



AMERICAN ASSOCIATION  
OF MEDICAL ASSISTANTS®

20 N. WACKER DR., STE. 1575  
CHICAGO, ILLINOIS 60606

Medical assistant employer:

Your medical assistants are skilled professionals who give you the edge in keeping your practice running at peak efficiency. Don't lose this edge! Sponsor your staff's attendance at the 65th AAMA Annual Conference in Houston, Texas, Sept. 24–27, 2021. By paying for all or any portion of their expenses, you will invest in your medical practice and reap solid benefits.

In fact, in an independent analysis of an AAMA Annual Conference survey, attendees forecasted productivity or efficiency improvements in their daily work equal to \$2,149 annually. Once fees for conference attendance, including registration, travel, board, and salaries or wages, were taken into account, the overall return on investment was shown to be \$933 per attendee.

With many hours of continuing education offered, your CMAs (AAMA)® will also earn points toward recertification of their credential. Our expert speakers will bring your staff up to date, keeping them as responsive as possible to your and your patients' needs. Here's a sampling of the many topics that will be offered:

- Concussions
- Breathing Exercises to Calm Anxious Minds
- Billing Challenges
- Support Patients Who Have Alcohol Use Disorder
- HIPAA-Compliant Emails and Text Messages to Patients
- Process Improvement
- Community Resources Information for Patient Navigators and Advocates
- Wound Assessment

View the conference [registration brochure](#) on the AAMA website to see the many ways the AAMA Annual Conference can be an investment in the future of your practice. If you have any questions, contact AAMA Customer Service by phone at 800/228-2262 or by email at [Conference@aama-ntl.org](mailto:Conference@aama-ntl.org).

Sincerely,

Debby Houston, CMA (AAMA), CPC  
AAMA 2019–2021 President



**CMA (AAMA)®** | SETS THE BAR FOR EXCELLENCE IN MEDICAL ASSISTING  
TELEPHONE • 800/228-2262 | FAX • 312/899-1259 | WEBSITE • WWW.AAMA-NTL.ORG