



69TH ANNUAL
AAMA
CONFERENCE

SEPTEMBER 19-22, 2025 + ARLINGTON, VA

 AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS.

 69TH ANNUAL
AAMA
CONFERENCE

THE NORTH CAROLINA STATE SOCIETY OF MEDICAL ASSISTANTS

PROUDLY SUPPORTS

Shirley Sawyer,

CMA (AAMA), CPC



for

Secretary



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VISIT THE AAMA SOCIETY OF PAST PRESIDENTS

Help us help the profession!

And make your donations to the ...

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 ensure the quality of accredited medical assisting programs by training skilled surveyors. This fund is part of the Medical Assisting Education Review Board. Contribution checks should be made payable to the Medical Assisting Education Review Board, with a notation on the memo line that the funds are for the Ivy Reade Relkin Surveyors Training Fund.

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.

Donations can be made at the SoPPs table in the Regency Foyer.

WELCOME TO VIRGINIA

On behalf of the AAMA Board of Trustees (BOT), I am extremely excited to welcome everyone to my home state of Virginia for the 69th AAMA Annual Conference. Arlington has a unique history deeply connected to its proximity to Washington, D.C. Be sure to plan some time to sightsee, shop, and dine at local restaurants. The conference has a full schedule of continuing education sessions, meetings, and even some fun!

I invite you to attend the First-Timers Reception on Friday morning. You will meet the BOT, as well as members of the Continuing Education Board and the Certifying Board. Later, there will be an open session of the BOT, open to all attendees to see how the BOT has worked for you throughout the last year. If you have been thinking about volunteering but have questions, we encourage you to join us to learn more. Then dress up in 1920s apparel and join us at the Welcome and Awards Celebration to celebrate the hard work of states, chapters, and individual members.

Saturday features the House of Delegates, where the business of the AAMA is conducted, and the Meet the Candidates session for the 2025–2026 BOT candidates. After lunch, join us for Reference Committees: Reports, Bylaws, and Resolutions, followed by the second session of the House of Delegates when voting will take place. Make sure to also visit the exhibitors area—a few of this year's exhibitors are from our current partnerships.

Sunday includes a full day of education. If you are a state or chapter leader, *duck* into the State Leaders Session after lunch to help you continue to grow as a leader. Sunday concludes with the Presidents Banquet, where we will recognize state society presidents and AAMA past presidents. We will also honor incoming and outgoing members of the BOT.

Monday begins with additional CE opportunities before the conference weekend concludes. Monday afternoon, we invite all members appointed to a board, committee, strategy team, or task force to meet the chairs and learn more.

Many opportunities for you to elevate your learning, friendships, and even your career await you. Thank you for attending the conference and for all you do every day to support the profession and patients. I look forward to meeting you!

Virginia Thomas, CMA(AAMA)

Virginia Thomas, CMA (AAMA)

2024–2025 AAMA President

Conference Education Committee

Chair: Nina Beaman, EdD, CNE, RNC-AWHC, CMA (AAMA)

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State Leaders

The Board of Trustees welcomes state and chapter leaders at the State Leaders session.

(Sunday, 1:15 PM, Regency EF)

Special Contributors

The AAMA thanks the following state societies for their generous contributions toward educational support:

Alaska

New Mexico

North Carolina

Washington



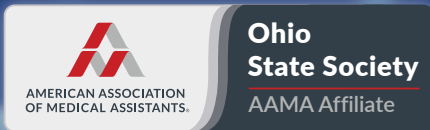


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Loxie Kistler,

EdD, BSN, RN, CMA (AAMA)
for her service as
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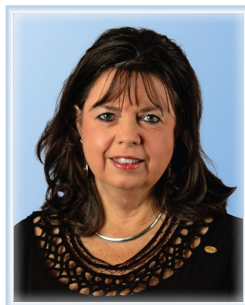
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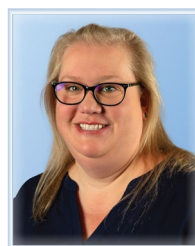
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1957 * Maxine Williams, CMA-A (AAMA) (KS)

1958 * Mary Kinn, CMA-A (AAMA), CPS (CA)

1959 * Lucille Swearingen (OK)

1960 * Marian Little (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)

1970 * Ruth Dize (VA)

1971 * Marie Young (IN)

1972 * Helen Stephens (UT)

1973 * Elisabeth Massey, CMA-AC (AAMA) (CA)

1974 * Marian Cooper, CMA-C (AAMA) (PA)

1975 * Betty Lou Willey, CMA-AC (AAMA) (MI)

1976 * Laura Lockhart Haynes, CMA-AC (AAMA) (OH)

1977 * Joan Michaels, CMA-A (AAMA) (NC)

1978 * Jeanne Green Bloom, CMA-A (AAMA) (IA)

1979 * Wini Schwartz, CMA-AC (AAMA) (CA)

1980 * Jean Mobley, CMA-AC (AAMA) (TX)

1981 * Dot Sellars, CMA-A (AAMA) (VA)

1982 Mabel Ann Veech, CMA-A (AAMA) (FL)

1983 * Betty Mays, CMA-A (AAMA) (AZ)

1984 Janet Hensinger Connell, CMA-A (AAMA) (KY)

1985 Ivy Reade Relkin, CMA-AC (AAMA), BSEd (NY)

1986 * Margaret Corcoran, CMA-AC (AAMA) (NJ)

1987 Josephine Estrada, CMA-AC (AAMA), RN (TX)

1988 *Ann Jordana, CMA-AC (AAMA), RT (FL)

1989 Barbara Parker, CMA-AC (AAMA), CCS-P, CPC (WA)

1990 Juanita Blocker, CMA-C (AAMA), LPN (AL)

1991 Jean Keenon, CMA-A (AAMA), MAEd (AL)

1992 Mary Lou Allison, CMA-C (AAMA) (FL)

1993 Janice Caplan, CMA-A (AAMA) (NY)

1994 Geneva Straughan, CMA-A (AAMA), MBA (TX)

1995 Cheryl Vineyard, CMA (AAMA), CPC, BUS (NM)

1996 Ima Backstrom, CMA (AAMA) (AR)

1997 Carol Clapp, CMA (AAMA), EMT, CPC (TN)

1998 Norma Parker, CMA (AAMA) (NE)

1999 Glenda Cartee, CMA (AAMA) (SC)

2000 Joyce Nakano, CMA-A (AAMA), BA (CA)

2001 Mary Dey, CMA-AC (AAMA) (MI)

2002 *Julianna Drumheller, CMA (AAMA) (VA)

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2004 Theresa Rieger, CMA (AAMA), CPC (OK)

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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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AGENDA OF EVENTS

THURSDAY, SEPTEMBER 18

10 AM–1 PM	Executive Board of Trustees Session <i>(For BOT Members Only)</i>	Tidewater III
1–6 PM	Educator Pre conference Workshop	Regency AB

FRIDAY, SEPTEMBER 19

7–8:30 AM	Breakfast	Washington
7 AM–5:30 PM	Registration Open	Regency Landing
7:30–8:30 AM	First-Timers Reception	Tidewater II
8–10 AM	Ethical Considerations and Effective Strategies for Preventing Excessive Alcohol Use (2 ACG) <i>Center for the Application of Substance Abuse Technologies–Featured Session</i>	Regency CD
8–10 AM	Women's Heart Health (2 CG)	Regency EF
8–10 AM	Embracing Diversity: Fostering Equity and Inclusion in Allied Health Education (2 G)	Regency AB
9 AM–12 PM	Board of Trustees, Endowment Meetings	Potomac III–VI
10 AM–1:30 PM	Exhibitors Hall	Regency Foyer
10:30 AM–12 PM	Promoting Professional Growth and Development (1.5 AG)	Regency EF
10:30 AM–12 PM	Food for Health (1.5 C)	Regency CD
10:30 AM–12 PM	LEAP Forum (1.5 G)	Regency AB
12:30–1:30 PM	Lunch with the Board of Trustees <i>(A Bring-Your-Own-Lunch Event)</i>	Washington
1:30–3:30 PM	The Sun Bus: Skin Cancer Prevention (2 CG) <i>The Sun Bus–Featured Session</i>	Regency EF
1:30–3:30 PM	Value-Based Payment Models (2 AG)	Regency CD
1:30–3:30 PM	Engaging Discussions in the Classroom (2 G)	Regency AB
2:30–4 PM	Exhibitors Hall	Regency Foyer
3:30–4:15 PM	Credentials Desk Open (Changes Only)	Regency E Foyer
4–5:30 PM	CMA (AAMA) Knowledge Bowl (1.5 ACG)	Regency AD
6:30–7 PM	Mix and Mingle	Regency Foyer
7–10 PM	Welcome and Awards Celebration <i>(Attendees are encouraged to dress in 1920s attire.)</i>	Regency EF

SATURDAY, SEPTEMBER 20

7–8:30 AM	Breakfast	Washington
7 AM–5:30 PM	Registration Open	Regency Landing
7:15–8:15 AM	Credentials Desk Open	Regency E Foyer
8–10 AM	How to Delegate (2 AG)	Regency AB
8:30–10 AM	House of Delegates	Regency EF
10 AM–1:30 PM	Exhibitors Hall	Regency Foyer
10:15–11:45 AM	Meet the Candidates	Regency EF

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

Room assignments may be subject to change on-site. Check the daily newsletter for changes.

10:15 AM–12:15 PM	Communication: How Are You Doing? (2 AG)	Regency AB
1:45–3:15 PM	Reference Committees: Reports, Bylaws, and Resolutions	Regency EF
1:45–3:45 PM	Mitigating Workplace Violence via De-escalation Training (2 G)	Regency AB
2:30–4 PM	Exhibitors Hall	Regency Foyer
4–6 PM	Living as a Breast Cancer Survivor: Survivorship Plan (2 CG)	Regency AB
4–6 PM	The Importance and the How and Why of Advance Care Medical Planning (2 AG)	Regency CD
5:30–6:15 PM	Credentials Desk Open	Regency E Foyer
6:30–10 PM	House of Delegates Reconvenes	Regency EF

SUNDAY, SEPTEMBER 21

7–8:30 AM	Breakfast	Washington
7 AM–5:30 PM	Registration Open	Regency Landing
8–9:30 AM	Pharmacogenomics (1.5 CG)	Regency CD
8–9:30 AM	The Rise of Consumerism (1.5 AG)	Regency AB
8–9:30 AM	How to Make Billing and Coding Fun in Classroom Settings (1.5 AG)	Regency EF
9:45–11:45 AM	Using Benchmark Analysis to Realize Impactful Returns (2 A)	Regency AB
9:45–11:45 AM	Inclusive Teaching: Strategies for Neurodivergent Learners (2 G)	Regency CD
9:45–11:45 AM	Mindfulness Matters (2 G)	Regency EF
1:15–3:15 PM	What Is Health Care AI All About? (2 A)	Regency AB
1:15–3:15 PM	Cultural Competence in the Medical Assisting Classroom (2 G)	Regency CD
1:15–3:15 PM	State Leaders (Open to all state and chapter officers.)	Regency EF
3:30–5:30 PM	Medical Assisting Education Review Board (MAERB) Forum (2 G)	Regency CD
3:30–5:30 PM	Practice Managers Task Force Forum (2 AG)	Regency EF
3:30–5:30 PM	How Drugs Affect the Brain and Patient Engagement (2 CG)	Regency AB
6–7 PM	Mix and Mingle	Regency Foyer
7–10 PM	Presidents Banquet (Cocktail attire is the dress code for this event.)	Regency EF

MONDAY, SEPTEMBER 22

7–8:30 AM	Breakfast	Washington
7 AM–12:30 PM	Registration Open	Regency Landing
8–10 AM	Medical Marijuana (2 ACG)	Regency AB
8–10 AM	Reverse Mentoring (2 AG)	Regency CD
9 AM–12 PM	Executive Board of Trustees Session (For BOT Members Only)	Tidewater II
10:30 AM–12:30 PM	Stop Costly Medicare and Medicaid Billing Errors (2 A)	Regency AB
10:30 AM–12:30 PM	Overcome Conflict in a Multigenerational Team (2 AG)	Regency CD
1:30–3:30 PM	AAMA Committees, Strategy Teams, and Task Forces Meeting	Tidewater II

HOUSE OF DELEGATES AGENDA

SATURDAY, SEPTEMBER 20

8:30–10 AM

Call to Order

Jane Seelig, CMA-A (AAMA), Speaker of the House

Opening Ceremonies

Credentials Chair Report

Adoption of House Rules

Claire Houghton, CMA (AAMA), Vice Speaker of the House

Supplemental Report

Virginia Thomas, CMA (AAMA), President

Nominating Committee Report

Monica Case, CMA (AAMA), Nominating Committee Chair

Nominations from Floor

Jane Seelig, CMA-A (AAMA), Speaker of the House

6:30–10 PM

Call to Order

Jane Seelig, CMA-A (AAMA), Speaker of the House

Credentials Chair Report

Voting

Officers, Trustees, Nominating Committee

Reference Committee Reports

Reports

Bylaws

Resolutions

Good and Welfare Statements

(Note: Only 10 minutes allowed.)

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.

Badges

Please remember to wear your badge to all conference events because it will be used to scan you in for entry and track CEU attendance. Badges must be scanned for you to receive CEU credit for 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 from your server 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.



**Tag us! #AAMA2025
#AAMA2025Conference**

THE SOUTH CAROLINA STATE SOCIETY OF MEDICAL ASSISTANTS
PROUDLY SUPPORTS

Sandra Williams, CMA (AAMA) *for* Trustee



THE OHIO STATE SOCIETY OF MEDICAL ASSISTANTS
PROUDLY SUPPORTS



Aimee Quinn, CMA (AAMA) *for* Vice Speaker of the House



CE SESSIONS & SPEAKERS

FRIDAY, SEPTEMBER 19

Ethical Considerations and Effective Strategies for Preventing Excessive Alcohol Use

Center for the Application of Substance Abuse Technologies—Featured Session

8–10 AM

More than half of adults in the United States drink alcohol, and nearly 1 in 4 report excessive drinking. Medical assistants can support health care teams by assisting in screening patients for alcohol misuse, educating individuals on the risks associated with excessive drinking, and providing necessary resources. Describe strategies for reducing stigma. Discuss a proactive approach to alcohol harm reduction in health care settings. Examine ethical considerations when working with various communities. (2 **ACG**)

Sandra J. Gonzalez, PhD, MSSW, LCSW, is an associate professor in the family and community medicine department at Baylor College of Medicine in Houston, Texas. Dr. Gonzalez is a licensed clinical social worker and has both clinical and research experience in primary care, substance use disorders, and mental health. For over half of her 22-year career, she has focused on the prevention of alcohol-exposed pregnancies and fetal alcohol spectrum disorders. She has worked extensively on federally funded projects related to substance misuse prevention and treatment. Dr. Gonzalez has presented her work at national and international conferences.

Women's Heart Health

8–10 AM

Nearly half of women age 20 and older have some form of cardiovascular disease, which is the primary cause of death for women, according to the American Heart Association. Learn signs and symptoms of heart issues in women. Gain insight into prevention, self-care, and available treatments. Develop an ability to communicate with patients about the disease and treatments that have been approved by a provider. (2 **CG**)

Denise Sullivan, CMA (AAMA), ABC-AHE, graduated from Beal College in 1988 and has held various roles, including pharmacy technician, phlebotomist, and medical assisting instructor. She spent 26 years at Northern Light Eastern Maine Medical Center and Northern Light Health, where she was the first medical assistant hired for traditional duties. In 2007, Sullivan underwent cardiac surgery at age 47. As a heart disease survivor, Sullivan attended the WomenHeart Science & Leadership Symposium at Mayo Clinic in Rochester, Minnesota. Since 2008, she has been an active WomenHeart Champion, educating, advocating, and supporting women with heart disease.

Embracing Diversity: Fostering Equity and Inclusion in Allied Health Education

8–10 AM

Educators have the power to shape future health care professionals to be culturally sensitive, empathetic, and equipped to serve diverse patient populations. Explore the critical role of diversity, equity, and inclusion (DEI) in the context of allied health education. Join an interactive discussion on promoting DEI within the classroom, and understand why diversity is a cornerstone of quality education. Learn practical strategies and resources to implement inclusive teaching practices and foster an environment where all students feel valued, respected, and empowered to succeed. (2 **G**)

Christine Fuselier, PhD, is a dedicated professional with a robust background in

the corporate finance industry. She has excelled in various roles, including department manager, operations manager, global operations manager, and vice president of production. Currently, she serves as the division director of culture and values at HCA Healthcare across the Virginia, New Hampshire, and Indiana markets. As a published author and consultant, Dr. Fuselier combines her extensive education experience with innovative leadership strategies to drive positive change within the organizations she serves. Her commitment to enhancing organizational culture and promoting camaraderie has established her as a respected leader in her field.

Promoting Professional Growth and Development

10:30 AM–12 PM

Medical assistants strive to maintain professionalism within the workplace by conveying a positive attitude, communicating effectively with coworkers and patients, and carrying themselves to high standards. Examine how leaders can implement programs and focus on professional development to improve their medical assistants' skillsets. Review key aspects of professionalism, such as maintaining punctuality, displaying a positive attitude, promoting integrity, and practicing strong ethics. (1.5 **AG**)

Amanda Harris, EdD, MHA, BS-HCA, AAS-MA, CMA (AAMA), earned her associate of applied science in medical assisting in 2013 before earning her Bachelor of Science in Health Services Administration. In May 2019, she earned her Master of Science in Health Care Administration from Liberty University. In 2020, she earned her Doctor of Education from Liberty University. Dr. Harris has now been teaching a variety of courses for eight years. She has collaborated with the Virginia Department of Education to support curriculum development for medical assisting programs. She previously served on the AAMA Marketing Committee and the AAMA Social Media Committee.

Food for Health

10:30 AM–12 PM

The availability of fast food, convenience foods, and takeout compounded with busy, stressful lives can often result in poor food choices. However, nutritious, easy meals can be made quickly with simple, easily sourced and wholesome ingredients. Learn how to select wholesome foods, prepare meals quickly, and meal prep. Discover tricks to help cook food faster while preserving flavor. (1.5 **C**)

Brenda Brown, BS-HCA, graduated from Virginia Western Community College with a certification in medical coding. She received a bachelor's degree in health care administration from Mary Baldwin College and pursued a master's degree in human services from Liberty University. She is a member of the American Association of Professional Coders, Medical Group of Medical Associates, and the AAMA. Additionally, Brown has an honorable discharge from the United States Army. Brown is a subject matter expert based on many hours and years of research and takes note of health trends and concerns from many health journals, networking, and government agency websites.

Enjoy Breakfasts

Friday, Saturday, Sunday, and Monday
beginning at 7 AM in Washington

First-Timers and Students

Start out the conference strong.
Attend a session just for you!
Friday at 7:30 AM in Tidewater II

The Sun Bus: Skin Cancer Prevention

The Sun Bus—Featured Session

1:30–3:30 PM

Skin cancer is the most common form of cancer in the United States, yet it is highly preventable with early detection and proper sun protection. The Sun Bus is a nonprofit mobile dermatology clinic committed to reducing skin cancer risk through free screenings, sun-safety education, community outreach, and research. Learn about the impact of community-based prevention, the importance of early detection, and how health care professionals can enhance skin cancer outcomes. Discover how the Sun Bus is making a difference by delivering expert care and awareness directly to those who need it most. (2 **CG**)

Karen Babcock Nern, MD, MBA, FAAD, is a board-certified dermatologist and Mohs micrographic surgeon with a passion for skin cancer prevention, early detection, and education. She is the cofounder and medical director of the Sun Bus, a nonprofit mobile clinic that has provided free skin cancer screenings, education, and research across 14 states in the southwestern U.S. since 2019. Previously, she founded and grew a five-location dermatology practice in Colorado, later acquired by Epiphany Dermatology, where she served as market medical director. Recognized by Epiphany Dermatology as Doctor of the Year (2021), Dr. Nern is a passionate educator advancing community-based dermatology through innovation, leadership, and teaching.

Value-Based Payment Models

1:30–3:30 PM

Health care has moved from a strict fee-for-service model to value-based care, which may affect practice staffing needs and management styles. Some medical assistants may move from direct patient care to an analyst model. Define and contrast value-based care and the fee-for-service model. Discuss the current and the ideal management styles under a value-based care model, alternative staffing models for administrative and clinical staff under a value-based care model, and how credentialed medical assistants will be uniquely positioned members of the value-based care team. Address the need for outsourcing some staffing needs for value-based care. (2 **AG**)

Kem Tolliver, FACMPE, CPC, CMOM, is a nationally recognized leader in revenue cycle management and practice transformation. As the president and CEO of Medical Revenue Cycle Specialists, she leads organizations in integrating technology with efficient workflows to maximize revenue, improve patient care, and mitigate financial risk. Tolliver is the author of *Revenue Cycle Management: Don't Get Lost in the Financial Maze* and *Advanced Strategy for Medical Practice Leaders*. She also cohosts the *RevDive* podcast, in which she shares insights on revenue cycle strategies and health care practice management. Beyond her role as an educator and consultant, Tolliver serves in local and national board-level leadership capacities, advising Medicare Administrative Contractors, national medical associations, and hospitals. She specializes in aligning revenue cycle management, practice management, software optimization, and coding effectiveness to drive operational excellence.

Engaging Discussions in the Classroom

1:30–3:30 PM

Discussions in the classroom can generate reasoning skills and allow students to compare and stimulate different thinking processes about a topic. Brief discussions can be useful tools to encourage student participation. Investigate specific techniques to enhance classroom discussion and critical thinking. Review five educational objectives for discussions, different types of discussions, and general characteristics of outstanding discussions. Identify ways to handle special discussion problems. (2 **G**)

Nina Beaman, EdD, CNE, RNC-AWHC, CMA (AAMA), has been a health sciences and nursing educator since 1993. She has taught both in person and online. She has served as president of the Virginia Society of Medical Assistants and on the AAMA Continuing Education Board. The AAMA honored her with the Golden Apple Award. She is a frequent podium presenter and author. She currently teaches at Aspen University, Samuel Merritt University, and Mary Baldwin University.

CMA (AAMA) Knowledge Bowl

Certifying Board—Featured Session

4–5:30 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 and what you do every day, or just come and cheer the teams on! (1.5 **ACG**)

SATURDAY, SEPTEMBER 20

How to Delegate

8–10 AM

Delegation can promote collaboration and teamwork. A newly promoted team lead or manager might struggle with delegation for various reasons, but successfully delegating tasks is a skill that can be learned. Learn how to delegate. Identify work that can be delegated and how to select the right person for the task by understanding each team member's strengths. Determine the right instructions, resources, and training. Review other best practices for delegation, such as prioritizing communication, providing constructive feedback, showing appreciation, trusting, and verifying. (2 **AG**)

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

Communication: How Are You Doing?

10:15 AM–12:15 PM

Communication or lack thereof can make or break a practice. Because medical assistants work with a diverse demographic of people, one type of communication may not work for everyone. Learning a patient's preferred way to communicate helps get results and other information in a timely manner. Explore different ways to communicate with patients, including verbal and nonverbal communication. Discover how to write a policy for electronic communications and communicate well with all demographics. (2 **AG**)

CE SESSIONS & SPEAKERS

April Poindexter-Johnson, BA, is a passionate motivational speaker, education consultant, and workshop facilitator dedicated to empowering young people through education. She earned her Bachelor of Arts in English from Virginia State University and began her career in education in 2003. In 2008, Poindexter-Johnson transitioned into higher education, serving in roles such as academic advisor, admissions representative, and financial aid advisor. In 2016, Poindexter-Johnson created April J. the Motivator, a platform focused on inspiring and equipping adolescents for success beyond high school. She has facilitated workshops for organizations and authored the e-book Let's Get You Into College. Currently, Poindexter-Johnson serves as the community relations coordinator at Bryant & Stratton College, where she advocates for student success.

Mitigating Workplace Violence via De-escalation Training

1:45–3:45 PM

Workplace violence includes non-fatal verbal abuse, sexual assault, harassment, intimidation, physical contact with a weapon, or fighting. De-escalation is a specialized training process used to calm people down, distract, or reduce the threat of violence. Every workplace is at risk. Knowing what to look for and how to react may help save lives. Gain an understanding of workplace violence, de-escalation, and training. Learn to identify active threats and those who should receive de-escalation training. (2 **G**)

William Hall, DNP, MSN, is a registered nurse with 17 years of experience. He holds an associate of applied science in nursing, a Bachelor of Science, a Master of Science in Nursing, and a Doctor of Nursing Practice. He has certifications as a psychiatric mental health nurse, professional legal nurse consultant, and dementia practitioner. Dr. Hall has worked in various areas of nursing, including psychiatric mental health nursing, long-term care, and emergency nursing. He has also held roles in nursing leadership and management. He currently serves as an assistant professor of nursing at Volunteer State Community College. He also provides adjunct instruction at Aspen University.

Living as a Breast Cancer Survivor: Survivorship Plan

4–6 PM

Most breast cancer survivors initially meet with a provider for about an hour to establish and begin their survivorship journey, which includes a five-year plan of observation and helpful information. Learn how to put together a breast cancer survivorship packet and find helpful online resources. Discover good nutrition for breast cancer survivors. (2 **CG**)

Maggie Burkhead, RMA(AMT), AHI, CPC, has taught medical terminology, medical assisting, and coding at the Anne Arundel Community College for 10 years. She also taught administrative and clinical medical assisting classes at Chesapeake Community College. She has worked for 45 years in the medical field and has held management positions for 22 years. She has been very active within the AAMA for 25 years, sitting as president of a chapter and state society. Even more, Burkhead is a survivor of breast cancer for 17 years and counting.

The Importance and the How and Why of Advance Care Medical Planning

4–6 PM

Discuss the importance of advance medical planning; choices for advance care planning, organ donation, and body disposition; and the medical assistant's role in the planning. Review financial implications and frequently overlooked aspects. Identify personal responsibilities. (2 **AG**)

Dan Morhaim, MD, brings a unique background as an emergency medicine physician (40+ years); Maryland state legislator (24 years, 1995–2019); fac-

ulty member at George Washington University; medical director at ambulance companies; health care consultant; and author of articles for medical journals and general media. He serves in numerous public health organizations, including the Maryland State Behavioral Health Advisory Council. He has published studies and articles on advance care planning, is a frequent speaker on this topic, and his books from Johns Hopkins Press, "Preparing for A Better End" (www.thebetterend.com), have been endorsed by notables such as Maya Angelou, U.S. Senator Chris Van Hollen, and many others from health, faith, public policy, and business communities.

SUNDAY, SEPTEMBER 21

Pharmacogenomics

8–9:30 AM

Review the basics of pharmacogenomics (PGx) and its role in individualized, precision medicine. Learn about genetic pathways, variances, and how these can affect medication response and potential drug-gene interactions. Examine the role of medical assistants, focusing on patient education, sample collection, and documentation. Gain new knowledge that will support prescribing providers as they make safer and more effective choices for their patients. (1.5 **CG**)

Rosie Taylor-Lewis, DNP, ANP-BC, GNP, PMHNP-BC, is a dual board-certified advanced practice nurse in primary care, psychiatry, and behavioral health. She currently serves at a federally qualified health center where she leads efforts to integrate behavioral health with primary care, addressing the needs of the whole person across the lifespan. Dr. Taylor-Lewis is deeply committed to improving patient outcomes through the power of science, compassion, and collaboration. She has been using PGx for improving patient outcomes since 2017.

The Rise of Consumerism

8–9:30 AM

Health care is shifting its focus toward prevention and patient-centered care. Examine how this might affect health care—will hospitals and practices focus on customer satisfaction scores or providing the best care to patients? Discuss acute care, prevention, and population health. Examine the role of artificial intelligence in the future of health care and how patient privacy will be protected. Consider whether transitioning to a population health-based system will be beneficial for underserved populations. (1.5 **AG**)

Stephen Kalb is a health care executive with two decades of transformative leadership experience. He has held influential roles at Vanderbilt University Medical Center, the City of Los Angeles Medical Services, Universal Studios, and various educational institutions. His expertise encompasses occupational health, correctional care, education, ambulatory care, and health care operations, with notable achievements in nursing wellness, risk management,

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 Regency EF

Attend the Welcome and Awards Celebration!

Friday at 7 PM in Regency EF

(This year's theme is "Gatsby Gala!" Attendees are encouraged to dress in 1920s attire.)

and staff development. He emphasizes a holistic approach to leadership and the importance of work-life balance in health care roles. He fosters a comprehensive understanding that extends beyond clinical expertise while advocating for the transformation of ambulatory clinic care delivery.

How to Make Billing and Coding Fun in Classroom Settings

8-9:30 AM

Students may dread the billing and coding for medical insurance portion of a class. But, educators can make it more entertaining and engaging for students. Find ways that educators can engage with their students and excite them about billing and coding, such as through games. Learn the best ways to teach the basics and avoid students becoming discouraged. (1.5 **AG**)

Lisa J. Garrett, MSHA, RN, CPC, CPC-I, CPC-P, CRC, has over 30 years of health care experience and currently serves as the director of revenue management for a health plan based in Virginia. Garrett worked as an adult critical care nurse for 11 years. She has also been an AAPC-certified coder and a certified AAPC coding instructor for over 15 years. She was also an adjunct faculty member at Tidewater Community College. Garrett has over 10 years of health care leadership experience in settings such as hospital revenue integrity and hospital chargemaster; physician billing, coding, and auditing; and physician and health plan risk adjustment coding and operations. Garrett earned a Master of Science in Health Administration and a Bachelor of Science in Nursing. She is currently pursuing a PhD in health services from Walden University and a certification as an oncology data specialist from the University of Cincinnati.

Using Benchmark Analysis to Realize Impactful Returns

9:45-11:45 AM

Using practice data to find inefficiencies and prioritize performance-improvement initiatives is a vital step to becoming a top-performing practice. Effective benchmarking requires a deeper understanding of practice demographic data, expense data, and revenue data. Defending any process-improvement initiative with confidence requires context. Identifying the most impactful opportunities is the key element in the process. Trade-offs between staff effort and level of impact must be weighed for each improvement activity. Gain a deeper understanding of how to use the benchmarking process to identify and prioritize which improvements will be most useful. Identify benefits and key data needed for effective benchmarking to gain a competitive edge. (2 **A**)

Alka Kumar, FACMPE, CHC, CHPC, CPCO, is a health care professional with over 15 years of experience in operations, compliance, and population health. As the inaugural population health administrator, Kumar served as the connecting link between clinical and administrative teams. She has been involved in quality improvement initiatives and has assisted organizations in preparing for various accreditations. Kumar is certified in health care compliance and health care privacy

compliance. She is a certified professional compliance officer through AAPC, and a fellow of the American College of Medical Practice Executives. She is actively engaged in the medical community and currently serves on the board of directors of the Healthcare Leaders Association of Virginia.

Inclusive Teaching: Strategies for Neurodivergent Learners

9:45-11:45 AM

As the educational landscape evolves, educators must create inclusive environments that support diverse learning styles. Join an interactive session to explore practical strategies to engage and empower neurodivergent learners in the medical assisting classroom. Gain practical insights and techniques to create inclusive learning environments that support neurodivergent students in their journey toward becoming competent and compassionate medical assistants. Define neurodivergence and understand its relevance in education. Identify neurodivergent learning styles and preferences. Implement inclusive instructional strategies, and foster communication and collaboration. Promote self-advocacy and empowerment. (2 **G**)

Emily Castillo, BEd, earned a bachelor's degree in education from Radford University with a subspecialty in special education. She has taught neurodivergent students, using innovative and modern techniques that can be adapted to the college classroom. Castillo presented at a previous AAMA Annual Conference and received excellent reviews for her interactive and innovative workshop approach to teaching educators how to teach medical assisting students. She will share her training on special education adaptations, multilingual learners, and individual classroom adaptations for diverse learners.

Mindfulness Matters

9:45-11:45 AM

Mindfulness can be described as being fully present, recognizing one's own thoughts and feelings without judgment. Learn tools to improve mindfulness, how it can affect mental and physical health, and what daily practices may already be helping toward your mindfulness goals. (2 **G**)

Heidi Haldeman, EdD, MSN, RN, CNE, serves as the program director for the RN-BSN program at Aspen University, where she has been dedicated to teaching online students for over a decade. In addition to her online instruction, she teaches in-person courses. With over 30 years of clinical experience, Dr. Haldeman's expertise encompasses critical care, oncology, clinical research, and community health. She holds a doctorate in education and is a Certified Nurse Educator. Dr. Haldeman's primary focus is on student engagement and retention. Passionate about mentoring, Dr. Haldeman encourages individuals to discover their "why" and follow their path to achieve their goals. She also promotes techniques to help students lower their cortisol levels and be fully present for themselves and others. These mindfulness tools can be applied in the classroom, workplace, and at home for a more balanced way of living.

What Is Health Care AI All About?

1:15-3:15 PM

Health care artificial intelligence (AI) is advancing at a rapid pace. Discover why providers need to rethink models of patient engagement, care delivery, and business fundamentals to save time and broaden clinical adoption. Discuss popular AI programs in health care, health care's capacity crisis, and the changing face of AI. Review current use of AI in health care, and identify areas where AI can replace and augment human effort. (2 **A**)

Michael Dudley decided to apply his health care technology career to preventive health during the COVID-19 pandemic, helping care providers change the trajectory of their patients' health. Dudley has presented on

CE SESSIONS & SPEAKERS

topics such as patient engagement, value-based care, and population health at conferences across the country. Dudley currently works for Pearl Health, an organization that believes that enabling care teams, especially medical assistants, will be the future of preventive care.

Cultural Competence in the Medical Assisting Classroom

1:15–3:15 PM

Cultural sensitivity and diversity awareness are essential in health care education delivery. Review ways to increase inclusivity. Learn various strategies for implementing additional cultural competence training into classrooms and curricula. Discuss how to cultivate an inclusive learning environment that fosters empathy and respect for individuals from different backgrounds. (2 **G**)

Lauren Balint, BA, graduated from Mercyhurst College in 2011 with a Bachelor of Arts in Art Education K–12. In 2012, she moved to Virginia to teach elementary art at three rural schools. Before that, she taught pottery classes at a local arts center, worked at the Children's Museum of Pittsburgh, and Blue Lake Fine Arts Camp in Michigan. Balint has been actively involved with the Virginia Art Education Association (VAEA) since 2013, attending and presenting at state conferences. She served as southwest region VAEA president from 2021 to 2025. Balint is a member of Alpha Delta Kappa (ADK), an international honorary organization for women educators. She is the current cochair of the Virginia ADK's DEI committee. Additionally, she is involved with Girls on the Run, coaching teams and volunteering since 2013. She serves on the board of directors for a local nonprofit dedicated to the arts, health, and creating community in Amherst County.

Practice Managers Task Force Forum

3:30–5:30 PM

Review topics facing practice managers of all sizes and types of medical practices, including building trust, team building, retainment strategies, employee reviews, and delegation. Each of these topics will be workshopped by the attendees who will be divided into groups. Each group will be tasked with developing strategies for each topic. The information gained during the session will be compiled and forwarded to each attendee for use in managing their practice. (2 **AG**)

How Drugs Affect the Brain and Patient Engagement

3:30–5:30 PM

Learn about the basic brain structures affected by chronic drug and alcohol use with a focus on how these substances can change both brain functioning and structure. Discuss the criteria for diagnosing a substance use disorder and screening tools. Review how patients with substance use disorders are portrayed in media and what health care professionals can do to challenge these stereotypes and provide the best care possible. (2 **CG**)

Hannah Prince, MSW, is a licensed clinical social worker in Missouri. She graduated from the University of Missouri with a master's degree in social work in 2019 and has worked in various behavioral health care settings since then. This has included residential substance use treatment, private practice therapy,

and the admissions department for a behavioral health hospital. Prince currently serves as the clinical director of substance use programming for the Missouri Hospital Association with a dual focus on increasing emergency department surveillance of nonfatal drug overdoses and improving patient care through education and stigma reduction.

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. (2 **G**)

MONDAY, SEPTEMBER 22

Medical Marijuana

8–10 AM

U.S. federal law prohibits the use of marijuana. Many states allow medical marijuana to treat pain, nausea, and other symptoms. Discuss the legality of medical marijuana. Identify the qualifying conditions for the use of medical marijuana. Review medical marijuana's possible side effects and forms. (2 **ACG**)

Barbara Ochester, EdD, MSN, RN, has a long nursing career spanning various subspecialties. Throughout the majority of her career, her focus has been on public health nursing. Dr. Ochester studies the new practice of cannabis nursing. She continues to teach nursing students, particularly in the field of public and community health, as well as leadership and management, medical and surgical fundamentals, and therapeutic communication for health care workers.

Reverse Mentoring

8–10 AM

When managers struggle with balancing the company's needs and demands, reverse mentoring can help. Define and contrast mentoring and reverse mentoring. Discuss how reverse mentoring allows for increased understanding of diversity and social issues and increases innovation by breaking down a strict hierarchy. Examine how credentialed medical assistants are a good resource for reverse mentoring due to the versatility of the position. Understand how reverse mentoring may help increase retention. (2 **AG**)

Tracy Lookingbill, DNP, MSN, RN, NEA-BC, has practiced as a nurse for the past 24 years. She has earned Doctor of Nursing Practice; Master of Science in Nursing, Leadership and Management; and Bachelor of Nursing degrees. Since 2010, Dr. Lookingbill has supported online higher education programs in faculty and program leadership roles, believing that education fosters knowledge and empowerment, thereby advancing individual professional

Be courteous to guest speakers and fellow attendees.

Conduct conversations in the hallways or lobbies.

goals. Additionally, she supports a basis for lifelong learning, mentoring, and professional engagement.

Stop Costly Medicare and Medicaid Billing Errors

10:30 AM–12:30 PM

Billing Medicare or Medicaid individually is confusing enough, but when you put them together, the complexities expand exponentially. Learn how to correctly determine primary coverage (Medicare or Medicaid), differentiate dual-eligible patients from Qualified Medicare Beneficiaries (QMBs), differentiate “partial duals” from “full duals,” and avoid easy-to-make mistakes. Examine compliant processes for QMB patients and prevent sanctions. Prevent balanced billing errors with a proven front-desk tracking system. Discuss how to pinpoint and comply with additional state law requirements governing dual-eligible patients and implement corrections for accidentally billing QMBs to avoid financial penalties. (2 **A**)

Sharon Smith, CMPE, FMC, HRMC, CPPM, HITCM-PP, CMA (AAMA), CPC, COC, has 39 years of health care experience. She has extensive experience in areas of revenue cycle management, teaching, and practice administration. Her passion is helping others grow in knowledge so they can make a difference. She has been an AAMA member since 1989 and has been interviewed for several Medical Assisting Today articles throughout the years. Along with state and local levels, Smith served the AAMA on the Task Force for Test Construction. She is an elected director on the Board of Healthcare Leaders Association of Virginia and a member of Medical Group Management Association and AAPC.

Overcome Conflict in a Multigenerational Team

10:30 AM–12:30 PM

When team members do not get along, everyone’s life is miserable. And when the conflict is driven by a multigenerational team, trying to get them to see eye to eye and work together cohesively can be difficult, but it does not have to be. Learn how to stop generationally driven expectations from causing conflict, and overcome age-related stereotypes and bias. Help your team quickly identify and resolve communication struggles themselves. Discuss how to improve relationships with cross-generational mentoring and training. Improve workplaces by maximizing team cooperation and promoting proven strategies to drive cooperation, collaboration, and trust. (2 **AG**)

Mary Schuknecht, CMA (AAMA), is the regional supervisor for Labcorp in Virginia. She works with teams of health care professionals, fostering teamwork for cross-generational collaboration. Schuknecht taught medical assisting students at Fortis College.

EXHIBITORS HALL

Open Friday (10 AM–1:30 PM and 2:30–4 PM) and
Saturday (10 AM–1:30 PM and 2:30–4:30 PM)

American Cancer Society

The American Cancer Society is improving the lives of cancer patients and their families through advocacy, research, and patient support to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

Center for the Application of Substance Abuse Technologies

The Medical Assistant Partnership for Healthy Families and Pregnancies (MAP) increases medical assistant knowledge about prenatal substance use and connects children and families with FASDs to resources.

Cengage Group

Cengage Group provides quality digital products and services to millions of students, equipping them with the skills and competencies needed to advance their careers and improve their lives.

Exact Sciences

Exact Sciences helps to eradicate cancer by preventing it, detecting it earlier, and guiding personalized treatment.

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F.A. Davis is an independent, family-owned publisher dedicated to providing innovative educational solutions for health science students, educators, and practitioners. For more information, visit www.fadavis.com.

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Goodheart-Willcox is a leading publisher of career and technical education textbooks and digital learning solutions, providing authoritative content that teachers rely on for their classrooms.

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McGraw Hill is a leading global education company that partners with millions of educators, learners, and professionals around the world.

National Institute of Medical Assistant Advancement

The National Institute of Medical Assistant Advancement trains medical assistants to go above and beyond. Their mission is to provide educational opportunities that address critical workplace shortages in primary care.

Optum

Optum is a leading health solution and care delivery organization. Their work is complex, but their mission is simple: create a healthier world, with you at the center.

Pediatrix Medical Group

Led by physicians and trusted by patients, Pediatrix delivers advanced medical solutions to patients of all ages across a variety of practice areas.

Planned Parenthood Federation of America

Planned Parenthood is the nation's leading provider and advocate of high-quality, affordable sexual and reproductive health care for all people, as well as the nation's largest provider of sex education.

Platinum Educational Group

Platinum Planner, powered by Platinum Educational Group, is an online practicum experience tracking and student scheduling program for medical assisting programs. The program has all the required competencies for MAERB accreditation standards and can track over 500 competencies.

The Sun Bus

The Sun Bus's mission is to reduce the burden of skin diseases, including cancer, through effective screening, education, and research programs.

Trajecsys Corporation

Trajecsys Centralized Clinical Recordkeeping supports medical assisting programs with online tools for documenting skills laboratories, externship skills, evaluations, and tracking student attendance using GPS location.

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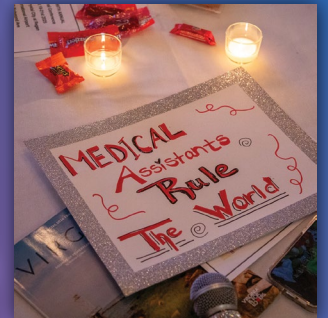


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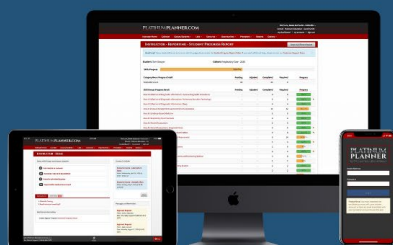


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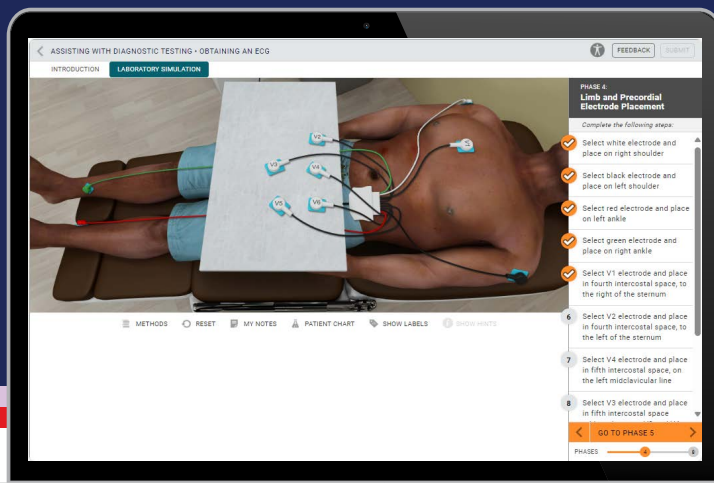
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Funding for the Medical Assistant FASD PIC provided by the Centers for Disease Control and Prevention (#5 NU01DD001132-04-00)" to: "The Medical Assistant Partnership for Healthy Pregnancies and Families (MAP) is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$308,750 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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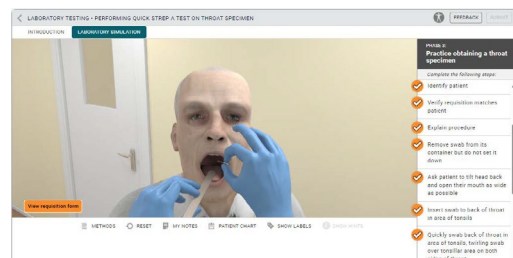
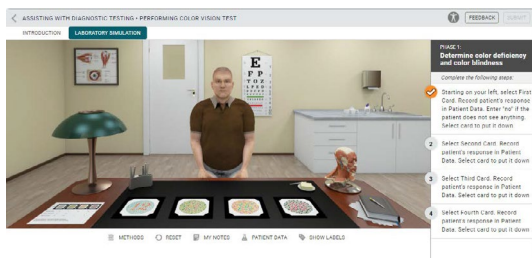
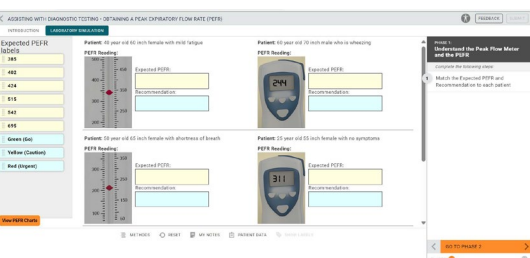
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Scan Me!

Learn more at the McGraw Hill booth or view the full list of Virtual Labs on-line at bit.ly/thelabisalwaysopen»

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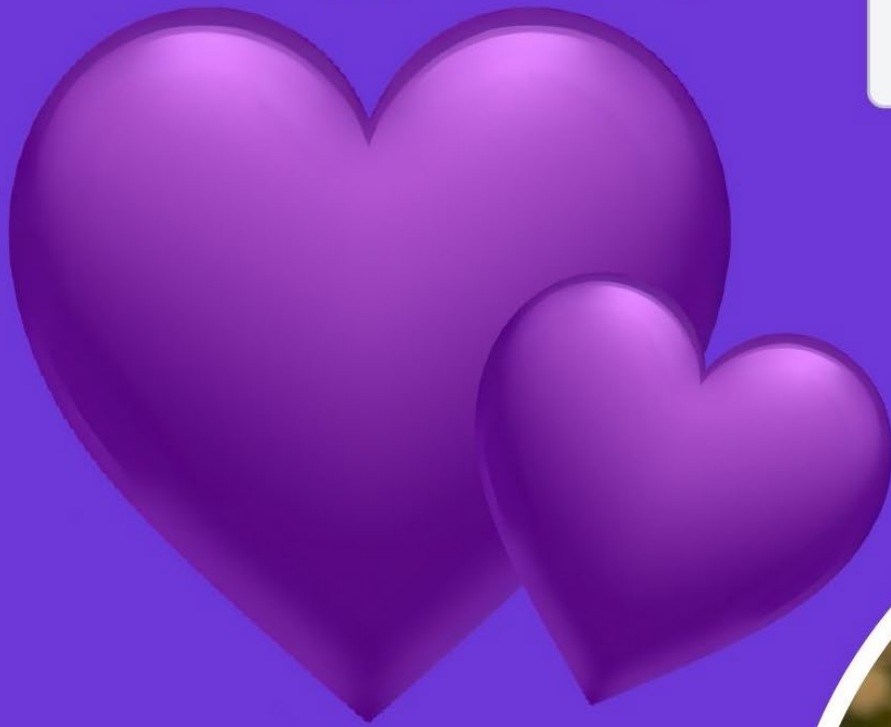
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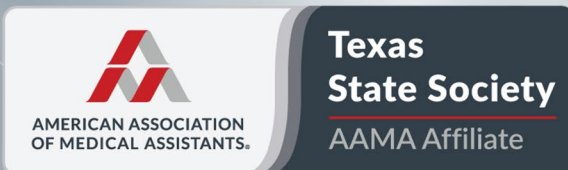
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