

M&M e-Update

Published by the Membership/Marketing Strategy Team of the American Association of Medical Assistants

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M&M e-Update goes out to AAMA state society presidents and presidents elect and is designed to help volunteer leaders recruit and retain members and promote recognition for the profession and the CMA credential.

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Exhibiting diaries

A CMA makes connections that count

The following was contributed by a member CMA who wanted to share her exhibiting success stories with you:

We're so lucky to have maintained a relationship between our state's medical society for physicians and our state society that the doctors allow us to exhibit gratis at their annual meeting. I wonder if every AAMA state society does this. If not, they really should because it's a great way to call attention to our profession and credential.

I look forward to the medical society event every year. Sometimes our display table is in the main exhibit hall with all the other vendors; other times, they put us near their conference registration desk, which is perfectly fine because either way, we get great visibility.

I always order AAMA documents from national, pack them up in my trusty SUV, and make the trip to the meeting, which moves around the state each year. On a cafeteria-sized, draped and skirted table, I set up my tri-fold display board that outlines some of the many duties that CMAs can perform; and neatly lay out the documents:

- [AAMA Membership Enrollment Form](#)
- [Medical Assisting Career](#)
- [The CMA Credential](#)
- [Certification and Licensure](#)
- [CMA and RMA; CAAHEP and ABHES](#)
- [AAMA CMA Certification/Recertification Examination Content Outline](#)
- [AAMA Role Delineation Study: Occupational Analysis of the Medical Assisting Profession](#)

For an added attraction, I position a giant martini glass full of individually wrapped candies (e.g., miniature chocolate bars, Hershey's kisses, and Werther's). Lastly, I offer a door prize with entry slips that conference attendees can fill out and drop into a bowl for a drawing later.

A few years ago, a physician ran up to me and exclaimed how pleased he was with the lead crystal decanter he had won the year before, saying it was such a

beautiful addition to his collection at home. He also said that he took my documents back to his office manager so she could make sure all their CMAs had recertified and were encouraged to join their local chapter.

So, you never know how your networking efforts on behalf of the AAMA might pay off, but collectively, if every state society exhibited for one or two medical functions like this each year, the word would definitely spread. Any opportunity to get in front of folks to talk about CMAs and the AAMA is worthwhile, so seek out the organizations that would give you the best exposure, including practice management organizations, and get busy!

Retain, retain, retain!

Membership retention is a great way to keep our association thriving. Help retain members by using the following retention tips:

- Call nonrenewing members and invite them back. Ask why they did not rejoin. If they offer reasons that can be changed by the chapter, make a change.
- Offer to meet a new member at a meeting.
- Call members you haven't seen in awhile and ask them to meet you at the next meeting or offer to carpool.
- Send letters of congratulations to new member CMAs. *(The list of new CMAs is mailed to state society presidents and membership chairs after the examinees have received the score reports.)*
- Involve members in the organization by inviting them to perform a task or volunteer for a committee. Start with a small, short-term job.

*—Membership Recruitment and Retention Tips
Membership Marketer's Toolbox, AAMA website at
http://www.aama-ntl.org/st_chapter/mem_toolbox.aspx*

Please feel free to forward this message to your local chapter officers and any fellow AAMA members.