



AMERICAN ASSOCIATION  
OF MEDICAL ASSISTANTS®

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

Medical assistant employer:

Your CMAs (AAMA) 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 61st Annual Conference in Cincinnati, Ohio, October 6–9, 2017. 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 a recent 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) also will earn points toward recertification of their credential. Our expert speakers will bring your staff up to date, keeping them as responsive as possible to you and your patients. Here's a sampling of the many topics that will be offered:

- Creating an Audit Compliance Plan
- Techniques of Phlebotomy
- Quality Improvements and Patient Experience—the Foundation of PCMH
- Medicare Access and CHIP Reauthorization Act
- Dealing with the Drug-Seeking Patient
- Cyber Security: Why Health Care Is a Target and What You Need to Do
- Interviewing for New Managers
- Implementing Team Care Medicine—Administrative Guidelines

View the conference registration brochure at [www.aama-ntl.org/docs/default-source/conference/reg-brochure.pdf](http://www.aama-ntl.org/docs/default-source/conference/reg-brochure.pdf) 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 at 800/228-2262 or by e-mail at [Conference@aama-ntl.org](mailto:Conference@aama-ntl.org).

Sincerely,

Julie Flaatten, CMA (AAMA), RN, EMT  
2016–2017 AAMA President



**THE CMA (AAMA)® | HEALTH CARE'S MOST VERSATILE PROFESSIONAL®**

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