67th AAMA

ANNUAL CONFERENCE

Lake Buena Vista, FL
Sept. 22–25, 2023
Proudly Supports

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Natasha Geno, CMA (AAMA), ATS, for Vice Speaker

And would like to thank

Deborah Novak, CMA (AAMA), for her great leadership as AAMA President
Welcome
AAMA President Deborah Novak, CMA (AAMA), welcomes you. Also, view the list of contributors and conference committee members.

Officers & Trustees
See the members of the AAMA Board of Trustees.

Volunteer Leaders & On-Site Staff
Review a list of the dedicated volunteer leaders and staff who contribute to the success of the AAMA.

Agenda of Events
Refer to this guide for continuing education sessions, special events and activities, and the House of Delegates agenda.

CE Sessions & Speakers
Peruse descriptions of the sessions and information about our distinguished conference speakers.

Exhibitors Hall
Get a sneak preview of the exhibitors at this year’s Exhibitors Hall.

Sponsors
Learn more about this year’s sponsors!

VISIT THE AAMA SOCIETY OF PAST PRESIDENTS

And make your donations to . . .

Maxine Williams Scholarship Fund
As a medical assistant, helping people is what you do. Deserving medical assisting students need assistance to complete their education. Help the students; help the profession.

Ivy Reade Relkin Surveyor Training Fund
Your contribution helps us meet the increasing need for well-trained surveyors to review the quality of medical assisting programs.

Donations to these funds are tax deductible as charitable contributions to the extent permitted by law and can be made in honor of the living, or in memory of a departed friend, relative, or colleague.

Help us help the profession!
Welcome to “the Most Magical Place on Earth,” as announced on the opening day of Walt Disney World on Oct. 1, 1971. The Board of Trustees (BOT) welcomes you to the 67th AAMA Annual Conference. Orlando and Disney are known for creating memories, making dreams coming true, and sparking the imagination, success, inspiring quotes, and ambitions. “Be our guest” at events such as the First-Timers and Students Reception, the Welcome and Awards Celebration, the House of Delegates, the State Leaders Session, and the Presidents Banquet for opportunities to network with other medical assistants. And remember—"you've got a friend in me" and many others. The Annual Conference Committee and the Continuing Education Board (CEB) have created a “whole new world” of educational topics and speakers to provide you with an amazing collection of knowledge.

On Friday morning, meet the leaders of the BOT, CEB, and Certifying Board (CB) and learn how they work for you and your profession. “In every job that must be done, there is an element of fun.” On Friday evening, join us for the 80s-themed Welcome and Awards Celebration. Come in your bright 80s fashion for a chance at some great prizes for having the best costume. Mix and mingle with others from across the U.S. Get footloose with us and ride the soul train to fun. This also allows you to congratulate and support the award winners for 2023. There will be snacks, entertainment, laughs, and fun! “Today’s special moments are tomorrow’s memories.”

On Saturday, we encourage you to come to the House of Delegates and understand the business that each state participates in and the decisions made through your state delegates. This event is truly a sight to behold. Please be sure to stop by and visit the exhibitors’ booths. They will be with us for two days this year, and we have increased the variety of exhibitors to benefit all attendees.

Sunday provides a day full of education, including the CMA (AAMA) Knowledge Bowl, brought back by popular demand. This event is sponsored by the CB and presented by the members of the South Carolina and North Carolina societies. Sunday evening, join us at the Presidents Banquet, where we recognize all state society presidents and AAMA Past Presidents and install Monica Case, CMA (AAMA), as the new AAMA President for 2023–2024.

Monday concludes our conference with additional CEU opportunities in the morning. In the afternoon, there will be sessions for those assigned to serve on the 2023–2024 AAMA Strategy Teams, Committees, and Task Forces. If you have volunteered to serve and have been appointed to one of these committees, please plan to join, if possible, for your first committee orientation and brainstorming session. “Laughter is timeless, imagination has no age, [and] dreams are forever.”

Remember, “if you do your best each and every day, good things are sure to come your way.” The Board of Trustees and I are happy you are here and hope you will enjoy all that the 2023 AAMA Annual Conference has to offer to you.

Deborah Novak, CMA (AAMA)
2022–2023 AAMA President
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bee-lieves
in Pam Neu, CMA (AAMA), MBA, Trustee

We appreciate all that you do!
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FREE FASD Online CEU Training Courses for Medical Assistants

FASD Primer for Healthcare Professionals
Provides information about prevention, identification, referral, and treatment of FASDs.

Preventing Alcohol-Exposed Pregnancies
Describes two evidence-based approaches that healthcare professionals can use to help prevent alcohol-exposed pregnancies.

Communication Skills and Strategies for FASD Prevention
Based on the principles of motivational interviewing, identify and practice communication strategies that can aid in prevention of FASDs.

For more information about these online courses, training opportunities for medical assistants, and hard copies of posters and toolkits visit: fasdmap.org/products

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Funding for the Medical Assistant FASD PIC provided by the Centers for Disease Control and Prevention (#5 NU01DD001132-04-00) to: “The Medical Assistant Partnership for Healthy Pregnancies and Families (MAP) is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $280,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.”
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1959 * Lucille Swearingen (OK)
1960 * Marian Litle (IA)
1961 * Bettye Fisher Baldwin (IN)
1962 * Lillie Woods (CA)
1963 * Alice Budny (WI)
1964 Judy Coleman, CMA-AC (AAMA) (TX)
1965 * Rose Merritt (GA)
1966 * Marge Slaymaker (KS)
1967 * Elvera Fischer, CMA-C (AAMA), RN (IL)
1968 Margaret Swank Webber, CMA-C (AAMA) (OH)
1969 * Mildred Crawford, CMA-AC (AAMA) (TX)
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1971 * Marie Young (IN)
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1979 * Wini Schwartz, CMA-AC (AAMA) (CA)
1980 * Jean Mobley, CMA-AC (AAMA) (TX)
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1983 * Betty Mays, CMA-A (AAMA) (AZ)
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2006 Mary Dyer, CMA-A (AAMA) (TX)
2007 Rebecca Walker, CMA (AAMA), CPC (NC)
2008 Linda Brown (NJ)
2009 Kathryn Panagiortacos, CMA (AAMA) (FL)
2010 Boni Brunz, CMA-A (AAMA) (CO)
2011 Betty Springer, CMA-C (AAMA) (FL)
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2013 Chris Holland, CMA (AAMA) (CO)
2014 Nina Watson, CMA (AAMA), CPC (CA)
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2019 Susan Hawes, CMA (AAMA), MBA, RHIT, FACMPE (ME)
2020 Debby Houston, CMA (AAMA), CPC (VA)
2021 Debby Houston, CMA (AAMA), CPC (VA)
2022 Patty Licurs, CMA (AAMA), CPC (SC)
2023 Deborah Novak, CMA (AAMA) (OH)
* Deceased

Note: Italics indicate name changes after presidency. Also, the state in which the person resided at the time of presidency is indicated.

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Kelli Smith
Administrative Assistant
Deb Rumpel
Board Services Manager
Sharon Flynn
**AGENDA OF EVENTS**

**CEU Category Codes:**  
G = General  •  A = Administrative  •  C = Clinical

## THURSDAY, SEPTEMBER 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–6 PM</td>
<td>Educator Preconference Workshop</td>
<td>South Ballroom</td>
</tr>
<tr>
<td>6–9 PM</td>
<td>Registration Open</td>
<td>East/West Registration Desk</td>
</tr>
</tbody>
</table>

## FRIDAY, SEPTEMBER 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7–8:30 AM</td>
<td>Continental Breakfast</td>
<td>South Ballroom</td>
</tr>
<tr>
<td>7 AM–5:30 PM</td>
<td>Headquarters Open</td>
<td>Veranda</td>
</tr>
<tr>
<td>7 AM–5:30 PM</td>
<td>Registration Open</td>
<td>East/West Registration Desk</td>
</tr>
<tr>
<td>7:30–8:30 AM</td>
<td>First-Timers and Students Reception</td>
<td>Salon I</td>
</tr>
<tr>
<td>7 AM–7 PM</td>
<td>Exhibitors Hall</td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>Suicide Prevention (2 GAC)</td>
<td>Salon VII–VIII</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>Human Trafficking Recognition and Trauma-Informed Care (2 GAC)</td>
<td>Salon II–III</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>Contemporary Technology Tips and Tricks for Medical Assisting Educators (2 G)</td>
<td>Salon IV–V</td>
</tr>
<tr>
<td>9 AM–NOON</td>
<td>Board of Trustees, Endowment Meetings</td>
<td>North Ballroom</td>
</tr>
<tr>
<td>10:15 AM–12:15 PM</td>
<td>Leaders in Education and Practice (LEAP) Forum</td>
<td>Salon I</td>
</tr>
<tr>
<td>10:15 AM–12:15 PM</td>
<td>The Importance of Statistics in Health Care (2 GA)</td>
<td>Salon VII–VIII</td>
</tr>
<tr>
<td>10:15 AM–12:15 PM</td>
<td>Workplace Empathy (2 G)</td>
<td>Salon II–III</td>
</tr>
<tr>
<td>1–2 PM</td>
<td>Credentials Desk Open For Changes Only (Only those states that need to make changes to delegates/alternates should stop by at this time. The AAMA Speaker and Vice Speaker of the House will be available for questions.)</td>
<td>Areca</td>
</tr>
<tr>
<td>1:15–3:15 PM</td>
<td>HITECH Compliance: HIPAA and MIPS (2 GA)</td>
<td>Salon II–III</td>
</tr>
<tr>
<td>1:15–3:15 PM</td>
<td>The Dark Side of Education (2 G)</td>
<td>Salon IV–V</td>
</tr>
<tr>
<td>3:30–5:30 PM</td>
<td>CMA (AAMA)* Knowledge Bowl (2 GAC) (Certifying Board–Featured Program and General Session)</td>
<td>South/Center Ballroom</td>
</tr>
<tr>
<td>7–10 PM</td>
<td>Welcome and Awards Celebration (Attendees are encouraged to dress in 80s-themed attire.)</td>
<td>Salon I–V</td>
</tr>
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## SATURDAY, SEPTEMBER 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:30–7:30 AM</td>
<td>Credentials Desk Open</td>
<td>Center Ballroom</td>
</tr>
<tr>
<td>7–8:30 AM</td>
<td>Continental Breakfast</td>
<td>South Ballroom</td>
</tr>
<tr>
<td>7 AM–6:30 PM</td>
<td>Headquarters Open</td>
<td>Veranda</td>
</tr>
<tr>
<td>7:30 AM–5 PM</td>
<td>Registration Open</td>
<td>East/West Registration Desk</td>
</tr>
<tr>
<td>8–10:30 AM</td>
<td>House of Delegates</td>
<td>Salon I–V</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>------------</td>
<td>------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>8 AM–7 PM</td>
<td>Exhibitors Hall</td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>8:30–10:30 AM</td>
<td>Gastrointestinal Issues (2 C)</td>
<td>Salon VI–VIII</td>
</tr>
<tr>
<td>10:30 AM–12:30 PM</td>
<td>Meet the Candidates</td>
<td>Salon I–V</td>
</tr>
<tr>
<td>10:45 AM–12:45 PM</td>
<td>The Many Types of Child Abuse (2 GAC)</td>
<td>Salon VI–VIII</td>
</tr>
<tr>
<td>1–3 PM</td>
<td>Reference Committees: Reports, Bylaws, and Resolutions</td>
<td>Salon I–V</td>
</tr>
<tr>
<td>2:15–4:15 PM</td>
<td>The Mystery of Motivation: How Do We Get Students Engaged? Part I (2 G)</td>
<td>Salon VI–VIII</td>
</tr>
<tr>
<td>4:30–6:30 PM</td>
<td>The Mystery of Motivation: How Do We Support Faculty? Part II (2 G)</td>
<td>Salon VI–VIII</td>
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<tr>
<td>5:30–6:15 PM</td>
<td>Credentials Desk Open</td>
<td>Center Ballroom</td>
</tr>
<tr>
<td>6:30–10 PM</td>
<td>House of Delegates Reconvenes</td>
<td>Salon I–V</td>
</tr>
</tbody>
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### SUNDAY, SEPTEMBER 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7–8:30 AM</td>
<td>Continental Breakfast</td>
<td>South Ballroom</td>
</tr>
<tr>
<td>7 AM–6:30 PM</td>
<td>Headquarters Open</td>
<td>Veranda</td>
</tr>
<tr>
<td>7 AM–6 PM</td>
<td>Registration Open</td>
<td>East/West Registration Desk</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>Employee Disengagement (2 G) (Continuing Education Board Practice Managers Task Force–Featured Program)</td>
<td>Salon VII–VIII</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>De-Escalating Patient Agitation (2 G)</td>
<td>Salon II–III</td>
</tr>
<tr>
<td>8–10 AM</td>
<td>Lizards Everywhere! How to De-Escalate Students’ Anxiety and Anger (2 G)</td>
<td>North Ballroom</td>
</tr>
<tr>
<td>10:15 AM–12:15 PM</td>
<td>The Other End of the Stethoscope (2 G) (Keynote [Special General Session Featured by the Florida State Society])</td>
<td>Salon IV–V and Corridors</td>
</tr>
<tr>
<td>1:15–3:15 PM</td>
<td>Leading through Change (2 G)</td>
<td>Salon IV–VIII</td>
</tr>
<tr>
<td>1:15–3:15 PM</td>
<td>Cultural and Linguistic Competence (2 GA)</td>
<td>Salon I–III</td>
</tr>
<tr>
<td>1:15–3:15 PM</td>
<td>State Leaders (Open to all state and chapter officers.)</td>
<td>South Ballroom</td>
</tr>
<tr>
<td>3:30–5:30 PM</td>
<td>Medical Assisting Education Review Board (MAERB) Forum</td>
<td>North Ballroom</td>
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<tr>
<td>6–7 PM</td>
<td>Mix and Mingle</td>
<td>Grand Foyer</td>
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<tr>
<td>7–10 PM</td>
<td>Presidents Banquet (Cocktail attire is the dress code for this event.)</td>
<td>Salon I–V</td>
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### MONDAY, SEPTEMBER 25

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7 AM–12:30 PM</td>
<td>Registration Open</td>
<td>East/West Registration Desk</td>
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<tr>
<td>7:30 AM–1 PM</td>
<td>Headquarters Open</td>
<td>Veranda</td>
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<tr>
<td>8–10 AM</td>
<td>Morals and Ethics (2 G)</td>
<td>Salon VII–VIII</td>
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<tr>
<td>8–10 AM</td>
<td>The Benefits of Music Therapy in a Medical Setting (2 GC)</td>
<td>Salon II–III</td>
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<tr>
<td>10:30 AM–12:30 PM</td>
<td>Overcoming Social Determinants of Health: Recruiting, Retaining, and Graduating a Diverse Workforce (2 G)</td>
<td>Salon VII–VIII</td>
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<tr>
<td>10:30 AM–12:30 PM</td>
<td>Multiple Sclerosis (2 C)</td>
<td>Salon II–III</td>
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<tr>
<td>1:30–3:30 PM</td>
<td>AAMA Committees, Strategy Teams, and Task Forces Meeting</td>
<td>Salon IV</td>
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Room assignments may be subject to change on-site. Check the daily newsletter for changes.
AGENDA OF EVENTS

SATURDAY, SEPTEMBER 23

House of Delegates Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8–10:30 AM</td>
<td>Opening Ceremonies</td>
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<tr>
<td></td>
<td>Keynote Speaker Presentation</td>
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<td></td>
<td>Donald Balasa, JD, MBA, CEO and Legal Counsel</td>
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<td></td>
<td>Call to Order</td>
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<td>Aimee Wicker, CMA (AAMA), Speaker of the House</td>
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<td></td>
<td>Credentials Chair Report</td>
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<td>Adoption of House Rules</td>
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<td>Sherry Bogar, CMA (AAMA), CN-BC, Vice Speaker of the House</td>
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<tr>
<td></td>
<td>Supplemental Report</td>
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<td>Deborah Novak, CMA (AAMA), President</td>
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<tr>
<td></td>
<td>Nominating Committee Report</td>
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<tr>
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<td>Patty Licurs, CMA (AAMA), CPC, Nominating Committee Chair</td>
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<tr>
<td></td>
<td>Nominations from Floor</td>
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<tr>
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<td>Aimee Wicker, CMA (AAMA), Speaker of the House</td>
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<td>Remembrance</td>
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<td></td>
<td>Credentials Chair Report</td>
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<td>Voting</td>
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<td></td>
<td>Officers, Trustees, Nominating Committee</td>
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<td>Reference Committee Reports</td>
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<td></td>
<td>Reports</td>
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<td>Bylaws</td>
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<td>Resolutions</td>
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<td>Good and Welfare Statements</td>
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<td>(Note: Only 10 minutes allowed.)</td>
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Info to Know

Recordings Prohibited
Audio and video recordings of the House of Delegates, Meet the Candidates, and Reference Committees are strictly prohibited.

Program Content
The continuing education programs at this conference have been approved by the Continuing Education Board for continuing education units (CEUs). Granting approval in no way constitutes endorsement by the AAMA of either the program’s content or facilitator.

How We Track CE Session Attendance
The AAMA will be using CVENT attendance tracking to more quickly and accurately process attendance at this year’s conference. Attendee badges will be scanned upon entry to all CEU sessions. Please wear your badge to all CEU sessions to ensure proper tracking of your attendance.

Join, Renew, and Recertify
Attendees can pay their annual membership dues and recertify their CMA (AAMA) credential—if all their CEUs are from the AAMA—at the AAMA Registration Desk.

Vegetarian Meals
Vegetarian meals are available upon request at all conference meals.

Allergy Alert
As part of our reasonable efforts to accommodate the needs of all conference attendees, we respectfully request that you do not bring any peanut products into the conference. Thank you for your cooperation in this matter.

Photos
Photos of attendees will be taken throughout the conference and may be used by the AAMA for promotional purposes in printed and/or electronic format.

Attendee Surveys
Following the conference, an email will be sent to attendees that includes a link to an online evaluation survey on conference CE session speakers. This will be in addition to the link that is sent for the regular conference evaluation survey.

Tag us! #AAMA2023 #AAMA2023Conference
We’re Hiring
Medical Assistants

Join our growing teams across the country

With over 250 centers across 15 states, we have a team for you! Stop by our booth at the American Association of Medical Assistants conference to learn more about a career focused on helping seniors live healthier and happier lives.

Benefits include:
• Competitive pay
• Healthcare starting day one
• 401(k) with employer match
• Paid Time Off & Holidays
• Tuition reimbursement
• Parental leave

Learn more and apply at
CenterWellCareers.com
ConvivaCareers.com
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)

Mark Marino, MEd, MS, is a mathematics faculty member at the University at Buffalo. During his 20-year career in higher education, Marino has received numerous teaching and scholarly awards, including the prestigious Chancellor’s Award for Excellence in Teaching from the State University of New York and the Milton Plesur Excellence in Teaching Award from the University at Buffalo. Marino frequently speaks at international, national, and state conferences. Prior to his current role, he worked at Pearson Education for 10 years, where he traveled to 500-plus colleges and universities across the United States and Canada and trained faculty to effectively use educational technologies in their courses to promote student success.

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)

James R. Ginder, MS, NREMT, PI, CHES, NCEE, PAI, CCHW, is the health education specialist at the Hamilton County Health Department in Noblesville, Indiana. Ginder holds a Bachelor of Science in public health education from Indiana University and a Master of Science in adult education from Indiana University–Purdue University Indianapolis. He is a national certified health education specialist, a national registered emergency medical technician, an emergency medical technician educator, and a national certified EMS (emergency medical services) educator. Ginder is also a certified psychological autopsy investigator and a certified community health worker.

Human Trafficking Recognition and Trauma-Informed Care
8–10 AM
Globally, human trafficking is a major public health problem. Trafficking victims may have contact only 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)

Kellie Chapman, RN, DNP, CEN, PCCN-K, TCRN, CNE, graduated with a Doctor of Nursing Practice in Executive Leadership from the University of Central Florida, a Master of Nursing Education from Phoenix University, and a Bachelor of Science in Nursing from Berea College. She also holds national certifications in trauma, emergency nursing, progressive care, and education. Dr. Chapman’s 27-year career has been primarily in emergency, trauma, leadership, and education, with her doctoral focus on identifying human trafficking in the health care setting. Dr. Chapman is currently a clinical education specialist for an ambulatory medical group, covering 110 practices in Central Florida.

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.

Enjoy Continental Breakfasts
Friday, Saturday, and Sunday
Beginning at 7 AM in the South Ballroom
Sponsored by Intermountain Health, CenterWell Senior Primary Care, and the Wisconsin Society of Medical Assistants
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 GA)

Mark Marino, MEd, MS (See Contemporary Technology Tips and Tricks for Medical Assisting Educators, Friday, 8–10 am)

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)

K. Minchella, PhD, CMA (AAMA), is an associate professor and is the founder and a professional leadership and performance improvement consultant for Consulting Management Associates LLC. Dr. Minchella works with global organizational executive leaders and coaches to develop processes, performance improvement plans, return on investment evaluations, and transformations and as a meeting facilitator. Dr. Minchella has been an effective and engaging speaker for conferences and is a published author with numerous publications in scholarly journals, books, and other publications.

What Is Long COVID?
1:15–3:15 PM
Long COVID, also called post-COVID conditions, include a wide range of ongoing health problems that can last weeks, months, and even years after an initial COVID-19 infection. Explore the ways COVID-19 is transmitted and can be prevented. Examine the symptoms and health ramifications of long COVID. Learn strategies to manage long COVID and to connect patients to necessary resources. (2 GAC)

James R. Ginder, MS, NREMT, PI, CHES, NCEE, PAI, CCHW (See Suicide Prevention, Friday, 8–10 AM)

HITECH Compliance: HIPAA and MIPS
1:15–3:15 PM
Correct documentation can help medical practices avoid or reduce fines. Similarly, medical practices must also comply with the Health Information Technology for Economic and Clinical Health (HITECH) Act and the Health Insurance Portability and Accountability Act (HIPAA). Gain an understanding of HIPAA documentation requirements and the Merit-Based Incentive Payment System (MIPS). Learn how to avoid patient privacy issues that may result in complaints to the U.S. Department of Health and Human Services, and review cybersecurity best practices to avoid record breaches. (2 GA)

Michael McCoy is a senior HIPAA security expert who has worked in health care administration for 24 years, focusing on outpatient radiology. He graduated from Florida State University with a double major in accounting and psychology. Since then, he has developed a HIPAA compliance kit focusing on the needs of small practices. He is a HIPAA speaker for AdventHealth Orlando and BayCare Health Systems and a national speaker for Coding Leader. McCoy attends yearly conferences on privacy and security held by the Office of Civil Rights (OCR) and National Institute of Standards and Technology (NIST) and stays updated on the HIPAA laws and guidelines as set forth by OCR, NIST, and the U.S. Department of Health and Human Services. He has performed over 3,000 HIPAA risk assessments, and all audited clients have passed. McCoy built a turnkey system around the OCR audit protocol to ensure organizations are ready for HIPAA audits.

The Dark Side of Education
1:15–3:15 PM
The teaching profession has benefits and challenges that are rarely addressed. Discuss the challenges in education, its goals, and the designs of an academic program. Explore how an educational environment could be structured or restructured. Learn how to develop an engaging and inclusive environment and strengthen educators, aiming for high educational quality and standards in teaching, learning, and assessment. (2 G)

K. Minchella, PhD, CMA (AAMA) (See Workplace Empathy, Friday, 10:15 AM–12:15 PM)

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)*.

First-Timers and Students
Start out the conference strong. Attend a session just for you! 
Friday at 7:30 AM in Salon I

Attend the Welcome and Awards Celebration!
Friday at 7 PM in Salon I–V
(Attendees are encouraged to dress in 80s-themed attire. By dressing up, you’ll be automatically entered for the costume contest to win rad prizes!)
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)

**SATURDAY, SEPTEMBER 23**

**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)

Paul Panzarella, MD, completed his internal medicine residency and gastroenterology fellowship at NYU Langone Hospital–Long Island in New York. He has interests in colorectal cancer screening and general hepatology. Dr. Panzarella performs in-office hemorrhoid banding treatments, which offer a painless alternative to surgery. He is one of the few physicians in the Orlando area who performs InterStim Therapy, a newer treatment for patients who experience fecal incontinence. He joined the Center for Advanced Gastroenterology in 2017 after almost four years of private practice with Atlanta Gastroenterology Associates.

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)

Andrea Z. Ali-Panzarella, DO, MPH, FAAP, FACOP, earned her medical degree from the Nova Southeastern University College of Osteopathic Medicine in Davie, Florida, while simultaneously completing a Master of Public Health degree. She went on to complete an internship at Nassau University Medical Center in East Meadow, New York, and a pediatric residency at NYU Langone Hospital–Long Island in Mineola, New York. She served as the chief resident in pediatrics for an additional year. After practicing general pediatrics in Long Island for two years, Dr. Ali-Panzarella pursued a fellowship in child abuse pediatrics at Emory University School of Medicine in Atlanta, Georgia, becoming board-certified in November 2017. Dr. Ali-Panzarella currently works at Nemours Children’s Hospital in the telemedicine department.

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)

Tricia Berry, PhD, MATL, OTR/L, is an associate dean for the Purdue University Global School of Health Sciences. She holds a Doctor of Philosophy in education with a specialization in organizational leadership, a Master of Arts in teaching and learning, and bachelor’s degrees in occupational therapy and psychology from St. Ambrose University. Dr. Berry is also a certified diversity and inclusion specialist through the Academy to Innovate HR. Dr. Berry is a member of several professional associations, including the American Association for Adult and Continuing Education, the Greenleaf Center for Servant Leadership, the International Leadership Association, and the American Association of Medical Assistants.

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)

Tricia Berry, PhD, MATL, OTR/L (See The Mystery of Motivation: How Do We Get Students Engaged? Part I, Saturday, 2:15–4:15 PM)

**SUNDAY, SEPTEMBER 24**

**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

**Presidents Banquet**
Usher in the new association year at this inaugural event and salute your state leaders during the Parade of Presidents. Sunday at 7 PM in Salon I–V
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)

Preethi Fernando is an award-winning author of 12 books and has been a keynote speaker at several events. She is a winner of Stephen King’s Haven Foundation award and a Carnegie Fund for Authors grant. Fernando is an inspirational speaker and travels throughout the United States for speaking engagements. She speaks on emotional intelligence, leadership, work-life balance, mental toughness, and mindfulness. She believes that “our lives begin to change when we take full responsibility for [them].”

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)

Rene Brent, RN, is a certified clinical hypnotherapist, the international bestselling author of the book How Big Is Your But?, and currently publishing her second book, What Has Worry Done for You Lately? Brent speaks domestically and internationally to medical professionals and business organizations. She is also the director of the Orlando division of the Institute of Interpersonal Hypnotherapy. Brent has been a registered nurse for 30 years and has worked in intensive care unit, trauma, emergency room, and recovery room settings. She helped agitated patients and calmed panicked patients and their families. It was a natural transition for Brent to move to healing the body through the mind. Brent now helps her clients feel healthier physically and emotionally by using the power of the deep inner mind to release subconscious blocks or self-sabotaging behavior.

Lizards Everywhere! How to De-Escalate Students’ Anxiety and Anger
8–10 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)

Nina Beaman, EdD, MSN, CNE, RN, PMH-BC, RNC-AWHC, CMA (AAMA), is a National League for Nursing certified nurse educator; American Nurses Credentialing Center psychiatric-mental health nursing—certified, National Certification Corporation—certified in ambulatory women’s health care nursing, and a CMA (AAMA). She is currently the president of the Virginia Society of Medical Assistants. Dr. Beaman has a Doctorate in Education, a Master of Nursing, a Master of Health Psychology, a Bachelor of Arts, an associate degree in nursing, an associate degree in business, and a diploma in French studies. She is the chief nurse administrator for the School of Nursing and Health Sciences at Aspen University.

The Other End of the Stethoscope
Keynote CE Session (Special General Session Featured by the Florida State Society)
10:15 AM–12:15 PM
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)

Marcus Engel, MS, CPXP, CSP, is a certified speaking professional and author whose messages provide insight and strategies for excellent patient care. “The Other End of the Stethoscope” has been witnessed by numerous health care professionals, and his books are used in scores of nursing and allied health programs to teach the basic foundations of caregiving. As a college freshman, Engel was blinded and nearly killed after being struck by a drunk driver. During two years of rehabilitation and over 350 hours of reconstructive facial surgery, Marcus witnessed the good, the bad, and the profound in patient care. Marcus holds a bachelor’s in sociology from Missouri State University and a master’s in narrative medicine from Columbia University in New York City. He has been awarded an honorary doctorate from the Philadelphia College of Osteopathic Medicine. He is also an adjunct professor at the University of Notre Dame. Learn more at www.MarcusEngel.com.

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)

Lauren Josephs, PhD, LMHC, NCC, is a social and behavioral scientist and CEO of Visionary Vanguard Group Inc., a consulting firm that uses research, evaluation, training, and technical assistance to help organizations eliminate disparities and achieve equitable outcomes. She has been a Florida-licensed psychotherapist and a National Certified Counselor for over two decades. Dr. Josephs has worked collaboratively to address health and health care disparities, gender inequities, childhood trauma, and other issues impacting minority and under-resourced communities. Her work has been presented at numerous conferences and universities. Dr. Josephs obtained master’s and specialist degrees in mental health counseling from the University of Florida. She earned a PhD in public affairs from the University of
Central Florida (UCF). She is currently a member of the Collaborative Community Council, a subcommittee of the AdventHealth Orlando board of trustees, and the Embrace Families Solutions and Passionate Heart Ministries board of directors. Dr. Josephs has received several awards for her work, including the Health Equity Heroes Award from the Florida Department of Health in Orange County, the Trailblazer Award from the Center for Multicultural Wellness and Prevention, the Blue Indigo Award from the Z.E.T.A. Foundation, and the Outstanding Alumni Award from the Doctoral Program in Public Affairs at UCF.

Leading through Change
1:15–3:15 PM
Leaders navigating through change need to know when to stop tolerating the same old problems and 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)

Preethi Fernando (See Employee Disengagement, Sunday, 8–10 AM)

**MONDAY, SEPTEMBER 25**

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)

Marcella Brown, MT-BC, received her bachelor’s degree in music therapy at Florida Gulf Coast University in August 2019. She became a board-certified music therapist (MT-BC) by passing the board exam in March 2022. She completed a six-month internship in Binghamton, New York. She worked with children ages 5–21 at a special education school site called “Broome-Tioga BOCES.” Brown has a passion for the music therapy field and has always thought that music is so powerful in ways a lot of people don’t understand and could change so many lives, especially in the music therapy profession. She currently works at Avow Hospice in Naples, Florida, where she works with older adults who are toward the end of their lives. Brown has been singing and performing since she was 5 years old and can sing in several languages. She has been cantoring solo in the adult choir at Sacred Heart Catholic Church in Punta Gorda, Florida, since the age of 7 and St. Vincent de Paul Catholic Church in Fort Myers, Florida, since August 2019.

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)

David Patterson is an 18-year veteran of the U.S. Air Force Nursing Corps. His service spanned many deployments, including Panama, Desert Shield/Desert Storm, and the Iraq and Afghanistan areas of responsibility. After retiring in 2005, Patterson embraced his role in the civilian health care arena by making patient care and education his top priority. He has worked in home health care, owned a specialty pharmacy, and specialized in neurology as a clinic director and director of clinical research. He managed clinical trials funded by the Department of Defense, Veterans Affairs, and National Institutes of Health, focusing on new treatments for posttraumatic stress disorder, traumatic brain injury, and Gulf War syndrome. Patterson has been published for research on red tide. Patterson also is an ordained pastor and is pursuing a Master of Theology.

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 C)

David Patterson (See Morals and Ethics, Monday, 8–10 AM)

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)

Nina Beaman, EdD, MSN, CNE, RN PMH-BC, RNC-AWHC, CMA (AAMA) (See Lizards Everywhere! How to De-Escalate Students’ Anxiety and Anger, Sunday, 8–10 AM)

Be courteous to guest speakers and fellow attendees.

Conduct conversations in the hallways or lobbies.
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for Vice Speaker
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