

AAMA MEMBERSHIP MANUAL

American Association of Medical Assistants
Membership/Marketing Strategy Team
Revised 2016

AAMA Mission Statement

The mission of the American Association of Medical Assistants is to provide the medical assistant professional with education, certification, credential acknowledgement, networking opportunities, scope-of-practice protection, and advocacy for quality patient-centered health care.

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INTRODUCTION

Membership recruitment and retention is arguably the most important job in association management. To a chapter or state leader the importance of membership in the AAMA is very clear and the benefits are obvious. Getting other medical assistants to recognize and share those views can take some work.

Membership in a professional association may be difficult to market to some potential members:

- if they don't recognize a need for the benefits and services of the association;
- if they are benefiting from services provided by the association—such as lobbying, marketing of the profession, and maintaining the Continuing Education registry—without being a member;
- if they would rather pay the nonmember price for any products and services rather than be involved in an organization;
- if they are concerned about the cost and time commitment; or
- if they don't value the intangible benefits of professional association membership.

This manual has been prepared by the AAMA Membership and Marketing Strategy Team as a tool to assist local chapters and state societies with their membership marketing efforts.

MEETING MEMBER NEEDS

Members join associations for different reasons. The AAMA Member Needs Survey indicates that the number one reason to join the AAMA is the educational opportunities. Additional reasons include *CMA Today*, career enhancement, protection of our right to practice, and saving money on the cost of certification or recertification. Of particular interest is the Compensation and Benefits Report, accessible under the "Medical Assisting" tab, by clicking "Compensation and Benefits." The U.S. Bureau of Labor Statistics employment projections for medical assistants can be found there, as well. State societies or local chapters need to know what members want regarding their educational, communication, and career opportunities, and then implement plans to meet those needs. What worked well yesterday may not be the answer in today's ever-changing world. Time and priorities impact member decisions.

MEMBER NEEDS/SATISFACTION SURVEY

One way to find out what today's members and potential members want from a professional organization is to conduct a survey. The survey should ask questions about the convenience of meeting dates, times, and locations, and what educational topics should be presented. Ask if electronic meetings may be better received than physically meeting at a designated place. (See "10 Steps to Online Meetings" at the AAMA website by highlighting the "Volunteers" tab, then clicking "Guidelines and Forms" and scroll to the topic "Management," then click the link there.) In addition, you can use the survey to determine if there is adequate and timely notice of meetings. Don't forget to provide space on the survey for suggestions regarding the chapter or state society.

The information from this survey can ensure that the chapter or state society is providing benefits and services that members want. Nonmembers also can be surveyed to learn what might make membership in the association more convenient or appealing.

When developing surveys or questionnaires, keep these suggestions in mind to achieve the best results:

- Provide more than one method for completing the survey, (online, e-mail, through the chapter or state newsletter, Facebook page, or U.S. mail).
- Include a short introduction stating the purpose of the survey.
- Keep it short and simple—you will increase your chances of a greater return.
- Use closed-ended questions (yes/no, true/false, agree/disagree).
- Ask for demographic information at the end of the survey. This will help in interpreting the responses. Names should be optional.

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- Test the survey on a small group before "going live." This may help uncover instructions and questions that are unclear and response choices which you may have omitted.
 - Be cautious when drawing conclusions from a small response, as statistical analysis can be very complicated.

60 It is very important that the information from the survey be used to make necessary changes to increase or
61 retain membership. A survey is worthless if the information gathered is not used or communicated.

62

63 A 5 to 10 percent response rate is usual for a general public survey. An interested membership will have a
64 higher percentage. A 30 percent response rate is considered excellent.

65

66 Provide the survey respondents with the results. This can be done online, in the chapter or state publication,
67 via e-blast, the chapter or society's Facebook page, or communicated at a meeting. Be careful not to include
68 comments of a personal nature.

70

71 **AAMA WEBSITE**

72

73 The information in this manual can be supplemented by visiting the Marketer's Center at the AAMA website
74 (www.aama-ntl.org). Access the Marketer's Center by highlighting the "Volunteers" tab, selecting the
75 "Marketer's Center" option.

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77

78 **STATE SOCIETY AND CHAPTER WEBSITES**

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80 A number of state societies and some chapters have their own websites and have linked them to the AAMA
81 website. Membership chairs are urged to consult these sites periodically for any information that could be
82 useful in their own situations. In addition to being able to connect to the AAMA website with just one click,
83 you are expanding your state society website by being available to professionals looking for contact
84 information. Some states are utilizing generic e-mail addresses to maintain individual privacy while remaining
85 accessible to outside contacts. There may also be a Facebook page for state societies and chapters that can
86 help you recruit and retain members.

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89 **MEMBERSHIP RECRUITMENT**

90 Where to Find Potential Members

91

92 Good sources of markets for potential members include the following:

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- 95
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- 100
- Students and recent graduates of medical assisting programs
 - Medical assisting educators
 - Nonmembers who recently have passed the Certification Examination
 - Nonmembers who attend your meetings, seminars, and conferences
 - Leads from current members and colleagues in your office or clinic
 - Medical assistants in referral offices
 - Former members who have let their memberships lapse
 - Former CMAs (AAMA) who have let their credential lapse

101

102 It is easy to tell potential members how to join. They can do it online, right from the AAMA Website
103 (www.aama-ntl.org) using a credit or debit card, fax in a form, or mail it the old-fashioned way. Employers
104 can also purchase memberships for office staff on the AAMA website. Remember to tell prospective
105 members to ask their employer to support them in their profession by paying for their AAMA membership.
106 The answer is always no if you never ask!

107

108 Give the prospect information to the state society membership chair so that a phone call, e-mail, or letter
109 can be sent from the state society and local chapter. Remember, it usually takes multiple contacts before a
110 prospective member will make the decision to join, so persistence is key.

111 112 Personal Contact

113 Personal contact is the most effective way to communicate membership value to a prospective member.
114 Giving specific examples of how AAMA membership has benefited members' careers can be very persuasive.

115
116 Nonmember CMAs (AAMA) are aware that the health care field is changing rapidly, and it may seem too big
117 a task to try to stay on top of current trends in the health care arena on their own. AAMA membership can
118 help by bringing educational articles and news right into their homes or offices through the AAMA website,
119 *CMA Today*, AAMA Facebook page, e-Blasts, and e-mail. Not all members can attend meetings and
120 conferences or serve on committees, but they still can benefit from membership.

121
122 In addition to the continuing education that AAMA membership can offer, an equally important benefit is the
123 network of colleagues which can be accessed in local communities across the country. Medical assistants in
124 chapters and state societies can be a valuable resource of experience, ideas, and solutions to problems. The
125 professional recognition gained from belonging to a national organization of peers can be very satisfying and
126 an intangible benefit that is quite rewarding.

127
128 When recruiting new members, be sure they are notified timely of meeting dates, locations, and times.

129 130 Physician Support

131 Support the county and state medical societies. If the county medical society maintains an office in the area,
132 make it a point to visit. Give members of the society information about AAMA objectives. Offer assistance to
133 them and, in turn, ask for support and assistance from the society. The society may agree to include an
134 AAMA insert in a mailing or publication, offer a link on their website, sponsor a program/speaker, or provide
135 mailing labels for physicians in the area. Ask for a few minutes on the agenda at one of their monthly
136 meetings to speak about AAMA, or ask to have AAMA literature available at their meetings, as well as
137 information on upcoming conferences.

138
139 Some state societies and chapters have an annual "Employer of the Year" award that is given to an
140 employer of medical assistants. The award usually is based on the support demonstrated for the professional
141 growth and development of medical assistants. It also may include involvement in their professional
142 association and continuing education. Presenting the award each year can provide a chapter with excellent
143 publicity in the medical community. These events often can be published in the local newspaper.

144
145 Contact medical advisors of accredited and soon-to-be-accredited medical assisting programs. These
146 physicians are usually very enthusiastic about the programs, externships and graduates.

147 148 Medical Assisting Programs

149 Don't confine membership efforts to practicing medical assistants. Check with post-secondary schools in the
150 areas that offer medical assisting programs and encourage the educators and students to become members.

151
152 Medical assisting educators who are CMAs (AAMA) are eligible for active membership, and non-CMA (AAMA)
153 educators may become associate members. Educators are an important resource for recruitment of student
154 members, as they have regular contact with the students and act as role models and mentors.

- 155 • Encourage the medical assisting educator to distribute membership materials early in the program.
- 156 • Offer to have a designated member speak to the students about the AAMA, and distribute
- 157 membership materials.
- 158 • Encourage the program director to subscribe to *CMA Today* for the school.

159
160 Student members someday will be practicing medical assistants, able to become active members.

- 161 • Ask to have a chapter representative appointed to the medical assisting program advisory board.
- 162 • Encourage the members to have their offices serve as externship sites for students. Educators are
- 163 looking for sites that are willing to teach and will offer a well-rounded externship experience.

- 164 • Take an extern to a chapter meeting as your guest and introduce him or her to other members.
165 • Encourage educators to attend meetings and to bring students. There's a lot of truth to the adage—
166 one picture is worth a thousand words.
167

168 Special Events

169 Hold a membership campaign in March or April in order to take advantage of the bonus membership months
170 available for new members joining after May 1st.

- 171 • Send invitations to monthly meetings, educational workshops, conferences, and other events. Make
172 use of the lists sent from the Certification Department to send invitations to nonmember CMAs
173 (AAMA) as well. These meetings will provide the opportunity to meet new people and tell them
174 about AAMA.
175 • Provide incentives for members to bring new people to meetings and functions.
176 • Hold membership breakfasts, lunches, and theme meetings—they are an excellent way to meet
177 prospective members. Send out invitations and follow up with phone calls to make sure prospective
178 members know they are important.
179 • Obtain the "Membership Matters" PowerPoint presentation from AAMA to show at your event(s).
180 (From the website, under the "Volunteers" tab, click on "Marketer's Center," then under
181 "Membership Recruitment and Retention" click on "Membership Matters.")
182 • Have plenty of information about the AAMA available at the meeting. Include the monthly meetings
183 and state and national functions. Be sure it contains the names, addresses, and phone numbers of
184 current officers and committee chairs, especially the membership chair.
185 • Provide a tear-off portion on the fact sheet so the prospective member can fill it out and return it to
186 the local chapter.
187 • Offer an award to the person who brings in the most prospective new members.
188 • Volunteer for a community event as a group to inform others of the presence of your chapter or
189 society.
190

191 Other Sources

- 192 • Pharmacists can be very helpful to the chapter. They may purchase advertising space in the
193 state/chapter newsletter or on the state society website, which will help cover costs, or sponsor the
194 cost of providing lunch or snacks at an educational offering.
195 • The members of the Medical Alliance may be a potential source of support. Many times this
196 organization of physicians' spouses sponsors charitable or educational projects that a state society or
197 chapter could help support. This can provide opportunities for positive publicity and public relations.
198 • Create a Speaker's Bureau for each chapter and the state society. Members who are good public
199 speakers should be the representatives speaking at schools and at medical society meetings.
200
201

202 **MEMBERSHIP RETENTION**

203
204 Membership retention is a greater challenge, yet more rewarding strategy, than attracting new members.
205 Research has shown that it can cost five to six times more to attract a new member than to keep existing
206 members. One of the more effective ways to retain members is to ensure they feel involved and valued from
207 the beginning of their membership.
208

209 Orientation of New Members

210 The fear of beginning something new is one we all have felt. It can create a great deal of anxiety to be part
211 of a new group or organization and not understand its policies and procedures.
212

213 Provide each new member with a packet that contains:

- 214 • A welcome letter from the president or membership chair
215 • Local chapter information with meeting dates and times
216 • Chapter and/or State Society bylaws and standing rules
217 • A list of benefits of membership
218 • A list of the officers and committee chairs

- 219 • A description of the duties and functions of officers and standing committees
- 220 • Website addresses for the AAMA and State Society/Chapter

221
222 Be sure to welcome the new members at each meeting and invite them to sit with the officers and
223 committee chairs.

224
225 Assign each new member a mentor from the local chapter who can answer questions and assist when
226 possible. The first six months are an orientation period for new members. During this time it is important for
227 veteran members to make themselves known to the newcomers. Many new members may drop out very
228 soon after joining if they don't feel involved or valued. They may have an idea that could be beneficial to the
229 group but they don't know how the organization functions. They may find the formalities of meetings too
230 intimidating in the beginning. Having a mentor may ease them into participating more fully.

231
232 Create an environment that encourages new members to participate. Asking for questions and ideas during
233 the course of the discussion lets new members know that this is the time to speak up. Veteran members
234 should encourage and foster such participation. Sometimes it takes a person who has not been a part of the
235 group to see what the problems are and to offer fresh alternatives or solutions. Take time to listen to new
236 members and make them feel that their contribution is valued.

237
238 A good way to help new members feel involved is asking them to serve on committees. One of the purposes
239 of serving on a committee is to gain experience and knowledge in preparation for future leadership roles.
240 Working on a committee also is one of the best ways for a new member to meet fellow members and to
241 learn about the AAMA. Provide new members with information about the duties and functions of the
242 committees and officers and how to participate. The *Chapter Management Guide* and *State Management*
243 *Guide* have sample descriptions of officer duties and committee functions. These may be downloaded from
244 the AAMA website or requested from the AAMA Executive Office. Always place new members on a
245 committee with experienced members so they won't feel overwhelmed by the task. Initially, let them
246 participate by "showing up." New members may not have the time to actively participate right away.
247 Participation can come later at the comfort level of the new member.

248 249 Student Members

250 Following are suggestions for encouraging student participation in your activities:

- 251 • Coordinate with medical assisting program directors at the schools in the area to send
252 representatives to the monthly meetings.
- 253 • If the chapter has dinner meetings, they might consider paying for one student's meal each month.
254 Suggest that being selected to attend the meeting as a guest could be a reward for outstanding
255 performance that month.
- 256 • Suggest that educators offer extra credit assignments to students attending the AAMA meetings and
257 presenting a report to the class.
- 258 • Encourage educator involvement. Students who see that their instructors are involved members will
259 better realize the importance of belonging.
- 260 • Encourage student representation on the board to bring the student perspective to discussion and
261 decision making.
- 262 • Let the students plan one of the monthly meetings.
- 263 • Encourage students to participate in one of the committees or to assist at a meeting. (Name tags,
264 checking members in, assist with Ways and Means, etc.)
- 265 • Try a student mentoring program. Assign student members to practicing medical assistants who can
266 encourage them to come to meetings and answer their questions about the profession and AAMA.
- 267 • Take a student to the state society conference. Many may be able to afford the daily registration
268 rate but not the hotel.
- 269 • Consider creating a "Student Ambassador Project" using as a guide the document under "Student
270 Membership Recruitment" in the "Marketer's Center" of the AAMA website.

271 272 Veteran Members

273 Don't forget the veteran members who have given many years of support to the organization—the ones who
274 laid the foundation. The experience and expertise of these members is invaluable. Why not recognize these

275 valuable contributing members at the next major function? Award them with a certificate of appreciation. Let
276 them know you appreciate their work in strengthening the chapter.

277
278 Nonrenewing Members

279 Contact nonrenewing members as soon as dues rosters are received. Try to get them to renew before there
280 is any lapse in their benefits. Send them one or two issues of the chapter publication for encouragement to
281 rejoin. Personal contact by the local chapter/state society is much more effective in getting members to
282 renew. If there are members who let their memberships lapse, request the Executive Office to send a roster
283 of members who have not renewed.

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285

286 **COMMUNICATION**

287
288 Communication among Members

289 Lack of communication could be one of the major pitfalls within the association. It is the president's job to
290 see that the officers and advisors are kept informed. It is the responsibility of the officers to see that the
291 chapter membership is kept informed. It is up to all members to keep others in the state informed. If any
292 part of the chain of communication is broken, members of the group could feel alienated.

293
294 The incoming president should provide officers, committee chairs, and advisors with an outline of their
295 duties. In return, the president should receive reports from the officers, committee chairs, and advisors
296 regarding plans and progress made during that month. Members of the board are in a leadership capacity
297 and, in order to lead a group effectively, they must keep the group informed.

298
299 Publicity

300 Publicizing the chapter's activities in the local area is an effective way to gain new members and to attain
301 professional recognition for the group. Check with local newspapers on the availability of free space in the
302 "Calendar of Events" section and, if possible, use it to announce chapter meetings and events. Check with
303 local radio and television stations about public service announcements, and try to use this as a means of
304 broadcasting information about chapter activities.

305
306 The *State Management Guide* and the *Chapter Management Guide* each contains a section on publicity, with
307 sample press releases and ideas for promoting Medical Assistants Recognition Week. Many helpful ideas and
308 publications are available at the "Marketer's Center" on the AAMA website.

309
310 Communication Ideas

311 Take an objective look at the meetings. Is all of the important correspondence read to the group? Are all
312 announcements—local, state, and national—made? Do all of the members know what is happening within the
313 association? A periodic newsletter or group e-mail keeps members informed of chapter activities. Include the
314 state society officers and the other chapters in the state on the mailing list for the chapter newsletter. Your
315 website and/or Facebook page is also an excellent way to get information to your members quickly.

316
317 E-mail/Telephone Committee

318 Encourage members to provide e-mail addresses, and then send announcements via e-blasts. An effective
319 e-mail/telephone/texting committee keeps people informed. Develop a committee that is effective and
320 impartial—a personalized electronic broadcast!

321
322 Resolution of Problems

323 In an organization where democratic procedures are being followed, controversy is inevitable. A group of
324 people will not agree with one another 100 percent of the time. But remember that, although the majority
325 rules, the minority has a right to be heard. Base all discussions on facts, not emotions. Facts, examples, and
326 experiences are valid in a discussion. Be aware of the other person's feelings, and keep all comments on a
327 professional level.

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329

MEETINGS

Educational Programs

Educational programs offer an excellent incentive for members to attend, particularly if the programs have been approved for AAMA CEU credit. The program committee should be aware of its role within the chapter. Provide an e-mail address for the education chair and invite members to send ideas of educational topics that they would like to see and recommendations for possible speakers. This is a good way to invite the members to become a part of the educational process.

Many organizations and agencies in the area have programs and speakers available for lectures and seminars, such as the Cancer Society, the American Heart Association, the Arthritis Foundation, Blue Cross, the public health department, and area hospitals. Use the state educational committee for advice and assistance. Visit the AAMA website by clicking "Downloads" for a printable copy of the *Program Planners Guide*, under the heading "Program Planners."

Business Meetings

Some chapters have a brief monthly business meeting after the education session is finished, in order to update the membership and vote on issues. Most of the chapter business may be considered during a board meeting at a different time. Some chapters find a full board meeting is needed only a few times a year, and most business can be completed during a brief meeting following the regular chapter meeting.

Avoid lengthy discussions on internal issues if a business meeting is held in conjunction with an educational program. When planning a meeting, allow time for the speaker and for the business meeting. The *State Management Guide* and the *Chapter Management Guide* have guidelines for chairing a meeting.

Send the new members who attended the meeting notes, texts, or e-mails thanking them for their attendance and informing them about the next meeting. A good cost-effective communication measure is to send to all members providing e-mail addresses a short "save the date" e-blast to remind them of special chapter activities or upcoming state conferences.

Summary

Commitment to an organization and to increasing its ranks can be rewarding. Not only does it contribute directly to the continued well-being of the profession and provide the means whereby it can grow in stature and service, but it can also provide members with the tangible benefits of learning about and interacting with new people and new ideas.

MEMBERSHIP RECRUITMENT AND RETENTION AT THE EXECUTIVE OFFICE

Recruitment and Marketing Activities

At the Executive Office the opportunities for recruitment among nonmembers may include the following:

- Telephone or mail inquiries regarding membership, certification or recertification, and *CMA Today*
- New CMAs (AAMA)
- Students and educators of CAAHEP-accredited medical assisting programs
- Purchasers of education products or attendees at programs approved for AAMA CEU credit
- Prospect names sent by members
- Links between state society websites and the AAMA website

Dues Billings and Bonus Months

The AAMA membership year is January through December (there are no memberships pro-rated for a partial year). The price of the dues varies from state to state, depending on what each state society assesses for state and chapter dues. The prices are current each year until August 31, at which time new membership enrollment forms take effect and the database is updated to reflect revised dues, if any. The membership year end totals are calculated on August 31 each year, since this is the last date a member can join before the first dues billing for the following year.

385
386 The first dues billing is sent out in August, the second in November, and a final billing is sent in January.
387 New members (anyone who has never been a member of AAMA before) entered after May 1 each year are
388 given bonus months, with a membership that extends through December of the following year. All members
389 (new and renewing) entered after September 1 of each year are given a membership that extends through
390 December of the following year.

391
392 Certification and Recertification

393 Individuals who successfully pass the CMA (AAMA) Examination are sent a membership form with their
394 certificates. An AAMA Membership Form is included in all Certification and Recertification application packets
395 that are mailed from the Executive Office. Once each year the Certification Department sends a list of new
396 CMAs (AAMA) to state society presidents (and also will send upon request).

397
398 CAAHEP-Accredited Medical Assisting Programs

399 Each year the Membership Department mails a supply of the newly revised enrollment forms to the program
400 directors. They are encouraged to distribute the material to their students early in their programs.

401
402 State and Chapter Notification of New and Renewing Members

403 Monthly reports are sent to state societies and chapters upon request. This includes demographic
404 information (name, address, phone numbers, etc.) on each member who joined or renewed during that
405 month. State society and chapter officers may request a roster of current members from the AAMA
406 Membership Department to verify that their records concur with the membership database. Rosters can be
407 printed in alphabetical or ZIP code order. State rosters also can be printed in chapter order with the chapter
408 members in alphabetical order within each chapter.

409
410 Renewing Member Mailing

411 Renewing members are sent their membership cards and coupons. During the annual dues billing cycle,
412 August through January, the regular mailings or renewing member mailings are suspended while the yearly
413 dues are processed. The Membership Department does one large mailing to renewing members after the
414 dues that were postmarked by December 31 have been processed.

415
416 Membership Recruitment and Retention Materials

417 Membership Recruitment and Retention materials are available on the AAMA website, or you can contact the
418 AAMA Membership Department. The following is a partial list of materials available to assist state societies
419 and local chapters with membership recruitment and retention activities:

- 420
- 421 • Membership Forms
 - 422 • "CMA (AAMA) Credential: Rise Above the Crowd"
 - 423 • Certification and Recertification applications
 - 424 • Previous *CMA Today* issues (in limited quantities, as available)
 - 425 • Lists and adhesive address labels of past members and of nonmember CMAs (AAMA)

426 The AAMA Membership Department provides the presidents, vice presidents, treasurers, and membership
427 chairs of state societies and chapters with lists and address labels free of charge for membership recruitment
428 and retention purposes. Leaders may submit requests on the AAMA website (sign in to access the webpage).
429 When calling to request a roster or labels please give the following information:

- 430
- 431 • Name of the state society or local chapter
 - 432 • Name and the address where the roster or labels are to be mailed
 - 433 • State or chapter position of the person requesting the labels
 - 434 • Purpose for the labels
 - 435 • Alphabetical or ZIP code order

436
437 **SCHEDULING MEMBERSHIP PROMOTION CAMPAIGNS**

438
439 Using the Bonus Months Incentive

440 Remember, new members joining AAMA for the first time on or after May 1 each year will be members
441 through the end of the following year. These bonus months of membership for new members provide an
442 *excellent* tool for membership recruitment. The best time for a campaign to recruit new members is from
443 May through December. Membership promotion to renewing members offers them incentive to rejoin from
444 September through December.

445
446 Promotion to Nonmember CMAs (AAMA)
447 When you receive the yearly list of new CMAs (AAMA) from the Certification Department, it will include
448 names, addresses, and AAMA membership status. Add these prospects to your next membership drive or
449 plan one specifically for them. Don't forget, you also can request this list at other times of the year as well,
450 so you can be flexible in your planning.

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452

453 **INTANGIBLE AAMA BENEFITS**

454

455 Networking Opportunities
456 Educational and social activities planned by the local chapter, the state societies, and the national association
457 offer many opportunities to meet with other CMAs (AAMA) to share ideas and discuss common problems.

458

459 Information – Staying in the Loop
460 The AAMA is recognized as *the* resource for information concerning all aspects of the profession of medical
461 assisting and professional credentialing. A salary and benefits survey is conducted periodically to provide
462 information to medical assistants and employers.

463

464 Public Affairs
465 The AAMA represents the medical assisting profession at hearings and national health meetings to ensure
466 that medical assistants have a voice in the rapidly changing health care system. AAMA volunteer leaders and
467 staff monitor state and federal legislation, regulations, and judicial and administrative decisions that could
468 affect a medical assistant's right to practice. They also advocate for the medical assisting profession and
469 keep members informed of any possible changes in our right to practice. The AAMA's legal counsel is
470 available to members, legislators, and medical boards to answer scope of practice questions specific to their
471 states. Members are encouraged to report any right-to-practice issues to the Executive Office. The Executive
472 Director's "Legal Eye" blog on the AAMA website reports on current issues affecting medical assisting.

473

474 Setting Standards
475 An [occupational analysis](#) is conducted periodically to keep current with the scope of practice for medical
476 assisting. This helps define the profession and is the cornerstone for developing curricula in CAAHEP-
477 accredited medical assisting programs, as well as used to revise the [CMA \(AAMA\) Certification/Recertification](#)
478 [Examination Content Outline](#) and the programs and products developed for continuing education.

479

480 The AAMA and the AAMA Endowment help ensure quality in the medical assisting profession through the
481 work of their educational boards.

482

483 Strategic Plan
484 The AAMA Strategic Plan is updated on a schedule determined by the Board of Trustees. You may download
485 it from the AAMA website by clicking "Downloads" from the home page. It is listed under the title: AAMA
486 Information.

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How to Contact the AAMA Customer Service Department

Address:	Customer Service American Association of Medical Assistants 20 North Wacker Drive, Ste. 1575 Chicago, IL 60606
AAMA Toll-Free:	800/228-2262 Extension 774
AAMA Website:	http://www.aama-ntl.org
Membership Department E-Mail:	membership@aama-ntl.org