

Market with a Splash!

These simple tips can help you create a big splash

Recruit and Retain

- **Organize student competitions and encourage student attendance at conventions and seminars.** Relationships with accredited programs and educators encourage support of the CMA as the desired credential and present AAMA as the professional association of choice.
- **E-mail and send postcards of upcoming events.** Make sure this is a contact for a “live” person in an e-mail contact.
- **Offer incentives to attract potential and current members to state and chapter events.** Offer prizes, discounts, registration to state convention, and recognition. Participatory programs provide opportunities for attendees to meet challenges.
- **Provide mentoring opportunities for new and prospective members.** Inclusion is an enjoyable way to promote the group for both the mentor and protégé. Encourage mentoring by creating one or two lists of areas members are willing to mentor others in.

Network and Promote CMAs

- Contact local and state medical societies to promote awareness of the CMA.
- Wear a name tag proudly with the CMA credential.
- Exhibit at local job fairs, medical management or physician conferences.
- Participate in community outreach charity walks.
- Send a letter to health care employers in your area about CMAs. Let them know the value of hiring a CMA. For existing members, provide a letter they can share with their employer on the value of the medical assistant being certified.
- Fax notices of seminars and meetings to physician offices and clinics. **(Note: Obtain prior approval from the office or clinic before faxing a notice.)**
- Invite other professional organizations and office managers to continuing education meetings to promote awareness and identify potential hiring resources.