

AAMA update

Medical Assistants Matter

Get ready to cheer for medical assistants during Medical Assistants Recognition Week (MARWeek)! This year—and every year—we celebrate medical assistants as champions in health care.

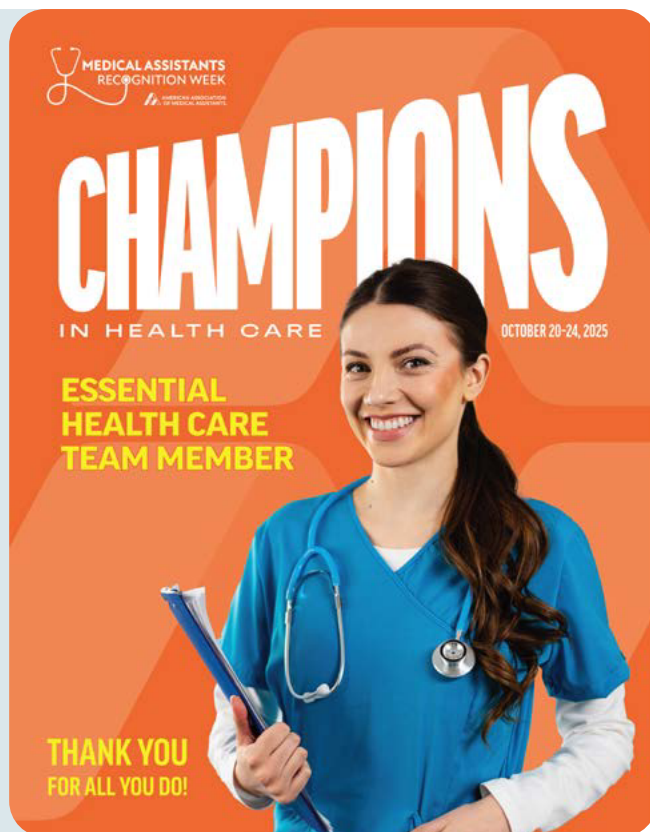
That is why we observe MARWeek during the third full week in October:

MARWeek: Oct. 20–24, 2025

MARDay: Oct. 22, 2025

The AAMA provides tools (i.e., promotional MARWeek packets, products, and downloads) to help you celebrate the professionals who are true partners in health care. Visit the AAMA online store to order* complimentary MARWeek packets. You can also order individual posters and magnets.

**Orders of complimentary items will be sent out through early October while supplies last. You may also download the MARWeek logo and materials, such as sample messaging, from the “Medical Assistants Recognition Week” webpage, which is found within the “Education and Events” tab.*



Earn Free AAMA CEUs While Learning about FASDs

Want to expand your knowledge of addressing substance misuse in clinical settings in honor of FASDs Awareness Month? Check out these free CEU courses provided by the Medical Assistant Partnership for Healthy Pregnancies and in the AAMA e-Learning Center:

- *FASD Awareness: OBGYNs and Medical Assistants Collaborating to Make a Difference* (1 gen/clin CEU)
- *What Medical Assistants Need to Know about Opioid Use Disorders and Pregnancy in 2024* (1 gen/clin CEU)
- *Women and Alcohol: Prevalence, Trends, and Preventing Alcohol-Related Harm* (1 gen/clin CEU) ♦



AAMA Membership Reminder

Be on top of your dues—if you are hoping to serve as a delegate or alternate for your state society to the 2026 AAMA House of Delegates, be sure to pay your dues well ahead of the Dec. 31 deadline so that the AAMA is able to report your active status to your state. ♦



Scholarship Road

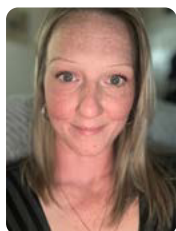
In honor of last year's recipients of the esteemed Maxine Williams Scholarship, we checked in to see how they are doing on their journeys as medical assistants:



Shalimar Guillermo, CMA (AAMA), graduated from Central Penn College in Pennsylvania in December 2024. Since then, she has been working as a credentialed medical assistant at the Penn State Health Cancer Institute.

Despite the intensity of the oncological setting, Guillermo loves every moment she spends with patients. "This experience has transformed my understanding of patient care—while clinical skills are essential, human connection is just as important," she says. "Caring for individuals during one of the most difficult times in their lives has deepened my ability to listen, empathize, and provide compassionate care."

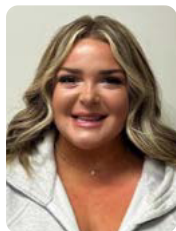
Guillermo shares her gratitude for the Maxine Williams Scholarship: "Receiving the Maxine Williams Scholarship has been a tremendous help—not only financially, but also in boosting my confidence to pursue a new career path," she shares. "It reminded me that it is never too late to start over, especially when you're chasing a dream you're passionate about."



Jaclyn Pullum graduated with honors from Hartford Community College in May. Since graduation, she has been studying to take the CMA (AAMA) Certification Exam while working as a medical assistant in a fast-paced urology practice. At work, she takes on a range of clinical duties and channels her passion for working with patients.

"I find gratification in being able to support patients through their most vulnerable moments," she says. "Many don't have emotional or physical support at home, and I do my best to provide not just clinical care but compassion, patience, and a sense of comfort. Helping them feel seen, heard, and cared for is what makes this work so meaningful to me."

Pullum shares her gratitude for the Maxine Williams Scholarship and its contribution to her growth and transformation: "The scholarship did more than just help financially; it gave me confidence at a time when I was still finding my footing in this new career path. It reminded me that I was capable and worthy of investing in myself and my future. That encouragement pushed me through some of the more overwhelming moments."



Kenadee Weigel, CMA (AAMA), started working as a medical assistant at a fast-paced family medicine practice in the past year.

While the pace of the practice and the myriad responsibilities can be difficult to navigate at times, Weigel is grateful for the new experience and the opportunity to connect with and support patients. "It keeps me learning and growing," she says.

Weigel reflects on how the Maxine Williams Scholarship assisted her education: "The Maxine Williams Scholarship helped ease the financial burden of my education and allowed me to stay focused and committed to my goals. I'm so thankful for that support, and it has truly helped set the foundation for where I am today."

While Weigel's eventual goal is to continue her education and pursue a career in nursing, her role as a medical assistant has only deepened her passion for patient care and reaffirmed her love for health care. ♦

Put Safety First in September

The Medical Assistant Partnership for Healthy Pregnancies and Families (MAP) strives to reduce and prevent FASD by introducing and sustaining medical assistants' knowledge and practice behaviors.

September is FASDs Awareness Month, a great time to explore the MAP website and its resources, including the Walk and Talk products, which medical assistants can use—even during brief moments with patients—while walking from the waiting room to the examination room. Choose from scripts, posters, index cards, and more to help you and fellow medical assistants improve your interactions with patients. Visit the MAP website (FASDMAP.org) for resources on these topics and more:

- Alcohol and Cancer Risk
- Pregnancy and Fentanyl
- Opioids and Naloxone
- Things to Avoid During Pregnancy
- Compassion Fatigue/Self-Care

The partnership between the AAMA and MAP acknowledges the unique role medical assistants have in forming communication links between patients and providers and motivating patients to avoid or stop dangerous alcohol consumption. Take action this FASDs Awareness Month and learn more about promoting alcohol- and substance-free pregnancies through these great, free resources! ♦