

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.

May 2007

Boost meeting attendance

If you're struggling to increase attendance at meetings and have identified cost as a significant deterrent, what can you do? For starters, you can motivate members to pursue financial support from physicians.

Kathy Nixon-Turner, CMA, CPC of the Virginia Society of Medical Assistants wanted to encourage members to attend the 2007 AAMA Convention in Kentucky, so VSMA sent out this promotional e-mail:

Hello, VSMA Members & Other Interested Parties~

For those of you who have always wanted to attend but never have, or thought you could, our AAMA National Convention this year (September 7-11, 2007) is in Louisville, Kentucky—right next door!

Whether you fly or drive, it will be well worth the trip. Our national convention moves around the country each year (2008 in Chicago, 2009 in Houston), and it won't be back "east" again until 2010 (Walt Disney World in Florida), so now's your chance to see what it's all about, so close to Virginia!

To make it easier for you, I have copied and pasted some links from our AAMA website so you can print off the letter to your employer and the registration packet and give this to her or him. Hopefully, they will see the great benefit to the practice and send you!

Letter to Employer:

<http://www.aama-ntl.org/resources/library/EmployerLetter.pdf>

AAMA Convention Registration:

<http://www.aama-ntl.org/resources/library/07RegBrochureWeb.pdf>

Don't delete this e-mail thinking this could never happen. Try it! All they can say is, "no," but be prepared to explain how important this is to you and win them over! I'll be anxious to hear from you if it works. Remember to tell them, too, that AAMA CEUs are recognized by the AAPC, plus they are much less expensive!

In the meantime, I hope you have registered for our state convention in two weeks in Virginia Beach (April 13-15, 2007). If not, click on our website below (under my name) and register today!

Thanks, all!

Try something similar. Tailor the message to promote the AAMA convention or your own state and chapter meetings. While you're at it, use the [Employer Letter](#) from national as an example and revise it to promote state and local meetings.

If you're running a story in your newsletter, include interviews with CMAs whose physicians pay membership dues and continuing education program attendance fees. Get quotes from the physician-employers explaining why they support their CMAs.

You may see your attendance go up. What's more, you'll also gain recognition from area physicians. Now that's a win-win!

Remember the May 1 deal

Now's the time to recruit new members with this great deal:

New members (those who have never been a member of AAMA before) who join after May 1 are enrolled as members for the remaining months of 2007 and all of 2008 (through December 31, 2008).

For new members joining May 1, that's up to eight extra months of membership, including up to four extra issues of *CMA Today!* Be sure to give potential members the good news. They'll be happy you saved them a few bucks. And, let them know they can easily apply online at <http://www.aama-ntl.org/join.aspx> or by calling the AAMA. For big group solicitations, call AAMA at 800/ACT-AAMA (800/228-2262) and ask for the professional print forms to be sent to you.

Separate rules apply for students, so direct them to call the AAMA Membership Department for further details.

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