



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 AAMA 64th Annual Conference in Lake Buena Vista, Florida, September 11–14, 2020. 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:

- Adult Vaccinations—A Different Perspective
- Communication Skills for Medical Assistants: Strategies for FASD Prevention
- De-escalating Patient Agitation
- From One Kidney to Another: Kidney Failure and Transplantation
- HITECH Compliance: HIPAA and MIPS
- Providing World-Class Patient Services and Workplace Etiquette
- Should I, or Shouldn't I? Medical Law and Ethics
- Transfusion Thresholds: Patient Blood Management for the Medical Assistant

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.

Sincerely,

Debby Houston, CMA (AAMA), CPC
AAMA 2019–2020 President



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