes) per room per night. Visit the hotel’s website for details on what perks this fee covers.

To make reservations, go online or call the hotel:
• https://book.passkey.com/go/AAMA2023
• 800/782-4417

If you call, tell the reservationist you are with the American Association of Medical Assistants, group code “AMA,” to get the special group rate.

If for any reason you need to cancel or adjust your reservation, the hotel’s policy is that the first night’s deposit is refundable up to five days in advance of arrival.

Have More Questions?
Visit the FAQs webpage
“MY CONFERENCE SCHEDULE” TEMPLATE

You can only register online using CVENT. Instructions for this template: Use the plan of events below to map out your ideal conference schedule before you register online via CVENT. This is for personal use only and completely optional. This schedule is subject to change on site.

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Ready to register? Register via CVENT