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### Preliminary Agenda

**SUNDAY, September 20, 2015**

#### 8:00 a.m. **House of Delegates**

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<td>8:00 a.m.</td>
<td>Call to Order</td>
<td>Lisa Lee, CMA (AAMA)</td>
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<td><strong>Speaker of the House</strong></td>
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REFERENCE COMMITTEE SCHEDULE

1 p.m. Reports

1:30 p.m. Bylaws

2:30 p.m. Resolutions

6:30 p.m. HOUSE OF DELEGATES RECONVENCES

Call to Order Lisa Lee, CMA (AAMA)
Report of the Credentials Chair
Voting: Officers, Trustees, Nominating Committee
Report of the Tellers
Report of the Reference Committees:
• Reports Debby Houston, CMA (AAMA), CPC
• Bylaws Lisa Lee, CMA (AAMA)
• Resolutions Debby Houston, CMA (AAMA), CPC

Unfinished Business Lisa Lee, CMA (AAMA)
New Business Lisa Lee, CMA (AAMA)

Good and Welfare Statements (Please note: only 10 minutes will be allowed)

Announcements

Adjournment
Dear Delegate or Alternate Delegate:

Congratulations on your recent election as delegate or alternate to the 2015 House of Delegates of the American Association of Medical Assistants (AAMA). A delegate is a person given authority to act for others and who serves as a decision and policy maker for medical assistants. This is a serious responsibility, which requires preparation, commitment, and performance.

PREPARATION
A. Bring with you your current AAMA membership card. You will not be seated as a delegate without your current AAMA membership card.
B. Become thoroughly familiar with all the materials in the Delegates Packet.
C. Discuss items in the packet with other members. Be prepared to express your views. Should your opinion not prevail, abide by the majority rule. Parliamentary procedure is designed to let a majority accomplish its ultimate goals.
D. Attend the HOD Delegate/Alternate Orientation on Saturday, September 19, 10:30 a.m.-12:30 p.m.

COMMITMENT
It is your duty to listen, to think objectively, and to consider all issues for the good of the entire membership and profession. Your position requires a commitment to base your decisions on the deliberations of the House, not on personal opinion or the interests of any special group, state, chapter, or individual.

PERFORMANCE
A. Motions must be written on a motion form prior to being presented to the House for consideration. After the motion is made, send the written motion to the Speaker as quickly as possible.
B. You were elected for your individual knowledge and expertise. When voting on a question, it is not necessary to concur with the other members of your delegation.

The reference committee hearings are open to everyone, and it is particularly important for delegates and alternates to attend each hearing. These hearings provide an opportunity for all members to express opinions and hear the opinions of others. Following the hearings, the reference committees go into executive session to complete written reports to present to the House. Should you not be in agreement with the reports, you will have ample opportunity to express your views during the next session of the House.

On Saturday all delegates and alternates MUST check in at the Credentials Desk for verification of credentials. DO NOT wait until Sunday to check in. On Saturday, the Credentials Desk will be open outside the room designated for the House of Delegates as follows:

Saturday, September 19, 2015 5:00 - 7:00 p.m.

The following protocols must be observed for the House of Delegates:
- On Sunday, each delegate must check in with the Credentials Desk, prior to each session. The Credentials Desk will be open, outside the House of Delegates, as follows:
Sunday, September 20 6:30 - 7:45 a.m.
Sunday, September 20 5:30 - 6:15 p.m.

- Each delegate must check in with the Credentials Desk prior to each session.
- Each delegate must be seated in the House 15 minutes prior to each session.
- Delegates and alternates shall enter the House only through the designated door.
- If a delegate is not checked in by the Credentials Committee, the delegate cannot be seated in the House and is not eligible to vote.
- Voting will be conducted electronically at the beginning of the evening session of the House.
  Each delegate must vote within the time frame allowed for voting. No voting will be allowed before or after the designated time.

All delegates and alternates will receive a Delegates Packet in the mail. Other individuals may request a Delegates Packet in advance or in Portland. The number of Delegates Packets available in Portland will be limited, so please remember to bring your packet. The packet also will be available on the AAMA website.

For room locations of conference activities, please check the hotel directory listing or on-site conference program. If you have any questions, please feel free to ask any member of the Board of Trustees. We want to assist you at any time and are looking forward to seeing you in Portland.

Lisa Lee, CMA (AAMA)
Speaker of the House

Debby Houston, CMA (AAMA)
Vice Speaker of the House
GUIDE FOR DELEGATES

CREDENTIALING
Active or life members whose dues were postmarked by December 31 of the preceding year and who have been duly elected by their constituent societies may be seated in the AAMA House of Delegates. The constituent society shall submit the names of delegates and alternates to the Executive Office by the designated deadline (which is at least ninety days prior to the Annual Meeting of the House of Delegates).

Each delegate and alternate will be required to register with the Credentials Committee (see official program for time and location) and to present the following:

A. AAMA MEMBERSHIP CARD
   The Credentials Committee will verify the delegate’s or alternate’s status in their records. This card must be presented at the Credentials Desk for entrance into sessions of the House of Delegates.

B. SEATING OF DELEGATES
   Each delegate and alternate must check in at the Credentials Desk in order to be seated 15 minutes prior to the opening of each session of the House of Delegates.

   Entrance to and exit from the House of Delegates will be monitored.

RELINQUISHING DELEGATE CREDENTIALS TO AN ALTERNATE
Should illness or an emergency prevent a delegate’s attendance at a House of Delegates session after credentials have been verified by the Credentials Committee, the alternate may be seated as follows:

1) Contact the alternate.
2) Delegate and alternate present themselves together at the Credentials Desk. (If the delegate is physically unable to be available, another official of the state—such as the president, president-elect, or secretary-treasurer—should appear with the alternate to verify the substitution.)
3) Delegate relinquishes the delegate ribbon to the alternate.

The new delegate’s name will be placed on the official roll, and seating of the new delegate (former alternate) will be in order. The newly seated delegate will remain on the roll for the remainder of all House sessions, voting, etc.

PARLIAMENTARY PROCEDURE IN THE HOUSE
It is necessary in an assembly of this size to insist that each individual speaking to an issue be at a microphone and be properly recognized by the Chair.

The deliberations of the House are governed by Robert’s Rules of Order Newly Revised (current edition). However, the AAMA Bylaws and this “Guide for Delegates” may modify Robert’s Rules of Order. This blend of rules is established by tradition and interpreted for the House by the Speaker and Vice Speaker, with the assistance of the HOD Parliamentary Advisor. Parliamentary procedure serves to aid an assembly in the fair, orderly, and efficient conduct of business.

The majority opinion of the House in determining what it wants to do and how it wants to do it should always remain the ultimate goal. It is the obligation of the Speaker to sense the will of the House, to preside accordingly, and to recognize that decisions of the Speaker may be subject to challenge from, and reversal by, the assembly. An appeal against a ruling of the Speaker must be made at once, seconded and then decided by a majority vote of the House.
The following outline of procedures is offered as a guide, in the hope that compliance will advance smoothness of operation by reducing confusion and misunderstanding.

INTRODUCTION OF BUSINESS

Tradition governs a substantial portion of each formal session of the House of Delegates. Remarks by the Speaker, recognition of distinguished guests, presentations of awards, and similar activities are in this category. It is the prerogative of the Speaker to permit as many of these niceties as may be appropriate without intruding upon the time necessary for the House to accomplish its regular business.

Reports are routinely received as business of the House when they come from the Board of Trustees, AAMA Special and Standing Committees, Strategy Teams, Liaisons, Boards and certain officials of the association. Except under special circumstances, such reports are referred to appropriate reference committees so that hearings may be held on the substance thereof. The Speaker may request acceptance of a report by unanimous consent or by a vote without referral, but a motion to refer is always in order.

RESOLUTIONS

Business is introduced into the House through presentation of resolutions by members, state societies, component chapters, AAMA delegates or the Board of Trustees. Resolutions are submitted to the Board of Trustees, included in the AAMA Delegates Packet, and are referred to the Reference Committee on Resolutions. In order to be considered as regular business, each Resolution must be submitted to the Executive Office by the required deadline established annually.

PROCEDURE FOR EMERGENCY OR LATE RESOLUTIONS

A. Copies of the resolution of emergency nature should be in the hands of the Speaker by noon of the day preceding the opening of the House of Delegates.

B. The emergency resolution is referred without debate to a reference committee, which considers it and then reports to the House its conclusions as to the validity of the emergency.

C. In the event the reference committee does not consider it an emergency, it is not accepted as business of the House.

D. If the emergency resolution is upheld by the reference committee, the matter is put before the House with or without consideration and recommendation from the reference committee.

E. The emergency resolution requires a three-fourths affirmative vote of the House of Delegates for approval.

PRESENTATION OF RESOLUTIONS TO THE HOUSE OF DELEGATES

At the appropriate time, the Speaker will call for the report of the Reference Committee on Resolutions. Opportunity will be given for full consideration by the House. However, the sponsor of the resolution may withdraw it WITH PERMISSION of the House. At the time of introduction of any resolution, it is possible for any delegate to object to its consideration. In the event that the House sustains such objection by a two-thirds vote, the resolution is not accepted as business of the House.

REFERENCE COMMITTEES

Reference committees are groups of approximately five delegates selected by the Speaker to conduct open hearings on matters of business of the association. Having heard discussion on the subject before it, the committee draws up a report offering MOTIONS to the House. These motions will propose the action that is needed based on the submitted reports, proposed Bylaws amendments, and proposed resolutions.
REFERENCE COMMITTEE HEARINGS
Reference committee hearings are open to ALL MEMBERS of the association, nonmember registrants, and the press. Members are privileged to speak on an issue; however, nonmembers may speak only when recognized by the chair of the reference committee. The chair may invite discussion or comment from anyone present who may be willing to share information. Discussion should be permitted as long as those in attendance wish to be heard, within reason, according to the time scheduled for this purpose.

Equitable hearings are the responsibility of the committee chair. The committee may establish its own rules on the presentation of testimony with respect to limitations of time, repetitive statements, and the like. It is recommended the reference committee chair NOT ask by an informal vote for an expression of the sentiments of those attending. The committee members may ask questions to be sure that they understand the opinions being expressed. The committee listens carefully and evaluates all opinions presented so that it may provide the voting body with a carefully considered motion.

Following its open hearing, a reference committee will go into executive session for deliberation and drafting of its report. It may call into such executive session anyone whom it may wish to hear or question.

REFERENCE COMMITTEE REPORTS
Reference committee reports comprise the bulk of the official business of the House of Delegates. Reference committees shall present reports to determine the best course of action to be taken by the House. They will be written after completion of the hearings and made available in written form to the delegates. Reference committees may present MOTIONS (to adopt, to not adopt, to table, to refer to the Board of Trustees, to amend, or to consolidate related resolutions).

The Speaker will read the motion, placing it before the HOD, and then ask for discussion before a vote is taken on the motion. As per Robert’s Rules of Order, no second is required from a motion that comes from a committee.

Also as per Robert’s Rules of Order, if a motion presented by the Reference Committee is to amend the proposed Bylaws, resolution, or other matter under consideration, the House first will vote on whether to accept the amendment. If the amendment is accepted, the House will vote again—on the motion as amended.

Clarification for Reference Committee on Reports:
Robert’s Rules of Order states: When a report from a committee (e.g., a Reference Committee) contains an action item, the committee offers the motion to address the action needed as in the following example: “The Reference Committee on Bylaws moves that Bylaws 13-01 be adopted, not adopted or returned to the Bylaws for further clarification.” The Speaker of the House of Delegates will “state the question on the motion” (i.e., repeat the motion to the assembly), thus bringing the motion to the floor. The Speaker then will ask if there is any discussion and the floor is then open for delegates to discuss the proposed action(s).

This change allows the motion from a committee of more than one delegate, which needs no second, to proceed without any member of the delegation having to offer a motion and second before any discussion takes place.

According to Robert’s Rules of Order, the officers and the board of trustees of a society give a written report of the actions taken during their term of office at the annual meeting of the society. This report is considered informing either the general assembly or members of a House of Delegates
of what was accomplished during their term of office. Unless there is a recommendation or motion
either within the body of the report or at the end of the report there is no action to be taken on the
reports of the officers or the report of the Board of Trustees.

These reports are given to a reference committee for consideration. Robert’s Rules of Order further
states that “a society need not endorse the report of its board, and can even decline to allow the
report to be printed for future reference, or it can adopt a portion of the report, but whatever it
records from the report must show any changes clearly marked.”

**NOMINATING COMMITTEE**
The AAMA Bylaws, Article IX, Section 1a state that four members shall be elected by ballot by the
House of Delegates, following nominations from the floor. A plurality vote will elect. If there is a tie
between the candidates receiving the fourth highest number of votes, another ballot shall be taken to
determine the successful candidate. There shall be only four members from four different states
serving on this committee. If two candidates are nominated from the same state, the one receiving
the highest number of votes will be elected.

*Only a delegate* may nominate a member to the Nominating Committee. Each person nominating
must come to the microphone, be recognized, and identify himself or herself as “a delegate from”
his or her state.

**NEW BUSINESS**
New business, other than that which is on the agenda of the Speaker of the House under "New Business,"
may be introduced at the final meeting of the House only if it meets the following criteria:
1. It is presented from the Board of Trustees; or
2. It is of an emergency nature; or
3. It is introduced by unanimous consent of the House of Delegates; and
4. It is in the hands of the Speaker of the House by 8:00 a.m. of the day of the final session.

**VOTING**
The ballots for Officers, Trustees, and the Nominating Committee will be electronic. Each delegate
will check in at the Credentials desk as instructed in these documents. The electronic devices will be
distributed to delegates in the evening session after the credentials report. If you carry a proxy vote
you will receive a device for that vote too. The voting will take place at the start of the evening
session. Votes will be counted electronically and the Tellers Chair will announce the results later in
the evening session. *(A demonstration of this technology will take place in the HOD Delegate/Alternate Orientation on Saturday morning; please be sure to attend).*

**VOICE VOTE**
Motions presented during the HOD may be voted on by voice. If the result cannot be determined, the
Speaker will request a vote by standing or a show of hands.

**STANDING VOTE OR SHOW OF HANDS VOTE**
When the Speaker calls for a standing vote (or show-of-hands vote), stand and remain standing (or raise a
hand until the tellers have counted), then be seated (or lower the hand).
GENERAL RULES

1. ADMISSION TO THE HOUSE OF DELEGATES
   The AAMA business session may be attended by all individuals wearing a current registration
   badge, and by AAMA members wearing a special HOD registration badge.

2. SEATING
   The voting body shall be seated in the front of the room in assigned seats. To facilitate the work
   of the House, they will occupy the same seats at all business meetings until final adjournment.
   The delegates shall be in their seats fifteen minutes before the opening of the business meeting.
   Alternates may be seated in the gallery.

3. VOTING BODY
   Voting delegates must check in with the Credentials Desk, where they will be issued a special
   ribbon, designating them as delegates or alternates. They shall wear this ribbon during the House
   of Delegates sessions.

4. ORDERS
   Orders of the day for the session will be shown in the official program and, when once adopted
   by a majority vote, cannot be deviated from except by a two-thirds vote of the House.

5. MOTIONS
   Motions may be introduced and voted upon ONLY by members of the voting body. All main
   motions are to be presented to the Speaker in writing and signed by the maker before the close of
   the House session at which the motion was made.

6. DISCUSSION
   The right to the floor may be granted to nonvoting members by general consent or by a majority
   of the House of Delegates. The nonvoting member shall address the Chair, give her/his name and
   state society, and ask permission before proceeding. All remarks will be directed to the Chair.

7. DEBATE
   Each delegate shall be limited to two minutes of debate on each question. Additional time may be
   obtained at the discretion of the Chair or by a two-thirds vote of the House. A delegate has the
   right to speak twice on the same question on the same day, but cannot make a second speech on
   the same question as long as any delegate who has not spoken on that question desires the floor.
   It is out of order to be standing when another delegate has the floor.

8. POINT OF INFORMATION
   A delegate who does not understand the question and needs clarification should rise to a
   "point of information."
The Board of Trustees (BOT) is entrusted to govern the American Association of Medical Assistants (AAMA) between the meetings of the House of Delegates. The 2014-2015 Board of Trustees consists of six officers and seven trustees. The three education board chairs attend the Board of Trustees and Endowment meetings with voice, but without vote.

The 2014-2015 Board of Trustees has met five times since the 58th AAMA Annual Conference:
- St. Louis, Missouri, October 2014, Post-HOD meeting
- Chicago, Illinois, November 2014, BOT Planning Session
- Chicago, Illinois, February 2015
- Chicago, Illinois, June 2015
- Portland, Oregon, September 2015, Pre-HOD meeting

The Board of Trustees approved appointments of committees, strategy teams, task forces, liaisons, and the Continuing Education Board for 2014-2015 following the close of the 58th House of Delegates. Following is the list of chairs as appointed at that time.

### COMMITTEES

- **Ad Hoc Health Information Technology**
  Karen Minchella, CMA (AAMA), PhD
- **Awards**
  Michael Pfeil, CMA (AAMA), LVN
- **Bylaws and Resolutions**
  Debby Houston, CMA (AAMA), CPC
- **Constituent Societies**
  Nina Watson, CMA (AAMA), CPC
- **Documents**
  Patricia Hightower, CMA (AAMA)
- **Editorial Advisory**
  Loxie Kistler, CMA (AAMA), EdD, RN
- **HOD Minutes**
  Paula Purdy, CMA (AAMA)
- **Maxine Williams Scholarship**
  Paula Purdy, CMA (AAMA)
- **Nominating**
  Nina Watson, CMA (AAMA), CPC
- **Strategic Issues Planning**
  Debby Houston, CMA (AAMA), CPC

### STRATEGY TEAMS

- **Leadership Development**
  Loxie Kistler, CMA (AAMA), EdD, RN
- **Marketing**
  Freda Miller, CMA (AAMA), PCS, Chair
  Deborah Novak, CMA (AAMA), Co-Chair
- **Membership Development**
  Freda Miller, CMA (AAMA), Chair
  Jennifer Amaral, CMA (AAMA), RPT, Co-Chair

### TASK FORCES

- **Core Curriculum Task Force**
  Karen Minchella, CMA (AAMA), PhD, Co-Chair
  Cheryl Startzell, CMA (AAMA), MA, Co-Chair
- **Assessment-Based Certificate Task Force**
  Debra Benson, CMA (AAMA), CPC, Co-Chair
  Christine Hollander, CMA (AAMA), Co-Chair

### EDUCATION BOARDS

- **Certifying Board**
  Linda Allensworth, CMA (AAMA)
- **Continuing Education Board**
  Boni Bruntz, CMA-A (AAMA)
- **MAERB (AAMAE)**
  Jennifer Spegal, CMA (AAMA), MT, MEd
- **Judicial Council**
  Ann Naegele, CMA-C (AAMA)
The following represents a partial list of actions of the 2014-2015 Board of Trustees:

- Approved the renewal of the lease—advantageous in terms of cost and allowances for improvements—for the AAMA Executive Office space in the Civic Opera Building.
- Approved a proposal from State Net for legislative monitoring to help the AAMA find and identify key legislation in the 50 states, the District of Columbia, and the United States Congress, and to store and classify the information within State Net’s secure online database and provide flexible management and reporting tools for quick access and easy dissemination, including an automated e-mail alert system.
- Reached a consensus to continue the work of the Ad Hoc Health Information Technology Committee.
- Disbanded the Ad Hoc Committee to Develop Opportunities in the Health Care Environment, as the work they were charged with is being done by other committees.
- Disbanded the Ad Hoc Committee to Restructure the Annual Conference. The BOT will continue to monitor the results of the restructuring.
- Approved appointments to the Continuing Education Board and task forces.
- Approved renewals of corporate membership in PAHCOM and MGMA and approved exhibiting at their 2015 annual meetings.
- Reviewed the proposed General Fund budget. The total net income is the highest it has been in seven years. Membership totals have exceeded 35,000.
- Agreed to partner with the Center for the Application of Substance Abuse Technologies (CASAT) in a proposal to train and educate medical assistants in the prevention and intervention in Fetal Alcohol Spectrum Disorders.
- Approved a Special General Session for the 2016 Annual Conference. The presentation on Fetal Alcohol Spectrum Disorders will be given by CASAT.
- Discussed the need for a more standardized core curriculum for medical assisting education programs, and charged the Core Curriculum Task Force (CCTF) to continue to dialogue with the Medical Assisting Education Review Board as data becomes available.
- Discussed the Employer Survey sent out by the CCTF and provided input that will be referred to the survey consultant to determine the next steps needed.
- Approved a two-day planning/training session for the Continuing Education Board, to facilitate their increased workload.
- Ratified the location of the 2017 Annual Conference – Cincinnati, Ohio.
- Reviewed a resolution submitted by the New York Society of Medical Assistants.
- Approved AAMA representatives to participate as judges at the annual conference of the Health Occupations Students of America (HOSA).
- Accepted the resignation of Loxie Kistler, CMA (AAMA), EdD, RN, from her position as Trustee.

Charlene Couch, CMA (AAMA)
AAMA President 2014-2015

Assigned to the Reference Committee on Reports
The AAMA President serves as chair of the Board of Trustees, the Budget and Finance Committee, and the AAMA Endowment, and also as ex officio of all boards, committees, strategy teams, and task forces, with the exception of the Nominating Committee. The President also represents the AAMA at all official functions as needed during the term of office.

The President attended the following meetings:
- Post-HOD Board of Trustees and Endowment, October 2014, St. Louis, Missouri
- Board of Trustees Planning Session, November 2014, Chicago, Illinois
- MGMA Annual Conference, October 2014, Las Vegas, Nevada
- Continuing Education Board Conference Call, January 2015
- Medical Assisting Education Review Board, February 2015
- Board of Trustees and Endowment, February 2015, Chicago, Illinois
- Certifying Board, March 2015, Philadelphia, Pennsylvania
- Continuing Education Board, March 2015, Chicago, Illinois
- Board of Trustees and Endowment, June 2015, Chicago, Illinois
- Pre-HOD Board of Trustees and Endowment, September 2015, Portland, Oregon

COMMUNICATIONS
The President has been in regular communication with the Management Steering Committee, the Board of Trustees, and the AAMA Executive Office staff via e-mail and phone, to exchange information and discuss any concerns.

BOT PLANNING SESSION
The BOT Planning Session was held at the Springhill Suites O’Hare in November 2015. This was a great way to get organized for the year by discussing the Strategic Issues Plan. The Strategic Issues Planning Committee held a brainstorming session dedicated to developing ideas for the future endeavors of the AAMA. Staff directors updated the BOT members on the activity in the e-Learning Center, membership statistics, website status, and activities in the Marketing and Communications Department. This allowed the BOT members to discuss current trends that are affecting our general membership and whether our current Strategic Issues Plan is still on target. The weekend included time for committees to plan and share ideas with committee members and focus on objectives and goals for the year ahead.

REPRESENTATIVES BUREAU ASSIGNMENTS
The President attended the annual meeting of the Idaho Society of Medical Assistants, held in Pocatello, Idaho, on April 10-11, 2015. The conference was well attended with approximately 130 state members, students, and neighboring state members. It was held on the campus of Idaho State University and the facility was an excellent venue. The speakers were superb. Leadership is strong, with chapters working to increase membership as well as strengthening unity. There also is a good connection between the local chapters and schools to work towards a common goal in providing the community with competent and knowledgeable medical assistants. It was an honor for this member to speak to the society on leadership.

The President attended the annual meeting of the Alaska Society of Medical Assistants, held in Fairbanks, Alaska, on May 1-2, 2015. This state meeting also had phenomenal speakers. The conference
was held at the Chief Andrew Isaac Health Center which was an excellent venue. The members are developing their website and there is an increased interest in their Facebook page. The state society continues to show growth in membership. Alaska won four Excel Awards in 2013, which was a great achievement for this small but active society.

The President attended the annual meeting of the Oregon Society of Medical Assistants in Lebanon, Oregon, on May 7-9, 2015. The meeting was held at a new facility just built by a leading healthcare organization. The adjacent hotel was new and inviting and the members of the organization were the first to occupy this new hotel. Approximately 30 CEUs were offered and the speakers were phenomenal. Their new website was honored at the conference. This state society is a unified and vibrant group. This member was honored to speak to the conference members on leadership. This Officer encouraged members to start participating on the national level, as they have many outstanding leaders. The participation of their member volunteers is very encouraging. This state society works closely with their local communities and schools and encourages student membership.

CMA TODAY PRESIDENT’S MESSAGE
The President provided Director of Communications and Marketing Jean Lynch with messages for all issues of CMA Today beginning in January 2015.

MGMA CONFERENCE
The President, along with Immediate Past President Watson, participated as vendors at the annual meeting of the Medical Group Management Association (MGMA) in October 2014. This ongoing relationship has been very positive. Participation in this event and the PAHCOM event is an important marketing tool for the AAMA, as the attendees are those responsible for hiring medical assistants. Also, AAMA’s presence demonstrates visibly the organization’s position in the medical assisting arena.

Following are some highlights from the MGMA meeting:
- AAMA’s third attendance at the MGMA event, held in Las Vegas, Nevada, was an overwhelmingly positive experience. They welcomed over 500 vendors and over 2500 attendees.
- Many attendees purposely sought out the AAMA booth to ask questions, and the CMS ruling and the AAMA’s ABR-OE were of the greatest interest to attendees.
- Physicians and office managers were excited to learn about Medical Assistants Week. Some had already used the logos developed by the Marketing and Communications Department for recognition. Of particular interest to the attendees were the web keys, which is a USB device with a direct link to the AAMA website and specific areas of interest targeted toward this audience.
- Many were very appreciative to learn how AAMA can assist their medical assistants and were interested in credentialing the non-credentialed medical assistants.

At this event over 150 business cards were collected from attendees. All the contact information was submitted to AAMA staff, who sent out any requested materials and answered any remaining questions.

The President thanks the Board of Trustees for their time and dedication and expresses her pride in all the work completed. This leadership group continues to interact, brainstorm, think critically, and make innovative suggestions to grow this organization.

The President also thanks the chairs and members of the three education boards for their cohesive relationship with the Board of Trustees and the continued support in moving this organization forward.
The President has worked closely with Chief Executive Officer Donald Balasa, JD, MBA, and Director of Board Services Kathy Langley to meet all deadlines and complete all necessary tasks.

The President would like to give a special thank you to Director of Board Services Langley for the dedication and time given to this Board.

Charlene Couch, CMA (AAMA)
AAMA President 2014-2015

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Vice President
For the Period Ending September 2015

The duties of a Vice President are as follows:
Serve as a member of the Board of Trustees and the Endowment
Serve as a member of the Management Steering Committee
Serve as a member of the Budget and Finance Committee
Serve as chair of the Maxine Williams Scholarship Committee
Arrange Representatives Bureau assignments for annual state conferences

Additionally, the Vice President was appointed to serve on the following:
Awards Committee – member
Membership Development Strategy Team – member
Strategic Issues Planning – member

As a matter of AAMA Bylaws, as the immediate past Speaker, this Officer also served as chair of the
HOD Minutes Committee.

MEETINGS ATTENDED:
AAMA 2014 Annual Conference, October – St. Louis, Missouri
PAHCOM Conference, October – Clearwater, Florida
AAMA Planning Session, November – Chicago, Illinois
AAMA Board of Trustees/Endowment, February 2015 – Chicago, Illinois
AAMA Board of Trustees/Endowment, June 2015 – Chicago, Illinois
Certifying Board, July 2015 – Chicago, Illinois
Continuing Education Board, July 2015 – Chicago, Illinois
Medical Assisting Education Review Board, August 2015 – Chicago, Illinois

The Vice President attended the PAHCOM Annual Conference in Clearwater, Florida, along with
Immediate Past President Watson and AAMA CEO Balasa. Information on this event is included in the
report of the Immediate Past President. The Vice President also attended a presentation given by CEO
Balasa on the CMS ruling that was very well received.

REPRESENTATIVES BUREAU ASSIGNMENTS:
Florida Society of Medical Assistants – April 24-26, 2015
North Carolina Society of Medical Assistants – April 30-May 3, 2015

At both meetings this Officer reviewed the ABR-OE certificate that is offered to medical assistants who
are not eligible for the CMA (AAMA) examination. The information was well received. However, in one
of the states there is an issue of “mini” programs offered by accredited schools. These “mini” programs
were developed at the request of employers in the area and are being offered to medical assistants trained
on the job. They are intended to meet the CMS Meaningful Use requirement for credentialed medical
assistants to enter orders into the CPOE.

The other state reported a problem with medical assistants not being recognized by their employers
and/or physicians.
Report of the Vice President, cont.

The North Carolina Society of Medical Assistants has two supportive physicians who attend their conference each year. One physician created an award for the state society in recognition of his past CMA (AAMA), because he considers that CMAs (AAMA) represent the epitome of the “versatile medical assistant.” This award is offered to a medical assistant who is nominated by his or her peers, physician, or manager.

The Florida Society of Medical Assistants has created an atmosphere of teamwork called the “Power of We.” Where the Power comes in is inclusion of all abilities and parts of ideas... where WE learn from each other because WE understand the big picture.

This Officer reported to the AAMA Board and staff any issues and concerns that either state society was experiencing.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:

As a member of the Membership Development Strategy Team, this member completed all assignments given to her. Information on this committee is included in the report of the Membership Development Strategy Team chair.

The Strategic Issues Planning Committee met at the AAMA Board of Trustees Planning Session and made decisions that will be reflected in the report of the committee chair.

The Awards Committee met at the AAMA Board of Trustees Planning Session and made decisions that will be reflected in the report of the committee chair.

A separate report on the Maxine Williams Scholarship Committee is in this Delegates Packet.

In cooperation with Board Services Director Langley, this Officer has set dates for meetings next year and is working on the 2015 Planning Session that will be held in the fall. All correspondence has been responded to in a timely manner and all deadlines have been met.

The Vice President wishes to thank President Charlene Couch, CMA (AAMA), Chief Executive Officer Don Balasa, Director of Board Services Kathy Langley, and the entire staff of the AAMA for their diligence and devotion to this Board and organization. The Vice President also thanks the Board of Trustees for their hard work and devotion to AAMA and its future.

Paula Purdy, CMA (AAMA)
Vice President 2014-2015

Assigned to the Reference Committee on Reports
Report of the Representatives Bureau
For the Period Ending September 2015

Representatives Bureau assignments are made by the Vice President in collaboration with the President, Director of Board Services, and the Executive Director. Assignments are based on the availability of the representatives and in consideration of the requests made by the states. In most cases, it is on a first-come, first-served basis.

Final assignments were as follows:

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<thead>
<tr>
<th>State</th>
<th>Representative</th>
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<tbody>
<tr>
<td>AL</td>
<td>Debby Houston, CMA (AAMA), CPC</td>
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<tr>
<td>AK</td>
<td>Charlene Couch, CMA (AAMA)</td>
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<tr>
<td>AZ</td>
<td>Mike Pfeil, CMA (AAMA), LVN</td>
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<tr>
<td>CT</td>
<td>Nina Watson, CMA (AAMA), CPC</td>
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<tr>
<td>FL</td>
<td>Paula Purdy, CMA (AAMA)</td>
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<tr>
<td>ID</td>
<td>Charlene Couch, CMA (AAMA)</td>
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<tr>
<td>IL</td>
<td>Freda Miller, CMA (AAMA)</td>
</tr>
<tr>
<td>IN</td>
<td>Debby Houston, CMA (AAMA), CPC</td>
</tr>
<tr>
<td>IA</td>
<td>Karen Minchella, CMA (AAMA), PhD</td>
</tr>
<tr>
<td>KY</td>
<td>Freda Miller, CMA (AAMA)</td>
</tr>
<tr>
<td>ME</td>
<td>Deborah Novak, CMA (AAMA)</td>
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<tr>
<td>MI</td>
<td>Nina Watson, CMA (AAMA), CPC</td>
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<tr>
<td>MO</td>
<td>Nina Watson, CMA (AAMA), CPC</td>
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<tr>
<td>MT</td>
<td>Don Balasa, JD, MBA</td>
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<tr>
<td>NC</td>
<td>Paula Purdy, CMA (AAMA)</td>
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<tr>
<td>NE</td>
<td>Sue Hawes, CMA (AAMA), MBA, CMPE</td>
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<tr>
<td>NH</td>
<td>Karen Minchella, CMA (AAMA), PhD</td>
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<tr>
<td>NY</td>
<td>Julie Flaatten, CMA (AAMA), EMT, RN</td>
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<tr>
<td>OH</td>
<td>Mike Pfeil, CMA (AAMA), LVN</td>
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<td>OR</td>
<td>Charlene Couch, CMA (AAMA)</td>
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<td>PA</td>
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<td>TX</td>
<td>Sue Hawes, CMA (AAMA), MBA, CMPE</td>
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<tr>
<td>VA</td>
<td>Pat Hightower, CMA (AAMA)</td>
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<tr>
<td>WA</td>
<td>Lisa Lee, CMA (AAMA)</td>
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<td>Lisa Lee, CMA (AAMA)</td>
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This Officer would like to thank Don Balasa, Kathy Langley, and all the officers and trustees for their assistance in making these assignments happen. The Vice President appreciates the flexibility to serve demonstrated by the Board members.

All correspondence has been responded to in a timely manner and all deadlines have been met.

Paula Purdy, CMA (AAMA)
Vice President 2014-2015

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Immediate Past President
For the Period Ending September 2015

The duties of the Immediate Past President are as follows:

Serve as a member of the Board of Trustees and the Endowment
Serve as a member of the Management Steering Committee
Serve as a member of the Budget and Finance Committee
Serve as Chair of the Nominating Committee

Additionally, this Immediate Past President was appointed to serve on the following:

Constituent Societies Committee – chair
Documents Committee – member
Leadership Development Strategy Team – member (Appointed in June to the position of chair)

This Officer has completed all tasks assigned.

MEETINGS ATTENDED:

AAMA 2014 Annual Conference, October – St. Louis, Missouri
PAHCOM Conference, October 2014 – Clearwater, Florida
MGMA Conference, October 2014 – Las Vegas, Nevada
Board of Trustees Planning Session, November – Chicago, Illinois
Board of Trustees/Endowment, February 2015 – Chicago, Illinois
Board of Trustees/Endowment, June 2015 – Chicago, Illinois

REPRESENTATIVES BUREAU ASSIGNMENTS:

Michigan, April 30-May 3, 2015
Missouri, April 24-26, 2015
Connecticut, April 9-12, 2015

DUTIES AND ASSIGNMENTS:

The Immediate Past President attended the PAHCOM Annual Conference in Clearwater, Florida, along with Vice President Purdy, and AAMA CEO Balasa. The conference was well attended, with approximately 140 attendees. Several vendors were in attendance, including the National HealthCareers Association, which awards the Certified Clinical Medical Assistant (CCMA). They were the only competitor of AAMA present. The AAMA booth drew a steady stream of managers, who asked questions regarding the CMS ruling and the ABR-OE certificate. Many were very pleased with the AAMA representatives at the conference and what the AAMA has been doing.

The Immediate Past President attended the meeting the Health Occupation Students of America on June 26, 2015, in Anaheim, California, as a judge for the national competition.

This Officer extends her thanks to the members of the AAMA, whom she has had the pleasure of serving for the past ten years. It has been an honor and a privilege.

Nina L. Watson, CMA (AAMA), CPC
Immediate Past President 2014-2015

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Secretary-Treasurer
For the Period Ending September 2015

The Secretary-Treasurer is charged with the following:

- Serving as an officer of the Board of Trustees and Endowment
- Serving as a member of the Management Steering Committee
- Serving as member of the Budget and Finance Committee
- Serving as a member of the AAMA Representatives Bureau

Additionally, this Officer was appointed to serve on the following:

- Awards Committee – member
- Marketing Strategy Team – member
- Strategic Issues Planning – member

MEETINGS ATTENDED:

- October 2014 Annual Conference, St. Louis, Missouri
- October 2014 Pre-HOD Board of Trustees/Endowment, St. Louis, Missouri
- October 2014 Post-HOD Board of Trustees/Endowment, St. Louis, Missouri
- November 2014 Board of Trustees Planning Session, Chicago, Illinois
- February 2015 Board of Trustees/Endowment, Chicago, Illinois
- June 2015 Board of Trustees/Endowment, Chicago, Illinois
- October 2015 Pre-HOD Board of Trustees/Endowment, Portland, Oregon

REPRESENTATIVES BUREAU ASSIGNMENTS:

- South Carolina Society of Medical Assistants – March 19-22, 2015
- New York Society of Medical Assistants – April 16-19, 2015
- Assigned to Pennsylvania Society of Medical Assistants (deferred to Trustee Novak)

During the Representatives Bureau assignments this Officer participated in discussions with members and distributed follow-up reports to the respective State Presidents and Vice Presidents, and to the BOT members and AAMA staff.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:

- The Secretary Treasurer serves on the Marketing Strategy team. See the separate report under Marketing Strategy Team.

- The Awards Committee met at the AAMA Board of Trustees meeting, February 2015 in Chicago, Illinois. This Officer has participated in e-mail correspondence regarding the Student Essay Award to be presented at the Annual Conference. See the separate report under Awards.

The Secretary-Treasurer attended and recorded the minutes of the BOT/Endowment meetings held in St. Louis, Missouri, October 2014, the BOT Planning Session, October 2014 in Chicago, Illinois, and the BOT/Endowment meetings in February and June 2015 in Chicago, Illinois. The minutes were distributed to all BOT members.

All correspondence has been responded to in a timely manner and all deadlines have been met.
This Officer extends sincere appreciation to Kathy Langley, Director of Board Services, for her guidance and support during this year.

This Officer would like to thank the membership for the opportunity to serve as AAMA Secretary Treasurer.

Julie Flaatten, CMA (AAMA), RN, EMT
Secretary-Treasurer 2013-2015

Assigned to the Reference Committee on Reports
The duties of the Speaker of the House are as follows:

- Serves as a member of the Board of Trustees and Endowment
- Serves as a member of the AAMA Representatives Bureau
- Conducts the AAMA House of Delegates

MEETINGS ATTENDED:
- October 2014 AAMA Post-HOD Board of Trustees/Endowment – St. Louis, Missouri
- November 2014 Board of Trustees Planning Session – Chicago, Illinois
- February 2015 Board of Trustees/Endowment – Chicago, Illinois
- June 2015 Board of Trustees/Endowment – Chicago, Illinois
- September 2015 BOT Pre-HOD Board of Trustees/Endowment – Portland, Oregon

REPRESENTATIVES BUREAU ASSIGNMENTS:
- March 2015 – Washington Society of Medical Assistants
  All questions and concerns have been answered or forwarded to the appropriate parties for resolution.
- April 2015 – Wisconsin Society of Medical Assistants
  All questions and concerns have been answered or forwarded to the appropriate parties for resolution.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
- Bylaws and Resolutions Committee
  This member has worked with the chair and other committee members in face-to-face discussion, as well as via e-mail, to facilitate the Planning Session objectives. This member completed her assignment to contact the state presidents/bylaws chairs of her assigned states to notify them of the need to bring their bylaws into compliance with the Bylaws of the AAMA. All other assignments have been completed in a timely manner.
- Constituent Societies Committee
  This member met with the committee chair and other team members to assess the states that are in need of guidance and help with the various issues they are working through. All assignments have been completed in a timely manner.
- HOD Minutes Committee
  The minutes of the 2014 House of Delegates were reviewed and corrections sent to the committee chair.

During the November Planning Session the Speaker met with Vice Speaker Debby Houston and Director of Board Services Kathy Langley to discuss areas where improvements could be made to the House of Delegates. The Speaker and Vice Speaker will review the orientation process and meetings associated with it in an effort to make these more effective by providing pertinent and relevant information and allowing for questions or concerns from the attendees. The Speaker and Vice Speaker would like to develop a handout that explains some of the terminology used in the House as well as what the most frequently used acronyms mean.

Electronic voting will continue to be used for the election of officers, trustees, and the Nominating Committee. Turning Technologies has been contacted and will again assist with electronic voting during the House of Delegates in Portland in 2015. This process will be monitored and adjusted as necessary.

The Speaker and the Vice Speaker will review and revise guidelines and instructions related to the House of Delegates as needed.

All assignments, requests, correspondence, and e-mails have been responded to in a timely manner.

The Speaker wishes to thank President Couch for her leadership, Boni Bruntz, CMA-A (AAMA), for her willingness to serve as Parliamentary Advisor, and Vice Speaker Houston and Director Langley for all their help. The Speaker is appreciative of the opportunity to serve and represent the members of the AAMA.

Lisa D. Lee, CMA (AAMA)
Speaker of the House 2014-2016

Assigned to the Reference Committee on Reports
The duties of the Vice-Speaker of the House are as follows:
Serve as a member of the Board of Trustees (BOT) and Endowment.
Serve as a member of the AAMA Representative Bureau
Assist the Speaker of the House in preparation for the upcoming Annual House of Delegates (HOD)

Additionally, this Vice-Speaker was appointed to serve on the following:
Chair, Bylaws and Resolution Committee (See separate report)
Chair, Strategic Issues Planning Committee (See separate report)
Member, HOD Minutes Committee

MEETINGS ATTENDED:
October 20, 2014, Post-HOD Board of Trustees/Endowment, St. Louis, Missouri
February 13-14, 2015, Board of Trustees/Endowment, Chicago, Illinois
(This Officer submitted reports for the June 2015 Board of Trustees/Endowment meeting but was excused from attending)

REPRESENTATIVES BUREAU ASSIGNMENTS:
This Officer attended the Alabama Society of Medical Assistants, April 10-11, 2015 annual conference, hosted by the Southeast Alabama Chapter. This Officer got to tour the new Alabama College of Osteopathic Medicine (ACOM) in Dothan, Alabama. They had an excellent speaker and demonstration on manipulation held at the ACOM. They also have a lot of former students now taking an active role in their chapters and state society.

This Officer also attended the Indiana Society of Medical Assistants 59th annual conference, April 24-26, 2015, hosted by the St. Joseph District Chapter, in beautiful Middlebury, Indiana. It was an awesome conference with great topics and outstanding speakers.

The Vice Speaker has been working with Speaker of the House Lisa Lee, CMA (AAMA), and Director of Board Services Kathy Langley in preparing for the House in September in Portland, Oregon. We have been reviewing the electronic voting process and other areas that will need to be addressed in the House. We will continue to work on the orientation process and meetings associated with the committees prior to the House.

All assignments, correspondence and e-mails have been completed in a timely manner and all deadlines have been met.
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Trustee
For the Period Ending September 2015

The duties of a Trustee are as follows:
- Serve as member of the Board of Trustees and the Endowment
- Serve as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:
- Editorial Advisory Committee
- Bylaws and Resolutions Committee
- Strategic Issues Planning Committee
- CASAT Steering Committee

MEETINGS ATTENDED:
- Post-HOD Board of Trustees/Endowment, St. Louis, Missouri
- Board of Trustees Planning Session, November 2014, Chicago, Illinois
- Board of Trustees/Endowment, February 2015, Chicago, Illinois
- Board of Trustees/Endowment, June 2015, Chicago, Illinois

REPRESENTATIVES BUREAU ASSIGNMENTS:
- Nebraska Society of Medical Assistants, April 17-18, 2015, Lincoln, Nebraska
- Texas Society of Medical Assistants, May 1-2, 2015, Austin, Texas

Attending these state meetings as the AAMA representative was an honor. This Trustee was pleased to spend time with and meet our membership face to face. Both meetings had great attendance, well informed and interesting speakers, and were held in very nice locations. In both states the meetings were extremely well run and the officers and members were found to be knowledgeable and well-connected to what is going on nationally. Both states mentor their membership well and have several potential up-and-coming leaders. The opportunity for small breakout meetings with members was held at both meetings and any concerns or issues discussed at that time were passed on to the appropriate AAMA staff members. Thank you for the opportunity to attend these meetings.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
- Strategic Issues Planning Committee – Attended the meeting following the Post-HOD Board of Trustees meeting in St. Louis, Missouri. Assisted in the planning and presentation of the Strategic Issues Plan at the November Planning Session held in Chicago, Illinois.
- Editorial Advisory Committee - Completed the December and June assignments, reviewed articles as requested, and met all deadlines.
- CASAT Steering Committee - The first face-to-face meeting is scheduled for September 17, prior to the 2015 Annual Conference in Portland, Oregon. This Trustee is looking forward to being a part of this exciting opportunity for the association.
Bylaws and Resolutions Committee – Completed the assignments and met all deadlines. All states assigned were contacted and re-contacted as necessary. Results of these contacts made were reported to the chair.

All correspondence has been responded to in a timely manner and all deadlines have been met.

Susan M. Hawes, CMA (AAMA), MBA, CMPE, RHIT
2014-2016 Trustee

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Trustee
For the Period Ending September 2015

The duties of a Trustee are as follows:
- Serves as member of the Board of Trustees
- Serves as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:
- Documents Committee
- Awards Committee
- Bylaws and Resolutions Committee

MEETINGS ATTENDED:
This Trustee attended the following meetings:
- Pre- and Post-HOD Board of Trustees/Endowment, October 2014 - St. Louis, Missouri
- HOD session, October 19, 2014 – St. Louis, Missouri
- Board of Trustees Planning Session, November 13-14, 2014 - Chicago, Illinois
- Board of Trustees/Endowment, February 13-14, 2015 - Chicago, Illinois
- Board of Trustees/Endowment, June 5-6, 2015 - Chicago, Illinois

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
- Documents Committee – chair (See separate report.)
- AAMA Awards Committee – member (See report of Awards Committee.)
- AAMA Bylaws and Resolutions Committee – member
  This committee member contacted the state society presidents of Tennessee, Texas, Utah, Virginia, Washington, and Wisconsin for updating of state bylaws to reflect AAMA Bylaws changes. This committee member reviewed the bylaws when they were submitted.

REPRESENTATIVES BUREAU ASSIGNMENT
This Trustee attended the annual conference of the Virginia Society of Medical Assistants, April 17-18, 2015 in Richmond, Virginia. The Virginia Society of Medical Assistants is an active group and their event was filled with wonderful Southern hospitality and warmth. Great education was presented, and there was a well-run general assembly and business meeting. The Virginia Society of Medical Assistants is working hard to prepare for the AAMA 2016 Annual Conference, to be held in Reston, Virginia.

All correspondence has been responded to in a timely manner and all deadlines, and requested extended deadlines have been met.

This Trustee wishes to thank the Board for well-run meetings and thank the AAMA membership for their support and trust in the Board of Trustees.

Pat Hightower, CMA (AAMA)
Trustee 2013-2015

Assigned to the Reference Committee on Reports
The duties of a Trustee are as follows:
- Serve as member of the Board of Trustees and the Endowment
- Serve as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:
- Leadership Development Strategy Team, chair
- Editorial Advisory Committee, chair
- Maxine Williams Scholarship Committee, member

MEETINGS ATTENDED:
- 2014 Post-HOD Board of Trustees/Endowment, St. Louis, Missouri
- 2014 November Board of Trustees Planning Session, Chicago, Illinois
- 2015 February Board of Trustee/Endowment, Chicago, Illinois
  (This Trustee submitted reports for the June 2015 Board of Trustees/Endowment meeting, but was excused from attending)

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
- Editorial Advisory Committee – See separate report.
- CASAT Steering Committee – As a member of the committee, this Trustee participated in a conference call in March.

All correspondence has been responded to in a timely manner and all deadlines have been met.

This Trustee wishes to express thanks to the members of the AAMA for the privilege and honor of serving over the past three years. This Trustee believes the members of the AAMA will continue to successfully promote the CMA (AAMA) credential in the world of health care and patient care.

Loxie Kistler, CMA (AAMA), EdD, RN
Trustee 2014-2015

Assigned to the Reference Committee on Reports
The duties of a Trustee are as follows:

Serves as a member of the Board of Trustees
Serves as a member of the AAMA Endowment
Serves as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:

- Membership Development Strategy Team – chair
- Marketing Strategy Team – chair
- HOD Minutes Committee – member
- Editorial Advisory Committee – member

MEETINGS ATTENDED:

- October 2014 – Pre- and Post-HOD Board of Trustees/Endowment – St. Louis, Missouri
- November 2014 – Board of Trustees Planning Session – Chicago, Illinois
- February 2015 – Board of Trustees/Endowment – Chicago, Illinois
- June 2015 – Board of Trustees/Endowment – Chicago, Illinois

REPRESENTATIVES BUREAU ASSIGNMENTS:

  
  This representative attended the 59th annual conference of the Illinois Society of Medical Assistants, held at the Comfort Inn & Suites, hosted by the Rockford Chapter. The theme was “Let’s Bind Together . . . and Explore.” A memorable and appropriate quote in their program was from Albert Einstein: “Strive not to be a success, but rather to be of value.” There were 65 attendees registered. The General Assembly convened on Friday. A moving memorial service was held at the end of the general assembly for members who have passed since last year’s conference. This representative was provided time after the service to provide information about AAMA and to answer questions from the audience. A fun night of pizza and games was enjoyed at Friday night’s welcome party. Four CEU sessions were offered on Saturday and provided excellent information to the attendees. As the Rochelle community had experienced an F4 tornado on April 9, members of the Illinois Society of Medical Assistants collected monetary donations throughout the duration of the conference to assist the victims of the devastation and presented the amount collected to a local center helping those affected. This representative was humbled by the generosity shown by the Illinois Society of Medical Assistants and thanks them for their kind hospitality.

- Kentucky – May 15-17, 2015 – Lexington, Kentucky
  
  This representative attended the 53rd annual conference of the Kentucky Society of Medical Assistants: “CMAs: The Spotlight of the Future,” hosted by the South Central Chapter. Conference co-chairs Mary Lafond, CMA (AAMA), and Tracy Phillips, CMA (AAMA), along with their able conference team, offered twelve interesting CEU sessions to attendees, with 13 CEUs available. Seeing new leaders step up to take up the mantle of state leadership was very encouraging to this representative. Friday’s welcome party featured a “Hollywood Spotlight” theme, with games and prizes for categories of movie-themed costumes. At the installation dinner Saturday night a moving tribute was made in honor of AAMA member Cindy Comley, CMA (AAMA), who recently passed away. Ms. Comley’s sister and nephew were in attendance for the dinner and
announced the creation of the “Cindy Comley Scholarship,” which is funded for the next 10 years, in honor of Ms. Comley’s commitment to medical assisting and the AAMA. The scholarship will pay selected applicants’ registration to attend the KSMA annual conference. Many students were in attendance at the conference, including four who received awards. This representative was honored to have served the Kentucky Society and thanks them for their kindness and friendship.

Committee/Strategy Team Assignments:
- Membership Development Strategy Team – See separate report
- Marketing Strategy Team – See separate report

As a member of the Editorial Advisory Committee, this committee member has provided a total of nine topics for review for potential inclusion in *CMA Today*.

This Trustee has responded to all communication, whether written, verbal or electronic, in a timely manner and has completed all assignments to date. This trustee would like to thank Board Services Director Langley for her tireless service and CEO Balasa for his continued leadership and recognition of opportunities for the AAMA to continue to grow. And to the members of this fine organization, this Trustee thanks you for the privilege of serving you.

Freda L. Miller, CMA (AAMA)
Trustee 2013-2015

Assigned to the Reference Committee on Reports
The duties of a Trustee are as follows:
- Serves as member of the Board of Trustees
- Serves as a member of the AAMA Representatives Bureau

This Trustee was appointed to the following:
- Core Curriculum Task Force – co-chair
- Ad Hoc Health Information Technology Committee – chair
- Strategic Issues Planning Committee – member

MEETINGS ATTENDED:
- October 16-20, 2014, Board of Trustees/Endowment, St. Louis, Missouri
- November 15, 2014, Board of Trustees Executive Session, Chicago Illinois
- February 13-14, 2015, Board of Trustees/Endowment, Chicago, Illinois
- June 5-6, 2015, Board of Trustees/Endowment, Chicago, Illinois

In addition, this Trustee was assigned to serve as an AAMA Judge for events at the June 25-26, 2015 Health Occupations Students of America (HOSA) 38th Annual National Leadership Conference in Anaheim, California. HOSA is a national student organization recognized by the U.S. Department of Education and the Health Science Education Division of ACT.

This Trustee actively participated as a BOT team member in all discussions, tasks, research, and informed decision-making opportunities throughout the 2014-15 year. All correspondence has been responded to in a timely manner. This Trustee participated in the following e-mail ballots:
- March 18, 2015 HOSA
- June 10, 2015 CASAT

REPRESENTATIVES BUREAU ASSIGNMENTS:
- April 9-12, 2015 - New Hampshire Society of Medical Assistants annual conference
- April 16-19, 2015 - Iowa Society of Medical Assistants annual conference

The representative’s final reports were completed and distributed to the appropriate NHSMA and ISMA officers, AAMA staff directors, and the Board of Trustees. All concerns were addressed or forwarded to the appropriate departments within AAMA for follow up.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
- All assigned committee and team assignments were completed throughout the year as directed on the Core Curriculum Task Force (CCTF), Ad Hoc Health Information Technology Committee (HIT), and the Strategic Issues Planning Committee. For specific year-end actions of the CCTF and HIT Committees, review the separate reports in this Delegates Packet.
Report of the Trustee, cont.

Strategic Issues Planning Committee – In preparation for the November 2014 BOT Planning Session in Chicago, Illinois, this committee member collected responses from 2014 Annual Conference attendees to the following three questions:

1. What value does AAMA provide to its members?
2. What should the AAMA aspire to be by 2020?
3. What are the big questions facing AAMA’s future?

This committee member facilitated the “one big idea” discussion during the Board of Trustees Planning Session, incorporating the members’ responses, and participated with team discussions and decisions.

As an elected Trustee it is with great appreciation to have the continued opportunity to serve and represent all members of the AAMA.

K. Minchella, CMA (AAMA), PhD
Trustee 2013-2015

Assigned to the Reference Committee on Reports
The duties of a Trustee are as follows:

Serve as member of the Board of Trustees and the Endowment
Serve as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:
Documents Committee, member
Marketing Strategy Committee, co-chair
Maxine Williams Scholarship Committee, member

MEETINGS ATTENDED:
October 2014 Post Conference Board of Trustees/Endowment, St. Louis, Missouri
November 2014 Board of Trustees Planning Session, Chicago, Illinois
February 2015 Board of Trustees/Endowment, Chicago, Illinois
June 2015 Board of Trustees/Endowment, Chicago, Illinois

REPRESENTATIVES BUREAU ASSIGNMENTS:
It was this Trustee’s pleasure to be invited to and to attend the meetings of the Maine Society of Medical Assistants and the Pennsylvania Society of Medical Assistants.
Maine – April 25, 2015 – Hallowell, Maine
This Trustee attended multiple continuing education sessions, as well as the General Assembly. This Trustee presented the AAMA presentation, “Membership Matters,” and also was available for members as needed.
Pennsylvania – May 15-17, 2015 – Altoona, Pennsylvania
This Trustee attended both of the board meetings that were conducted during the conference, as well as multiple continuing education sessions and the installation banquet. In addition, this Trustee served as the Parliamentarian at the General Assembly. This Trustee presented the AAMA presentation, “Membership Matters,” as well as a CEU session, “Superior Team Building.”

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:
This Trustee completed all committee assignments and reviews for the Documents Committee as outlined in the separate report of that committee.
This Trustee reviewed and contributed input into the scholarship recipients as part of the Maxine Williams Scholarship Committee.
All correspondence and e-mails have been responded to in a timely manner and all deadlines have been met.

This Trustee wishes to thank the membership of the AAMA for allowing her to serve as a member of the AAMA Board of Trustees. She is truly honored to have been elected to serve and to enjoy the opportunities to learn and engage on behalf of the members. This Trustee extends thanks to fellow Board members for sharing and insight, as well as the great progress made in the assignments.
This Trustee would like to thank Don Balasa, JD, MBA, and the AAMA staff for their dedication and assistance. This Trustee looks forward to another productive year on the Board of Trustees and Endowment for 2015-2016.

Deborah A. Novak, CMA (AAMA)
Trustee 2014-2016

Assigned to the Reference Committee on Reports
The duties of a Trustee are as follows:

Serve as member of the Board of Trustees and the Endowment
Serve as a member of the AAMA Representatives Bureau

Additionally, this Trustee was appointed to serve on the following:

Awards Committee – chair
Constituent Societies Committee – member
Maxine Williams Scholarship Committee – member
Bylaws and Resolutions Committee – member

This Trustee attended the following meetings:

- Post-HOD Board of Trustees/Endowment – October 2014, St. Louis, Missouri
- Board of Trustees Planning Meeting – November 2014, Chicago, Illinois
- Board of Trustees/Endowment – February 13-14, 2015, Chicago, Illinois
- Board of Trustees/Endowment – June 6-7, 2015 Chicago, Illinois

REPRESENTATIVES BUREAU ASSIGNMENTS:

- Arizona Society annual conference of Medical Assistants – March 14, 2015 in Phoenix, Arizona
  This representative was a guest speaker at this conference and gave a two-hour presentation on “ABR-OE, EMRs.” There were 21 members and 4 students attending. Many members filled out national volunteer forms.
- Ohio Society of Medical Assistants – April 16-19, 2015 in Perrysburg, Ohio
  There were 137 registered with 13 students registered. There are 4,394 CMAs (AAMA) in Ohio not affiliated with the AAMA. The House of Delegates was excellently run. There were 40 hours of CEUs offered. This representative served as the Master of Ceremonies for the President’s Luncheon and participated in the Knowledge Bowl.

COMMITTEE/STRATEGY TEAM ASSIGNMENTS:

- Bylaws and Resolutions Committee - This committee member was assigned to send letters to the following states to make sure that their bylaws were in compliance with the AAMA Bylaws: Illinois, Iowa, Kansas, Kentucky, Arkansas, Massachusetts, Maine, and Maryland. Responses were received, reviewed, and reported to the chair of the committee.
- Maxine Williams Scholarship Committee - This committee member reviewed all applications he received according to established criteria, and he participated in the ongoing committee discussion. Multiple rounds of review and discussion were required to determine the recipients of the scholarships.

OTHER ASSIGNMENTS:

All correspondence has been responded to in a timely manner and all deadlines have been met. This Trustee has been in communication with other BOT members via e-mail.

This Trustee thanks Don Balasa JD, MBA, and Kathy Langley for all their assistance in the past year.

Michael A. Pfeil, CMA (AAMA), LVN
2014-2016 Trustee

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Chief Executive Officer and House Legal Counsel
For the Period Ending September 2015

The following is a summary of Chief Executive Officer Balasa’s activities and accomplishments, and an update on pertinent developments, since the October 2014 meeting of the American Association of Medical Assistants (AAMA) House of Delegates in St. Louis, Missouri.

The CEO’s focus has been on facilitating the AAMA’s accomplishment of its Mission and Strategic Issues Plan by: (1) assisting President Couch and all other volunteer leaders to achieve their goals; (2) scanning the external environment to discern opportunities and threats; and (3) overseeing the deployment of AAMA resources (e.g., staff and capital assets) in an effective and efficient manner.

ORDER ENTRY UNDER THE MEDICARE AND MEDICAID ELECTRONIC HEALTH RECORD (EHR) INCENTIVE PROGRAMS AND RELATED DEVELOPMENTS

AAMA CEU for 2014 Annual Conference Presentation
Mr. Balasa presented “How Medical Assistants Can Meet the Centers for Medicare and Medicaid Services (CMS) Meaningful Use Requirements” at the 2014 AAMA Annual Conference in St. Louis, Missouri. A summary of this presentation was published in the November-December 2014 CMA Today, and a video of the presentation was posted to the AAMA website. At the request of the AAMA Continuing Education Board (CEB), he wrote twenty questions for his presentation so it could be awarded an AAMA Continuing Education Unit (CEU).

CMS NPRM for Stage 3 of the Incentive Programs
On March 20, 2015, the Centers for Medicare and Medicaid Services (CMS) issued a notice of proposed rulemaking (NPRM) for Stage 3 of the Medicare and Medicaid Electronic Health Record (EHR) Incentive Programs. This NPRM continues the CMS requirement that medical assistants be “credentialed” in order to enter medication, laboratory, and imaging orders into the CPOE system for purposes of meaningful use calculation.

On March 24 and 25, 2015, CEO Balasa posted comments about this CMS NPRM to his Legal Eye on Medical Assisting blog. His article “Proposed CMS Rule Is Favorable for CMAs (AAMA)” was published in the May-June 2015 CMA Today. On May 23, 2015, he submitted comments to CMS about this NPRM.

Audit Program of the Medicare EHR Incentive Program
Legal Counsel Balasa posted the following to his blog on April 21, 2015:

As part of its Work Plan for Fiscal Year 2015, the Office of Inspector General (OIG) of the Department of Health and Human Services is initiating an audit program of the Medicare Electronic Health Record (EHR) Incentive Program…

Any eligible professionals (EPs) who received incentive payments from Jan. 1, 2011, to June 30, 2014, are eligible to be randomly selected for auditing. The OIG will review certain meaningful use measures to determine whether selected EPs incorrectly received any incentive payments, and whether those EPs have adequately protected patients’ health information created or
maintained by the EHR. As part of the auditing process, the agency will request specific
information and documentation of compliance with the meaningful use measures under review.

Presentation at the PAHCOM Annual Conference
Mr. Balasa presented “Who Can Enter Orders into the EHR? What Managers Need to Know” at the
Annual Conference of the Professional Association of Health Care Office Management (PAHCOM)
October 21-23, 2014, in Clearwater Beach, Florida. His talk was well received by the attendees, and
generated many questions and great interest in the AAMA.

Presentation for the Michigan Osteopathic Association
On November 1, 2014, CEO Balasa presented on the CMS order entry rule to the Michigan Osteopathic
Association’s 10th Annual Autumn Practice Manager Program in Grand Rapids, Michigan. This speaking
engagement resulted from his CMS presentation to this organization in May of 2014.

Presentation to ABHES Annual National Conference and Article in CMA Today
CEO Balasa presented “The CMS Meaningful Use Order Entry Rule: What Educators Need to Know” at
the 12th Annual National Conference on Allied Health Education February 27, 2015, in Las Vegas,
Nevada. A summary of this presentation was published in the March-April 2015 CMA Today.

Presentation to ADAM Annual Meeting
Legal Counsel Balasa presented “Who Can Enter Orders into the EHR for Meaningful Use: What You
Need to Know” at the 23rd Annual Meeting of the Association of Dermatology Administrators and
Managers (ADAM) March 20, 2015, in San Francisco, California. He received favorable evaluations
from the attendees, and discovered from comments by attendees that CMS meaningful use audits had
begun in at least three states (i.e., Florida, Ohio, and California).

Article for the Journal of Medical Practice Management
Mr. Balasa’s article entitled “Who Can Enter Orders for Meaningful Use? An Evolving Challenge for
Practice Managers” was accepted for publication in the Journal of Medical Practice Management. This
journal is published by Greenbranch Publishing. This article incorporates the proposed changes to the
Incentive Programs reflected in the March 20, 2015 CMS NPRM.

Presentation to Association of Surgical Assistants
As a result of his presentation to the ABHES National Conference and a subsequent conversation with an
attendee, Mr. Balasa was invited to present on the CMS meaningful use order entry rule at the Fall
Conference of the Association of Surgical Assistants October 3, 2015, in Nashville, Tennessee.

Presentation to the Virginia Medical Group Management Association
As a result of his presentation at the ADAM Annual Meeting, Mr. Balasa was asked to present on the
CMS meaningful use order entry rule at the Fall Conference of the Virginia Medical Group Management
Association (VMGMA) September 22, 2015, in Norfolk, Virginia.

HOUSE LEGAL COUNSEL RESPONSIBILITIES
House Legal Counsel Balasa has continued to provide assistance to state societies and local chapters on
questions involving bylaws, parliamentary procedure, suspected or actual misappropriation of funds,
record retention, obtaining an Employer Identification Number/Taxpayer Identification Number
Report of the Chief Executive Officer and House Legal Counsel, cont.

(EIN/TIN), incorporation, responding to questions from the Internal Revenue Service, and the
ineligibility of states and chapters for state sales tax exemption. He has assisted in the answering of
questions about the Certifying Board Disciplinary Standards and in the reviewing of complaints about
CMAs (AAMA). Also, he has helped review petitions from felons seeking a waiver to take the CMA
(AAMA) Certification Examination. He has provided standard letter templates and has reviewed and
signed cease and desist letters to medical assistants who are using the CMA (AAMA) credential and are
not CMAs (AAMA), and to former CMAs (AAMA) who are using the credential, even though their
CMA (AAMA) is not current.

EAGEN V. HARRIS SCHOOL OF BUSINESS

Mr. Balasa was subpoenaed to produce documents in the above-captioned matter and to give a deposition
in this New Jersey class action by 74 former medical assisting students against the school they attended.
This cause of action is based on the alleged promises to students and graduates of the medical assisting
program of Harris School of Business that they would be eligible for the CMA (AAMA) Certification
Examination. The medical assisting program at this school was not CAAHEP or ABHES accredited.
Legal Counsel Balasa will be giving a deposition in Atlantic City, New Jersey.

FINANCIAL MANAGEMENT

The AAMA continues to do well financially. The two AAMA funds (General Fund and Certification
Fund) are projected to finish fiscal year 2015 (July 1, 2014 through June 30, 2015) with an excess of
revenue over expense.

REPRESENTATIVES BUREAU ASSIGNMENT

Mr. Balasa was pleased to represent the AAMA at the Montana Society of Medical Assistants annual
meeting May 1-3, 2015, in Bozeman, Montana. He gave his CMS meaningful use presentation, and also
addressed right to practice issues under Montana law. He spoke with the executive director of the
Montana Board of Medical Examiners (BOME) and the executive director of the Montana Medical
Society, and will monitor the May 14, 2015, meeting (and future meetings) of the Montana BOME via
telephone. He presided over the installation ceremony for the incoming officers and trustees of the
Montana Society. Mr. Balasa is grateful to the leaders and members of the Montana Society for their
kindness and hospitality.

FEDERAL AND INTERNATIONAL MATTERS


The United States Bureau of Labor Statistics (BLS) each year publishes an updated version of its
Occupational Outlook Handbook, one of the most reliable and authoritative sources on professions and
occupations. As has been the case for several years, BLS staff contacted Mr. Balasa and asked him
questions about the medical assisting profession, the CMA (AAMA), the AAMA, and the CMS
meaningful use order entry rule. He was able to suggest language changes in the entry about medical
assistants that reflect more accurately the current realities of the profession of medical assisting.
Center for the Application of Substance Abuse Technologies (CASAT)

CEO Balasa will be representing the AAMA at a meeting of the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia, July 20-21, 2015. The invitation to this meeting was issued by the Center for the Application of Substance Abuse Technologies (CASAT).

PRESENTATIONS AND ARTICLES, LEADERSHIP ROLES, AND MEETING ATTENDANCE FOR NATIONAL HEALTH ORGANIZATIONS

Presentation at the Annual Meeting of the National Council of State Boards of Nursing (NCSBN)

CEO Balasa spoke to nurse regulators from throughout the United States at the Annual Meeting of the National Council of State Boards of Nursing August 14, 2014, in Chicago. He described the important role of CMAs (AAMA) in ambulatory care delivery settings, and stressed the fact that medical assistants must be graduates of CAAHEP or ABHES accredited medical assisting programs and hold a current CMA (AAMA) credential in order to best ensure high quality health care for patients. Mr. Balasa commended the NCSBN for its great assistance to the medical assisting profession in recent years, and offered suggestions on how the NCSBN and the AAMA can work together during this unprecedented time of change for the American health care system.

Institute for Credentialing Excellence (ICE) and the National Commission for Certifying Agencies (NCCA)

In November of 2014 Mr. Balasa was appointed Chair of the Institute for Credentialing Excellence (ICE) Government Affairs Committee. He served on this committee from 2005 to 2009 and served as Chair from 2008 to 2009.

In May of 2013, the National Commission for Certifying Agencies (NCCA) started the process of revising its Standards for the Accreditation of Certification Programs (Standards). Because of his service on the NCCA from 2007 to 2013, Mr. Balasa was appointed Leader of one of the three task forces—the task force responsible for reviewing the administrative elements of the Standards. The new Standards were approved and will go into effect January 1, 2016.

Legal Counsel Balasa wrote the “Governance” and “Legal Issues” modules for ICE’s “Credentialing Specialist” assessment-based certificate program.

At the annual ICE Exchange held in San Antonio, Texas, November 11-14, 2014, House Counsel Balasa was the co-presenter for two education sessions: “Key Legal Issues for Certification Entities: Perspectives of General and Staff Counsel,” and “Special Arrangements: Accommodations 101.” He co-authored an article with Jefferson C. Glassie, Esquire, FASAE, entitled “Key Legal Issues for Certification Bodies: An Ever-Changing Landscape” that was published in ICE Digest.

Presentation to 2015 HPN Spring Conference

Mr. Balasa presented “Competency Development Driven by DATA—Why an Occupational Analysis Is Important” at the Health Professions Network (HPN) Spring Conference April 10, 2015, in Grand Rapids, Michigan. An article adapted from this presentation will be published in the July-August 2015 issue of CMA Today.
Attendance at CAAHEP Annual Meeting
Mr. Balasa continues to serve as the AAMA Commissioner to the Commission on Accreditation of Allied Health Education Programs (CAAHEP). He attended the CAAHEP Annual Meeting in Kansas City, Missouri, April 19 and 20, 2015, and sat in on the open session led by Medical Assisting Education Board (MAERB) Chair Jenny Spegal, MAERB Executive Director Sarah Marino, and MAERB member and Commissioner to CAAHEP Tina Broderick.

Attendance at ATP Annual Conference
CEO Balasa attended the Annual Conference of the Association of Test Publishers (ATP) March 1-4, 2015, in Palm Springs, California. He continues to serve on the ATP Americans with Disabilities Act (ADA) Special Interest Group (SIG), and participated in a meeting of this SIG at the ATP Annual Conference. ATP formed a new SIG consisting of representatives from medicine, nursing, dentistry, and the allied health professions, and Mr. Balasa volunteered to be a part of this SIG.

PROTECTING THE RIGHT TO PRACTICE OF MEDICAL ASSISTANTS

State Net
The AAMA retained the services of State Net, a leading legislative tracking service. The following is a description of State Net’s capabilities:

To help find and identify key legislation in the 50 States, District of Columbia and Federal Government, store and classify the information within State Net’s secure online database, and provide flexible management and reporting tools for quick access and easy dissemination, including an automated e-mail alert system.

State Net has helped Staff Legal Counsel Balasa: (1) find newly introduced legislation that has the potential of impacting the medical assisting profession; (2) inform state societies and the Board of Trustees of favorable and unfavorable bills; and (3) develop a strategy about how to respond to each pertinent piece of legislation.

Michigan
Mr. Balasa was alerted by the weekly State Net report to House Bill No. 6078 introduced into the Michigan House of Representatives December 3, 2014. After informing and consulting with the appropriate leaders of the Michigan Society of Medical Assistants, a December 10, 2014, letter to the sponsor of the bill over the signatures of Christa Smith, CMA (AAMA), President of the Michigan Society, and Mr. Balasa, was sent. The letter read, in part, as follows:

The MSMA and the AAMA are concerned about the inclusion of the phrase “medical assistant” in the legislation’s references to “search and rescue operation medical assistant” and “tactical operation medical assistant.” Medical assisting is a specific allied health profession, as demonstrated by the article in the Occupational Outlook Handbook of the United States Bureau of Labor Statistics (attached). Using “medical assistant” to refer to a set of licensed health professionals who are assisting a governmental agency or law enforcement officers could be confusing.

The MSMA and the AAMA suggest that the references in the bill be changed to “search and rescue operation assisting [or assistive] medical licensees” and “tactical operation assisting [or assistive] medical licensees.”
Connecticut
With the help of a lobbyist and the excellent leadership of Connecticut Society of Medical Assistants Public Policy Chair Holly Martin, a bill was introduced into the Connecticut legislature that would permit physicians, advanced practice registered nurses, and physician assistants to delegate to medical assistants who meet specified education and credentialing requirements and who work under a provider’s direct supervision in outpatient settings vaccines. The bill passed one house of the Connecticut legislature, which is an extraordinary accomplishment—especially in light of the strong opposition to the legislation. The Connecticut Society will work to get legislation passed in the 2016 session, and Mr. Balasa will continue to assist them with bill language and strategy.

Ohio
Language permitting advanced practice registered nurses to delegate to unlicensed allied health professionals such as medical assistants working under their direct supervision has been incorporated into an omnibus bill that is moving forward in the Ohio legislature. The Ohio Society of Medical Assistants has done an excellent job working with organized nursing and other stakeholders who have an interest in the enactment of this legislative language.

Massachusetts
A bill authorizing primary care providers to delegate to medical assistants who meet certain education requirements the administration of immunizations has been introduced in the Massachusetts legislature. It is likely that the progress of this bill will be slower than the progress of the bills in Connecticut and Ohio. Dawn Jordan and other leaders of the Massachusetts Society of Medical Assistants have done an excellent job monitoring the progress of this bill.

Illinois
A bill introduced into the Illinois House of Representatives provides for financial grants for students enrolled in, or accepted for, a “medical assistant program at a public community college in [Illinois] that will lead to certification to work as a medical assistant.” The following is the bill language:

HB3577 Engrossed
AN ACT concerning education.

Be it enacted by the People of the State of Illinois, represented in the General Assembly:

Section 5. The Higher Education Student Assistance Act is amended by adding Section 65.90 as follows:

(110 ILCS 947/65.90 new)

Sec. 65.90. Medical assistant grants.

(a) Beginning with the 2016-2017 academic year through the 2020-2021 academic year, the Commission [Illinois Student Assistance Commission] shall, each year, receive and consider applications for grant assistance under this Section. An applicant is eligible for a grant under this Section if the Commission finds that the applicant meets all of the following qualifications:

(1) He or she is a resident of this State and a United States citizen or eligible noncitizen.
(2) He or she is enrolled or accepted for enrollment in a medical assistant program at a public community college in this State that will lead to certification to work as a medical assistant.
Report of the Chief Executive Officer and House Legal Counsel, cont.

(b) Recipients shall be selected from among applicants qualified pursuant to subsection (a) of this Section based on financial need, as determined by the Commission. Preference may be given to previous recipients of assistance under this Section, provided they continue to maintain eligibility and maintain satisfactory academic progress, as determined by the institution at which they enroll.

(c) Each grant awarded under this Section shall be in an amount sufficient to pay the tuition and fees of the institution at which the recipient is enrolled, except that no recipient may receive more than $5,000 in a single academic year.

(d) The total amount of grant assistance awarded by the Commission under this Section to an individual in any given fiscal year, when added to other financial assistance awarded to that individual for that year, shall not exceed the cost of attendance at the institution at which the student is enrolled.

(e) All applications for grant assistance to be awarded under this Section shall be made to the Commission in a form as set forth by the Commission. The form of application and the information required to be set forth in the application shall be determined by the Commission, and the Commission shall require eligible applicants to submit with their applications such supporting documents as the Commission deems necessary.

(f) Subject to a separate appropriation made for such purposes, payment of any grants awarded under this Section shall be determined by the Commission. All grant funds distributed in accordance with this Section shall be paid to the institution on behalf of the recipients. Grant funds are applicable toward 2 semesters of enrollment within an academic year. Up to 2% of the appropriation for this grant program may be used by the Commission for the costs of administering the grant program.

(g) The Commission shall administer the grant program established by this Section and shall make all necessary and proper rules not inconsistent with this Section for its effective implementation.

Donald A. Balasa, JD, MBA
Chief Executive Officer, House Legal Counsel

Assigned to the Reference Committee on Reports
The purpose of the Ad Hoc Health Information Technology Committee (HIT) primarily is to research the U.S. Government Accountability Office (GAO), the Office of the National Coordinator for Health Information Technology (ONC), and the Federal Health Information Technology Policy Committee (HITPC) as related to the AAMA, the CMA (AAMA) credential, the right to practice, and the profession.

Brief Background
Thanks to the research ability of Mary Berry, CMA (AAMA), approximately three years ago the Centers for Medicare and Medicaid (CMS) rule for meaningful use was brought to the attention of the AAMA. Thanks to CEO Balasa’s diligent research, discussions, and networking, the CMS ruling was introduced to the AAMA, and its impact was felt on the profession, on the CMA (AAMA) credential, and on the right to practice.

During the 2012 AAMA Annual Conference Mr. Balasa reported on the strides made as related to entering orders in the Electronic Health Record (EHR) for CMS Stages 1 and 2. Mr. Balasa also stated additional work would be necessary to protect the CMA (AAMA)’s right to practice. Mr. Balasa continued working with CMS throughout 2012 and 2013.

At the 2013 House of Delegates conducted during the AAMA 57th Annual Conference in Atlanta, Georgia, a session on the CMS rule for meaningful use order entry was presented by Mr. Balasa and Robert Anthony (Deputy Director, Health IT Initiatives Group, Office of E-Health Standards and Services, Centers for Medicare and Medicaid Services). Here is a link to a video of the presentation: (https://www.youtube.com/watch?v=yQiy6bmwEII).

AAMA Possibilities
At the end of the session Mr. Balasa, Ms. Berry, and Ms. Minchella spoke directly with Deputy Directory Anthony and asked how the AAMA could become more visible within CMS and how to go about becoming an active voice by serving as an AAMA representative within the federal committee to educate, network, and protect the CMA (AAMA) right to practice. Mr. Anthony directed the members to the GAO, the ONC, and the HITPC for our interest in having AAMA representation.

HIT Committee Development
Mr. Balasa shared with the BOT the information and the opportunity to begin exploring. Chair Minchella, Mr. Balasa, and Associate Executive Director Anna Johnson continued to monitor the various websites. After multiple discussions, it was determined that there were additional opportunities for the AAMA and that a committee should be developed by the BOT. This was done at the February 2014 Board meeting. Each HIT committee member was selected based on (but not limited to) individual knowledge, subject matter expertise, reliability, and willingness to help AAMA grow. From February 2014-September 2014 there was limited interaction, progress, and/or direction. Therefore the committee was reassigned with the current members listed on this report.

AAMA BOT Planning Session
November 2014 – Members were asked to provide (virtual) necessary tools for review as related to the AAMA Strategic Plan, Vision, Mission, Core Values, working knowledge of the AAMA Boards – BOT committees (i.e. marketing, membership, and leadership), Medical Assisting Education Review Board
Report of the Ad Hoc Health Information Technology Committee, cont.

(MAERB), Certifying Board (CB), and Continuing Education (CEB). Members provided input into how each of the tools align and impact the CMA (AAMA) credential, the right to practice, and the profession as a whole.

Additionally, members provided input (from an HIT perspective) into these three questions that were put to attendees at the 2014 Annual Conference:

1. What value does AAMA provide to its members?
2. What should the AAMA aspire to be by 2020?
3. What are the big questions facing AAMA’s future?

Future Goals
- Develop clear purpose/s and sub-purpose/s, identify the goal/s and objective/s for the HIT committee.
- Develop a detailed HIT action plan for the future and integrate HIT within the updated AAMA Strategic Plan that can be monitored, measured and evaluated within the year.
- Continue research of the HITPC website (http://www.healthit.gov/).

Committee members found that the AAMA Mission, Vision, and Core Values align with the HITPC website, specifically in the areas of delivery of quality health care, medical history, promoting patient safety and well-being, medical records, patient education, and cost saving for the patient.

Each HIT committee member continuously researched and submitted updates to the chair in the following areas, while keeping in mind the value that the AAMA, Vision, Mission, Scope of Practice, and CMA (AAMA) credential potentially could provide to the GAO, the ONC, and the HITPC and/or provide the AAMA membership with either patient related information or professional practitioner information.

HITPC website section assignments were as follows:
- Berry – Policy Researchers and Implementers
- Cellitti – Providers and Professionals
- Cohen – Federal Advisory Committees (FACAS)
- Licurs – Patients and families
- Strauss – Grant opportunities, committee opportunities

Members Berry and Cellitti monitored Policy Researchers and Implementation and Providers and Professionals. The members have not seen any additional issues that may affect the medical assistants’ right to practice. They continue monitoring the process of carefully reviewing Stage 3 meaningful use language.


This link below is to the Health IT government Archive—a valuable resource, with archived meetings of the HIT Standards Committee, the HIT Policy Committee, and FACA Hearings dating from 2009 through 2015: http://www.healthit.gov/archive/?dir=
Articles of interest:


Member Cohen monitored the Federal Advisory Committee (FACAS) on the development and adoption of a nationwide health information infrastructure and certification criteria for electronic exchange and use of health information. There were multiple ‘listen live’ meetings and online minutes. Member Cohen did not find comments related to monitoring of the development and adoption of the nationwide health information infrastructure and certification criteria for the electronic exchange and use of health information as it relates to the medical assisting professional.

Any HIT federal implementation of laws relating to the patient medical record, and who may enter notes into that record or have access to it, may certainly affect the field of medical assisting, thus impacting the AAMA scope of practice, occupational analysis and/or core curriculum.

FACAS warrants AAMA interest in the possible recommendations and/or developments which may come out of committee hearings.

Member Licurs researched Patients and Families and discovered a fit within AAMA. As medical assistants are responsible for patient education, this section provided some resources to aid with educating patients, families, and caregivers on the importance of maintaining an up-to-date health record, how to maintain and secure the medical record, and the rights of the medical records.

A synopsis of how the AAMA general membership could find possible use of the following two videos for patient education purposes:

- Health IT for You - Giving You Access to Your Medical Records
  http://www.healthit.gov/patients-families/video/health-it-you-giving-you-access-your-medical-records
- E-Patients - Learn About the Importance of Being Engaged In Your Healthcare
  http://www.healthit.gov/patients-families
- Article: Engaged Patients Translate to Better Outcomes and Costs (The Health Care Blog)
  by Judith Hibbard and Jessica Greene, Feb. 10, 2013
  http://thehealthcareblog.com/blog/2013/02/10/engaged-patients-translate-to-better-outcomes-and-costs/
- Guide to Privacy and Security of Electronic Health Information
Member Strauss monitored grant opportunities and AAMA committee opportunities. On February 21, 2015, Member Strauss located a committee opportunity with the GAO. The GAO was accepting nomination applications through February 27, 2015, for a seat on the HIT Policy Committee.

Chief Executive Officer Balasa, Associate Executive Director Johnson, AAMA President Couch, and Vice President Purdy immediately began e-mail dialogs regarding potential nominations. It was recommended that two qualified HIT members, Ms. Cellitti and Ms. Berry, submit the nomination application requirements. The applications were submitted by the deadline, including individual letters developed by CEO Balasa and staff.

Should the nominees be approved from GAO’s selection process, then assisting Ms. Cellitti and Ms. Berry as they serve in these roles would be one of this committee’s goals. AAMA could potentially represent the profession of medical assisting on a GAO committee seat in the areas of advocating for patients, raising the awareness of medical assisting by health plans or third party payers, and providing expertise in health care quality measurement and reporting. This is a volunteer position with no compensation. To date there has been no GAO notification of the selection outcome.

Member Strauss located the following Health IT and EHR articles:

- **Healthcare Computer Experts Tackle EHR Shortcomings (Modern Health Care)**
  by Joseph Conn, May 29, 2015

- **Tech Rivalries Impede Digital Medical Record Sharing (New York Times)**
  by Robert Pear, May 26, 2015

- **Government Backs Down on Some Requirements for Digital Medical Records (USA Today)**
  by Jayne O'Donnell and Laura Ungar, May 27, 2015

- **NIH Research Weighs Benefits, Burdens of HER clinical Reminders (Health Data Management)**

There were additional potential grants: Workforce Training to Educate Health Care Professionals in Health Information Technology, Community Interoperability and Health Information Exchange Cooperative Agreement Program (Community Interoperability and HIE Program) Funding Opportunity Announcement (FOA). However the committee determined the AAMA alignment was not appropriate at this time.

This committee has only scratched the surface of researching the possibilities with the GAO and the ONC. In the future the committee will need members who are available to research and monitor the websites bi-weekly. While there is more work and research necessary for the medical assisting profession to be recognized within HIT, the future of the committee is up for discussion.
This chair extends a sincere thank you to the avid HIT committee researchers. These members have been diligent in monitoring the websites. This chair thanks you for trusting and supporting this initial research initiative as the eyes of the profession and for the growth of the AAMA.

K. Minchella, CMA (AAMA), PhD
Chair

Members:
Mary Berry, CMA (AAMA)
Janet Cellitti, CMA-A (AAMA)
Carol Cohen, CMA (AAMA)
Patty Licurs, CMA (AAMA)
Lisa Strauss, CMA (AAMA)

Staff Liaisons:
Donald A. Balasa, JD, MBA
Anna Johnson, CAE

Assigned to the Reference Committee on Reports
This committee has completed all the judging criteria and the 2015 Awards Committee now is focused on honoring the achievement of excellence to those members of the AAMA who submit an entry. These entries will bring recognition to the most excellent publications, promotions, people and more.

The awards will be as follows:
- Excellence in Publishing (including e-Newsletters)
- Excellence in Marketing, Promotion, and Recruitment (including Social Media)
- Excellence in Website Development
- Excellence in Community Service (including Social Media)

This committee also will be honoring our National Leadership:
- Medical Assistant of the Year
- Leadership and Mentoring
- Golden Apple

At the Board of Trustees Planning Session in November, this committee was charged with presenting topics for the 2016 Student Essays to F. A. Davis for consideration. The essay question chosen by F. A. Davis for next year’s competition is “What three personality traits will help make you a great medical assistant?” There will be one student essay award this year, in the amount of $1000. (The essay topic for this year is “A day in the life of a medical assisting student.”)

This year the Awards Committee reviewed the structure of the Welcome and Celebration with the shortening of the Annual Conference. One of the changes implemented is the recognition of the state presidents and the past AAMA Presidents. The Parade of Presidents will be moved to the President’s Luncheon for this year.

As a special event, the Welcome and Celebration features keynote speaker Erin Fraher, PhD, MPP, presenting “How Can We Transform the Workforce to Meet the Needs of a Transformed Health System?” With this special address kicking off the evening, the structure of the event has been revised as follows:
- Mike Pfeil, LVN, CMA (AAMA) gives an introduction
- Chair of the Annual Conference Education Committee offers a welcome to conference attendees
- President Couch officially opens the conference and introduces the keynote speaker.
- At the conclusion of the keynote address, there will be refreshments served (family style)
- Mike Pfeil, LVN, CMA (AAMA), Awards Committee Chair, begins the Awards presentation

Michael Pfeil, CMA (AAMA), LVN, Chair

Members:
- Julie Flaatten, CMA (AAMA), RN, EMT
- Patricia Hightower, CMA (AAMA)
- Paula Purdy, CMA (AAMA)

Staff Liaison: Jean Lynch

Assigned to the Reference Committee on Reports
The Bylaws and Resolutions Committee is responsible for officially notifying the presidents and vice presidents/presidents-elect of each constituent society of all changes to the AAMA Bylaws. If there are Bylaws changes that the constituent societies are mandated to include in their state bylaws, this committee must notify the constituent societies and provide a deadline by which each constituent society must submit their revised bylaws for this committee to review.

At the 2014 House of Delegates, the following amendment to the AAMA Bylaws was approved:

Article VI - MEMBERSHIP, Section 2, Qualifications:

A. ACTIVE – An active member shall be one of the following:

2. Anyone who was an active member on 12/31/87, who has never been a CMA (AAMA), and who has maintained continuous active membership. Continuous active membership shall be defined as having dues postmarked or submitted electronically to the AAMA Executive Office by December 31 (the controlling time is that of sending, not that of receiving).

This amended an area of the Bylaws that state society bylaws must be in compliance with. Beginning in January 2015 this committee notified the state societies and provided a deadline for response and compliance. The members of the Bylaws and Resolutions Committee were kept busy sending e-mails to all of their assigned states. At the time of this report, all states societies but one are in compliance with the mandated AAMA Bylaws.

Included in this Delegates Packet is a proposed amendment to AAMA Bylaws, presented by this committee and the Board of Trustees. Also included is a resolution presented by the New York Society of Medical Assistants.

This chair wishes to thank her committee members for their dedication in reviewing their assigned constituent society bylaws for the mandated change and their diligent work in getting them all done. The chair also extends a special thank you to Kathy Langley for all of her help in making sure the process was as smooth as it was.

Debby B. Houston, CMA (AAMA), CPC, Chair

Members:
Sue Hawes, CMA (AAMA), MBA, CMPE
Pat Hightower, CMA (AAMA)
Lisa Lee, CMA (AAMA)
Mike Pfeil, CMA (AAMA), LVN

Staff Liaison: Kathy Langley

Assigned to the Reference Committee on Reports
The objective of the Constituent Society Committee is to assist state societies that are struggling. The committee will help state societies reorganize if needed and assist in any way possible with other problems they may have.

The committee met during the November Board of Trustees Planning Session and discussed strategies for finding out which state societies might need assistance. The Kansas Society of Medical Assistants, Mississippi Society of Medical Assistants, and Arizona Society of Medical Assistants have been identified. The Kansas Society of Medical Assistants has made the decision to disband. The committee also is reaching out to the Arkansas Society of Medical Assistants. To date no state societies have requested any assistance from this committee.

This committee received information from Trustee Minchella that there are members in Vermont interested in forming a state society. Contacts have been made.

Nina L. Watson, CMA (AAMA)
Chair

Members:
Michael Pfeil, CMA (AAMA) LVN
Lisa Lee, CMA (AAMA)

Staff Liaison:
Kathy Langley

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Documents Committee Liaisons
For the Period Ending September 2015

This committee is charged with reviewing AAMA documents and recommending to the Board of Trustees any revisions and/or updates that are needed.

This year the Documents Committee has been tasked with several documents to review and update. These documents include but are not limited to these items:

- State Management Guide
- Chapter Management Guide
- Membership Manual

Revisions to the above documents were presented and accepted at the June 2015 Board of Trustees meeting. These changes will be made and posted to the AAMA website.

This committee is continuing to work with the Speaker of the House for revisions to the Officers and Trustees Candidates Guidelines and expects to present them at the September Board of Trustees meeting.

The chair would like to thank Freda Miller, CMA (AAMA), PCS, and the Membership Development Strategy Team for their invaluable input on all three documents. The chair also extends thanks to Director of Membership and Continuing Education David Knight for his review and input.

This chair also would like to thank Kathy Langley, Director of Board Services, for her dedication to the Board of Trustees and her support of this committee.

Patricia Hightower, CMA (AAMA), Chair

Members:
Deborah Novak, CMA (AAMA)
Nina Watson, CMA (AAMA), CPC

Staff Liaison:
Kathy Langley

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Editorial Advisory Committee
For the Period Ending September 2015

The Editorial Advisory Committee is charged with assisting CMA Today Managing Editor Jean Lynch and staff with reviewing articles, CMA Today topic development, and suggesting possible interviewees. This committee is responsible for submitting twelve potential topics (clinical, management and educational) for each submission date of December 1, March 1, and June 1. The required topics were submitted by the deadlines.

This committee also reviewed manuscripts prior to publication in CMA Today.

This chair wishes to thank the members of the committee for their continual hard work and dedication to the members of the AAMA.

This chair also wishes to thank Director Lynch and staff for their guidance, expertise, and professionalism over the past year.

Loxie Kistler, EdD, RN, CMA (AAMA)
Chair

Members:
Susan Hawes, CMA (AAMA)
Freda Miller, CMA (AAMA)
Karan Drahn, CMA (AAMA)

Staff Liaison:
Jean Lynch

Assigned to the Reference Committee on Reports
The HOD Minutes Committee is charged with reviewing the minutes of the AAMA House of Delegates. This committee reviewed the minutes of the 2014 AAMA House of Delegates. Any revisions were submitted and corrected.

A letter had been sent to the delegates from President Couch, regarding the appointment of Trustee Sue Hawes. The committee received a request that this letter be appended to the HOD minutes, and the committee agreed that this should be done.

If you wish to view the minutes of the AAMA House of Delegates, you may access them on the AAMA website. Simply click on the “News” tab on the menu bar on the home page. You must be an AAMA member and log-in in order to access the minutes.

This chair thanks her committee and Director of Board Services Langley for their timely responses regarding this important task.

Paula Purdy, CMA (AAMA)
Chair

Members:
Lisa Lee, CMA (AAMA)
Freda Miller, CMA (AAMA)
Debby Houston, CMA (AAMA)

Staff Liaison:
Kathy Langley

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Nominating Committee
For the Period Ending September 2015

The objectives of the Nominating Committee are to search for and actively solicit candidates for office and screen all candidates seeking office to ensure compliance with qualifications as stated in Articles VIII and Article IX of the AAMA Bylaws.

The chair sent to the Nominating Committee their guidelines, the AAMA officer qualifications, and a copy of the nomination form for officers and trustees. The chair also reminded the committee members of the deadline for nomination forms, which was April 1, 2015.

In January a letter was sent to presidents and presidents-elect of the state societies to seek their assistance in searching for nominees for national office. A reminder was sent out again in March, prior to the April 1 deadline.

As of the date of this report, the committee has received and reviewed qualifications for:
- The office of Vice President: Julie Flaatten, CMA (AAMA), RN, EMT
- The office of Secretary-Treasurer: Freda Miller, CMA (AAMA)
- The office of Trustee: Karen Minchella, CMA (AAMA), PhD

There are still three slots open for the position of Trustee. Two of these positions are two-year terms and the third position is a one-year term (to complete the unexpired term of Trustee Kistler). An additional e-mail was sent to the state presidents and presidents-elect in April to inform them. After no responses, another e-mail was sent out in June to all state presidents to encourage members to run for the open positions on the Board of Trustees. Also, Board of Trustees members, while out on Representatives Bureau assignments, made contact with members in the states to encourage participation.

The committee is prepared to review any nominations that are intended to be made from the floor of the House of Delegates.

Nina L. Watson, CMA (AAMA), CPC
Chair

Members:
- Jennifer Amaral, CMA (AAMA)
- Sherry Bogar, CMA (AAMA)
- Monica Case, CMA (AAMA)
- Laura Mitchell, CMA (AAMA)

Staff Liaison:
- Kathy Langley

Assigned to the Reference Committee on Reports
This committee is charged with advancing the goals and objectives of the association, the profession, and the CMA (AAMA) credential.

We began this year by presenting at the November 2014 Board of Trustees Planning Session the responses of attendees at the 2014 AAMA Annual Conference to the following questions:

1. What value does AAMA provide to its members?
2. What are the big questions facing AAMA’s future?
3. What should the AAMA aspire to be by 2024?

The responses were reviewed by the Board members and board chairs, and the committee then took a bold approach, dividing into groups to brainstorm about what is needed to change the future and to come up with one “big idea.” There were quite a few new ideas and suggestions around the room, but the final consensus was to relate the AAMA Vision Statement—A CMA (AAMA) for every patient—to the concept of standardized education programs. Discussion with the board chairs ensued regarding the variations in the depth, breadth and rigor of curricula in CAAHEP accredited programs. The Board of Trustees has continued to work on this idea for the rest of the year.

The goals from the AAMA Strategic Issues Plan (see attached) also were reviewed and discussed at the Planning Session, regarding how their committees, teams, and boards related to these goals. Each committee offered their ideas or comments on that, as well as what they see going forward that their committees can do to ensure that the Strategic Issues Plan is carried out for this organization. We will continue to move forward with these strategic issues for the future of the AAMA.

This chair wishes to thank everyone for their participation in these open discussions, their great ideas for the future of AAMA, and most of all for the camaraderie between the Board of Trustees members and the chairs of the Certifying Board, the Continuing Education Board, and the Medical Assisting Education Review Board.

Debby B. Houston, CMA (AAMA), CPC, Chair

Members:
Julie Flaatten, CMA (AAMA), EMT, RN
Susan Hawes, CMA (AAMA), MBA, CMPE
Karen Minchella, CMA (AAMA), PhD
Paula Purdy, CMA (AAMA)

Staff Liaison:
Donald Balasa, JD, MBA

Assigned to the Reference Committee on Reports
AAMA STRATEGIC ISSUES PLAN

GOAL: RAPID AND RELEVANT COMMUNICATIONS
Objective: Use social media for alerts, reminders, and new information to inform and engage members and external audiences.
Objective: Retain members by improving communications according to a targeted timeframe.

GOAL: ADVANCE TECHNOLOGY
Objective: Enhance membership services.
Objective: Increase productivity.
Objective: Increase available data for decision making and prioritization.
Objective: Evaluate potential cost savings.
Objective: Investigate technology needed to conduct meetings.

GOAL: BRAND THE AAMA AS THE RESOURCE FOR THE PROFESSION
Objective: Collaborate and network with health care organizations and societies.
Objective: Promote or develop tools that assist members with promoting the profession and the AAMA.

GOAL: PROMOTE THE CMA (AAMA) AS THE PREFERRED CREDENTIAL
Objective: Investigate current trends of the profession through research and review the body of evidence.
Objective: Brand the CMA (AAMA) as the credential for quality team-based health care.
Objective: Market the CMA (AAMA) to national health care clinics and corporate medicine.
Objective: Encourage CMAs (AAMA) to promote the profession and credential to employers.

GOAL: IMPLEMENT A FORMAL NATIONAL LEADERSHIP TRAINING PROGRAM
Objective: Prepare future leaders to transition from state to national leaders.
Objective: Continue to refine the Board of Trustees orientation program.

GOAL: ENHANCE VIRTUAL COMMUNITY FOR MEMBERS
Objective: Continue to refine social media services so members can interact with and learn from each other.
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

Report of the Leadership Development Strategy Team
For the Period Ending September 2015

This committee’s goals for the period ending in September of 2015 included:

- Highlight past national leaders in the Leader Spotlight on the AAMA website
- Develop a “Best Practice” PowerPoint to share successful strategies for member recruitment, retention, and engagement at the local and state level
- Plan and coordinate a Leadership Panel presentation at the 2015 Annual Conference
- Plan and coordinate an opportunity for members to converse with BOT members at the 2015 Annual Conference

This team communicated with Directors Lynch and Langley to receive names and contact information for past AAMA national leaders. This team contacted these past national leaders, which resulted in six interviews for posting in the Leader Spotlight on the AAMA website.

This team suggested possible participants for the Leadership Panel that will be held during the State Leaders Session at the 2015 Annual Conference. This chair contacted those potential participants and four were confirmed. This team reviewed and selected questions, which were distributed to the panelists.

This team suggested holding small discussion groups immediately following the Leadership Panel. The discussion groups would be led by a member of the Board of Trustees and a member of the Leadership Development Strategy Team.

This chair collaborated with Director Langley to e-mail state society presidents asking for examples of local chapter or state society best practices in areas such as recruitment, retention, and community awareness. Several states submitted examples, which have been incorporated into a PowerPoint document. This document will be posted to the AAMA website.

This chair wishes to thank the members of the committee for their valuable input, suggestions and volunteering to serve on this committee.

Loxie Kistler, CMA (AAMA), EdD, RN, Chair

Members:
- Nina Watson, CMA (AAMA), CPC
- Jodi Blystra, CMA (AAMA)
- Amy Gruver, CMA (AAMA)
- Betty Jones
- Donna Radzun, CMA (AAMA)
- Rebecca Surratt, CMA (AAMA)

Staff Liaison: Kathy Langley

Assigned to the Reference Committee on Reports
At the Board of Trustees meeting in June 2015, Nina Watson, CMA (AAMA) was appointed as chair of this committee to complete the unexpired chair term of Loxie Kistler.

This committee will continue to fulfill the commitments set in place by the committee for the Annual Conference. After discussion at the June meeting it was decided that, in addition to the activities previously confirmed, there also will be a presentation of the “Best Practices” before it is posted to the AAMA website.

This chair and wishes to thank Loxie Kistler, CMA (AAMA), EdD, RN, for her dedication to and support of the AAMA.

Nina Watson, CMA (AAMA), CPC, Chair

Members:
Jodi Blystra, CMA (AAMA)
Amy Gruver, CMA (AAMA)
Betty Jones
Donna Radzun, CMA (AAMA)
Rebecca Surratt, CMA (AAMA)

Staff Liaison: Kathy Langley

Assigned to the Reference Committee on Reports
The Marketing Strategy Team is charged with branding AAMA as the resource for the profession by developing tools that assist members with promoting the profession and the AAMA.

One of the ideas that the team pursued is to produce an AAMA gift card that could be used to purchase AAMA products and services. It was determined that this is too expensive to pursue. This item may be reconsidered at some time in the future.

Team member Rebecca Surratt, CMA (AAMA), researched how Twitter could be used as a marketing tool to help AAMA become more visible in the career of medical assistants and to the general population of patients and providers. While Facebook offers conversation most often between friends and relatives, Twitter is more often used to provide short blasts of information to anyone who subscribes to an organization’s feed. Some factors to consider are the time frames to “tweet,” what to tweet, and who would be responsible for tweeting and monitoring the tweets. There has been no decision to date as to participation on Twitter.

Co-chair Novak researched the possibility of engaging an Internet vendor to supply on-demand AAMA logo branded merchandise to offer for sale directly to buyers. Items being considered were T-shirts, bags, sweatshirts, pens, notecards and a few other selections. It also was thought that these items may be purchased by state societies and chapters for use at Ways and Means tables. Research of member’s desires indicated that they often found items too expensive previously and that having items ordered in bulk and kept in stock led to storage and stale merchandise issues. On-demand purchases can be ordered as needed with no minimums, no inventory, and no storage. The team has not been able to move forward with this proposal and will continue to work toward ways to provide merchandise with the AAMA logo that are acceptable to all parties.

Hearing from Annual Conference attendees that it sometimes is difficult to distinguish who the Trustees and Officers of the association are, the team proposed that bright colored name badges be worn by the Board of Trustees members and the AAMA staff members who are in attendance at national conference. The badges also will serve to identify those who are on assignment to state conferences, the MGMA and PAHCOM exhibits, and when traveling to AAMA required events. It is hoped that this identifying tag will help make the AAMA and its member leaders more visible to the outside communities of interest.

This team continues to look to the Strategic Issue Plan to determine other actionable items. The chair thanks the team members for their ideas, suggestions, and contributions to the success of the goals of this team.

Freda Miller, CMA (AAMA), Chair

Members:
Deborah Novak, CMA (AAMA), Co-Chair
Julie Flaatten, CMA (AAMA), RN, EMT
Rebecca Surratt, CMA (AAMA)
Mary Dockall, CMA (AAMA)
Aimee Wicker, CMA (AAMA)
Lori Rager Anderson, CMA (AAMA), CPC, CPC-H

Staff Liaison: Jean Lynch

Assigned to the Reference Committee on Reports
This team continues to look to the Strategic Issues Plan to determine actionable items for their efforts. Co-chair Amaral developed informational tools to assist state societies and chapters in increasing member enrollment and retention. These tools, using electronic meetings and other online resources, are intended to provide alternatives to traditional meetings that are experiencing low turnout and reduced participation. The team’s goal is to provide alternatives, not replacements, for face-to-face meetings, which are getting harder to maintain as interests change with technology and work/family requirements. Although no actions have been taken at this time, the team will continue to work toward solutions to low member participation using alternative meeting methods.

The team continues to encourage use of the valuable Membership Matters PowerPoint at Representatives Bureau assignments in 2015. This presentation can be used by any chapter or state society to further the understanding of AAMA and its benefits to members at all levels. The personalized CMA (AAMA) brochures of the Certifying Board also are introduced and/or encouraged at chapter and state society meetings. These brochures allow the medical assistant to personalize the document with their own picture, career highlights, and it acts as an introduction of themselves to potential employers or others who are not familiar with the AAMA and the CMA (AAMA) credential.

The team supports the continued practice of e-blasts being sent to non-member, newly credentialed CMAs (AAMA), congratulating them on achieving certification and encouraging them to join the AAMA. E-blasts will continue to mention the availability of the “Who I Am Makes A Difference” buttons as well as the other benefits of becoming a member of their own professional organization.

The chair would like to thank the individual team members for their ideas, suggestions, and contributions over the past year.

Freda Miller, CMA (AAMA), Chair

Members:
Jennifer Amaral, CMA (AAMA), RPT – Co-chair
Paula Purdy, CMA (AAMA)
Nikal Redwine, CMA (AAMA), RN, BSN, CPT
Jodi Blystra, CMA (AAMA)
Donna Radzun, CMA (AAMA)

Staff Liaison:
David Knight

Assigned to the Reference Committee on Reports
The purpose of the Core Curriculum Task Force (CCTF) is to develop a core curriculum with the partnership of the Certifying Board (CB), the Continuing Education Board (CEB), the Medical Assisting Educational Review Board (MAERB), and the Occupational Analysis Task Force (OATF).

The most recent charge of the CCTF was to determine what duties, procedures, and responsibilities that employers are delegating to medical assistants holding the CMA (AAMA) credential.

- October 17, 2014 – It was determined to collect data from 2014 Annual PAHCOM and MGMA attendees who visited the AAMA exhibit booths.
- November 17 – Received the PAHCOM attendee list.
- November 19 – Faxed MGMA business cards to the AAMA for development of the list.
- November 25 – CEO Balasa contacted Dr. John Kasper, CAE, at Solutions for Associations, Inc. (SFA), to discuss the timing of transmitting the next set of surveys. It was decided to send them in January to avoid all holiday effects.
- January 14-16, 2015 – The revised survey was approved for distribution by Co-Chair Minchella and Co-Chair Startzell.
- At this time, the remaining CCTF fund balance is $24,753.
- January 20 – E-mails were distributed to 115 attendees from PAHCOM and MGMA.
- January 28 – Dr. Kasper reported 16 responses.
- February 6 – SFA sent out a reminder and extended the collection date.
- February 11 – Dr. John Kasper, CAE, provided the results from the Jan. 20 and February 6 survey. From the 115 possible respondents, 16 responses were received, but only 10 respondents actually responded to the questions.
- February 13 – During the Board of Trustees June meeting a brief meeting was held with the CCTF Co-Chairs (one participating by phone), Board Chairs, CEO Balasa, and Associate Executive Director Johnson. During this meeting the survey results were shared and discussed, as well as the needs of the various boards.
- February 14 – At the June meeting of the Board of Trustees, an oral update on the survey results was shared, stating that the survey was statistically unsupported given the extremely small response, creating a concern with the validity of making any inferences regarding the population with the results of the survey. Suggestions from the Board included alternative methodologies, alternative populations, timelines, cost, and alternative purpose for collecting employer data. All of these were previously considered by the CCTF. It was decided to continue to attempt employer data collection based on Dr. Kasper’s input.
- The Board of Trustees directed the CCTF to continue working closely with the MAERB, the CEB, and the CB and to seek Dr. Kasper’s expert recommendations on the next steps to collect employer data.
- February 14 – CEO Balasa contacted Dr. Kasper for recommendations.
- February 16 – An update e-mail shared the MGMA and PAHCOM survey with CCTF members.
- March 1-30 – Received recommendations from Dr. Kasper and distributed the three options to CCTF members for their vote on one of the options. The CCTF Co-Chairs, Dr. Kasper, CEO Balasa, and Associate Executive Director Johnson continued to discuss the distribution of the next survey.
- April 1-28 – Associate Executive Director Johnson worked diligently on many of the required
details, including information to help the determination of the sample size. The selection process included CMAs (AAMA) in the AAMA database from 1963-2013 who have identified themselves as primarily practitioners (excludes educators, practicum coordinator, program directors, etc.).

The instrument remained the same as the previous one from January 20, with 15 questions, content (number of CMAs (AAMA), i.e., employed, health profession category, medical specialty category, employment environment, facility state or territory, community category, operational function, finances, marketing, human resources, risk management, clinical, other tasks, differential pay scale, additional comments), and the requirement for the employer to complete.

- April 29 – Thanks to Marketing and Communications Director Lynch, the cover letter to accompany the survey was revised and approved.
- April 30 – Thanks to IT Department staff Nikki Hochschild and Amy Rieke for their distribution involvement. The total 74,520 records distributed were alphabetized and an automatic random selection was used to achieve representation by state and years certified.
- At this time the remaining CCTF fund balance is $24,753. Estimated cost at this time from SFA is $2,500. There was no additional cost for Constant Contact or the AAMA staff, as the e-mail list is owned by AAMA and the work was completed within normal working hours.
- May 15 – This was the deadline for the survey to be completed by the employers. The results should be analyzed and reported sometime in June. An addendum report of the CCTF will be prepared for distribution at the Annual Conference.

K. Minchella, CMA (AAMA), PhD, Co-Chair
Cheryl Startzell, CMA (AAMA), MA, Co-Chair

Members:
Deborah Rossi, CMA (AAMA), MA Certifying Board Chair (October 2014-March 2015)
Linda Allensworth, CMA (AAMA) Certifying Board Chair (March 2015-to present)
Boni Bruntz, CMA-A (AAMA), Continuing Education Board Chair
Christine Hollander, CMA (AAMA)
Joyce Garibay, CMA (AAMA)
Jennifer Spegal, CMA (AAMA), MT, MEd, Medical Assisting Education Review Board Chair

Staff Liaisons:
Donald A. Balasa, JD, MBA, Chief Executive Officer
Anna Johnson, CAE, Associate Executive Director

Assigned to the Reference Committee on Reports
The purpose of the Certifying Board (CB) is to protect public safety by upholding the currency, reliability and validity of the CMA (AAMA) credential. Since the submission of the last report for the 2014 HOD, the Certifying Board has accomplished a number of goals.

The CB members met at the National Board of Medical Examiners (NBME) in Philadelphia, Pennsylvania, on Wednesday, October 1, 2014, and reviewed a total of 277 pool, live and pretest items (questions). On the following two days, 467 new items were reviewed by the 23 CB and TFTC members in attendance.

In the absence of Chair Deborah Rossi, CMA (AAMA), MA, First Vice Chair Janis Frederick, CMA (AAMA), represented the Certifying Board during the 2014 AAMA Conference in St. Louis, Missouri, on October 17-20, 2014. She attended the following events:

- First Timers and Students Reception
- Board of Trustees (BOT) and Endowment meetings
- MAERB Forum
- Welcome and Awards Celebration

(The greatest percentage increase of member CMAs (AAMA) awards to the states of: Hawaii, Idaho, New Jersey and Oregon)

- State Leaders
- LEAP
- CMA (AAMA) Knowledge Bowl
- HOD and Reference Committee meetings

During the HOD, Certifying Board member Susan Hawes, CMA (AAMA), MBA, CMPE was elected to the BOT. The CB will miss her knowledge and expertise on both the CB and the TFTC.

The Certifying Board was represented at the AAMA BOT Planning Session in Chicago on November 14-15, 2014 by Jan Frederick, CMA (AAMA), and Linda Allensworth, CMA (AAMA). A brainstorming session took place and each attendee was encouraged to participate in discussion regarding where they see the AAMA in 10 years while keeping the AAMA Mission and Vision statements in mind.

A Standard Setting Exercise (SSE) was performed at the NBME in Philadelphia on March 3, 2015. 2000 CMAs (AAMA) were randomly selected through the AAMA database and from the responses 14 were selected. The participants included four new CMAs (AAMA) (within the last five years), clinical, administrative, managers and educators (both public and private programs). The exercise was led by Irina Grabovsky, NBME Senior Psychometrician, and the purpose of the content-based SSE was to produce statistical information for setting a valid passing standard. Following the exercise, statistical analysis was performed and, based on that information, the CB voted to change the cut score from 425 to 430 starting with the July 2015 examination cycle. This increase will help to further raise the bar as well as demonstrating that our credential continues to be the gold standard.

The CB met again at NBME March 4-5, 2015, for two days of Forms Review. Each exam was reviewed to ensure the items are statistically sound, content is still current, enemies (clues or duplicate questions) are identified and the nine examination forms are consistent in terms of general content and overall
difficulty. The new forms were released in July 2015, along with the newly revised Content Outline.

The CB meeting was held on March 6-7, 2015, at the Radisson Blue Warwick Hotel in Philadelphia. Accomplishments at this meeting included:

- Updates were made to the Policies and Procedures, Strategic Plan and Historical Document.
- AAMA Certification Department staff job descriptions were updated.
- Marketing strategies were discussed to find different ways to encourage more students to sit for the CMA (AAMA) Examination.
- The Practice Exam Committee, chaired by Diane VanderPloeg, CMA (AAMA), MS, along with the CB members, are in the final stages of designing a practice exam for the CMA (AAMA) Examination.
- The CB voted to uphold their policy that no CB or TFTC member shall concurrently serve on any other national medical assisting Board or committee because of possible conflict of interest and/or security issues.

Because of Chair Rossi’s need to resign from the CB, elections were held with the following results:

- CB Chair – Linda Allensworth, CMA (AAMA), CPC
- CB First Vice Chair – Jan Frederick, CMA (AAMA)
- CB Second Vice Chair – Cathy Flores, CMA (AAMA), MLT (ASCP), BHS
- TFTC Chair – Berlene Farthing, CMA (AAMA)
- TFTC Vice Chair – Rita Michel, CMA (AAMA)

In addition, Nikal Redwine, CMA (AAMA), RN, BSN, CPT, was elected to the CB, effective at the July 2015 meeting. Two new members were elected to the TFTC: Jeannette Morgan-Packard, CMA (AAMA), and Sarah Orme, CMA (AAMA).

The CMA (AAMA) Certification/Recertification candidate and examinee statistics for 2014 are below:

| Total eligible exam applications received | 24,542 |
| Total initial CMA (AAMA) certificant applications received | 23,137 |
| Total recertification CMA (AAMA) applications received | 1,405 |
| Total initial CMA (AAMA) certification candidates who tested and were eligible to receive scores | 17,284 |
| Total recertification CMA (AAMA) certification candidates who tested and were eligible to receive scores | 1,206 |
| Recertificants by exam – 95.77% pass rate | 1,155 |
| New CMAs (AAMA) – 65.45% pass rate | 11,313 |

Prior to the July 2015 meeting, members of the Recertification Audit Committee will meet at the AAMA Executive Office to conduct the yearly audit of the recertification files. Approximately 65-75 records will be audited this year, checking for continuing education compliance with the required number of certification points in the correct categories.

This chair will be present at the upcoming 59th Annual Conference in Portland, Oregon, to represent the Certifying Board at the various planned events.
This chair would like to thank Anna Johnson, CAE, Director of Certification, and Donald Balasa, JD, MBA, Chief Executive Officer, for their expertise and willingness to assist in every endeavor of the CB. Their dedication and commitment to maintaining the gold standard for the CMA (AAMA) credential and the quality and relevancy of the Certification/Recertification Examination is much appreciated.

In addition, a sincere thank you from this chair to all of the CB members for their dedication, support and endless hours given to accomplish the goals of the Certifying Board.

Linda Allensworth, CMA (AAMA), CPC, Chair

Members:
Jan Frederick, CMA (AAMA), First Vice Chair
Cathy Flores, CMA (AAMA), MLT (ASCP), BHS, Second Vice Chair
Berlene Farthing, CMA (AAMA), TFTC Chair
Rita Michel, CMA (AAMA), TFTC Vice Chair
Diane VanderPloeg, CMA (AAMA), MS
Charles Reed, MD
Tom Grothe, MPA, PA-C
Judy Ellis, PHR, Public Member
Beth Jaeger, SPHR, Public Member

Staff Liaison:
Anna Johnson, CAE

Assigned to the Reference Committee on Reports
The Continuing Education Board (CEB) has had a challenging and productive year serving the members of this organization. This report includes a partial list of the actions and decisions of the CEB during this past year.

The CEB met with the 2015 Annual Conference Education Committee during the 2014 Annual Conference. The CEB also met with the 2016 Annual Conference Education Committee to review guidelines, and answer questions.

The CEB conducted an orientation and planning session in October 2014. This provided an opportunity for orientation of the four new members of the CEB. All members in attendance were given thumb drives with the current policies and forms of the CEB.

At the October 2014 Board of Trustees meeting, approval was granted to the CEB to create a task force of non-CEB members to assist the CEB in the development of new assessment-based certificate modules. At the November 2014 Board of Trustees meeting, the appointments for the members of the ABC Task Force were approved. The ABC Task Force has interacted several times during the year and has developed outlines for Geriatric and Pediatric modules. Members of the task force have developed a listing of potential writers and reviewers for this project. At this time the proposed goal is to have at least one of the modules ready for release in late 2016. It is planned that the first module will be available only to CMAs (AAMA).

The ABR-OE modules have been reviewed and revised to increase the depth, breadth, and rigor of the knowledge required for order entry by medical assistants. Educators Heidi Weber, CMA (AAMA), RMA, BS, and Virginia Chambers CMA (AAMA), MHA, completed this task and submitted their material to the Marketing and Communications Department. Director Lynch and her staff reviewed all the copy for the ABR-OE courses. IT Director Nikki Hochschild has been actively involved in adding the ABR-OE required modules to the e-LC. Renewal information will be posted on the new e-LC platform by October 1, 2015. This will apply to ABR-OE recognition holders with an expiration date of January 2016. At the time of this report, 6,517 ABR-OE letters have been issued since January 2014.

The author of the planned self-study course on the topic of Elder Law is in the process of completing it, and it will be sent to the Marketing and Communications Department.

The CEB submitted a request to the Board of Trustees regarding a presentation on “Fetal Alcohol Spectrum Disorders.” This special General Session will be on Saturday evening at the 2016 Annual Conference and will be presented by the Center for the Application of Substance Abuse Technologies. The CEB reviewed continuing education session evaluation forms submitted by attendees at the 2014 Annual Conference. Based on the responses, the CEB will continue to work toward better communication with and instructions to speakers, as well as protocols for cancelling sessions.

CEB members submitted 42 CMA Today topics and 42 topics for the 2017 Annual Conference. The Conference Continuing Education Task Force also submitted topics for the 2017 Annual Conference. In addition, CEB members have reviewed current e-LC products and will continue to review products in order to revise, replace, or retire e-LC topics for the new e-LC platform on the AAMA website.
A new self-study product has been completed and *Fad Diets or Healthy Eating* is available at the e-LC page on the AAMA website.

The CEB will continue to review the Advanced Practice of Medical Assisting utilizing information received from the Core Curriculum Task Force and the Occupational Analysis.

The chair wishes to express heartfelt thanks to the members of the Continuing Education Board and task force members for their contributions. Their commitment to meeting deadlines and suggesting projects has enabled the CEB to move forward in the development of additional continuing education products for AAMA members.

The chair also wishes to acknowledge the continued assistance and support of Chief Executive Officer Don Balasa, Continuing Education Director David Knight, and Board Services Director Kathy Langley.

Boni M. Bruntz, CMA-A (AAMA)
Chair

Members:
Mary Sherod, CMA (AAMA), First Vice Chair
Tracy Anderson Vang, CMA (AAMA), AAS, Second Vice Chair
Jennifer Begley, CMA (AAMA)
Virginia Chambers, CMA (AAMA), MHA
Shirley Sawyer, CMA (AAMA), CPC
Terri Slinker, CMA (AAMA), CPC
Heidi Weber, CMA (AAMA,) RMA(AMT), BS
Sandra Williams, CMA (AAMA)

Staff Liaisons:
David Knight
Kathy Langley

Assigned to the Reference Committee on Reports
The Judicial Council exercises jurisdiction in all questions involving membership interpretation and any
controversies arising from the interpretation of AAMA Bylaws and/or the Code of Ethics of the association.

No issues were presented to this Judicial Council for consideration during the 2014-2015 Association year.

Ann Naegele, CMA (AAMA)
Chair

Members:
Chris Hollander CMA (AAMA), Vice Chair
Boni Bruntz, CMA-A (AAMA)
Lee Damon, CMA (AAMA)
Betty Springer, CMA-C (AAMA)

Staff Liaison:
Donald Balasa, JD, MBA

Assigned to the Reference Committee on Reports
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

PROPOSED BYLAWS AMENDMENT 15-01

Proposed by AAMA Board of Trustees

ARTICLE IX—NOMINATIONS AND ELECTIONS, SECTION 2, Elections

CURRENT WORDING
A. Officers and trustees shall be elected by ballot and a majority vote of the total voting power of the House of Delegates shall elect.

B. If a state of emergency, as defined by the Board of Trustees, precludes the holding of an annual conference, the Board of Trustees shall supervise and conduct the election either electronically or by U.S. mail in accordance with Article XV, Section 5.

C. A current officer or trustee running midterm shall resign from his/her currently held office with notification to the state presidents and presidents elect prior to the opening of the House of Delegates. Resignation shall become effective at the close of the House of Delegates. Resignation from office may not be rescinded.

D. If any candidate does not receive a majority vote after two ballots by the House of Delegates, on all subsequent ballots the candidate receiving the lowest number of votes will be eliminated.

PROPOSED WORDING
A. Officers and trustees shall be elected by ballot and a majority vote of the total voting power of the House of Delegates shall immediately elect.

D. If a position is not filled after two ballots, the candidate receiving the lowest number of votes on the second ballot will not be included on the third and any subsequent ballots. For all subsequent ballots, the candidate receiving the lowest number of votes on the previous ballot will not be included on the next ballot and any subsequent ballots.

RATIONALE
This amendment will clarify the voting process in the AAMA House of Delegates.

Assigned to the Reference Committee on Bylaws
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

RESOLUTION 15-01

INTRODUCED BY: New York State Society of Medical Assistants

SUBJECT: Reducing Youth Exposure to Tobacco Marketing in Stores

WHEREAS: The tobacco industry spends approximately $26 million each day marketing its products nationwide; and

WHEREAS: Each day over 2,800 young people try smoking for the first time and each day 700 become regular, daily smokers; and

WHEREAS: The tobacco industry places most of its advertising in convenience stores, where 75% of teenagers shop at least once a week; and

WHEREAS: Young people are almost twice as likely as adults to remember tobacco advertising; and

WHEREAS: Studies show that even brief exposure to tobacco advertising influences adolescents’ intentions to smoke; and

WHEREAS: Tobacco product displays in stores give young people the impression that tobacco products are easily accessible; and

WHEREAS: Young people who visit convenience stores more than twice per week are 64% more likely to begin smoking within twelve months than their peers who visit convenience stores less than one per week; and

WHEREAS: The more tobacco retailers there are that are near schools, the more likely children are to smoke. Therefore, be it

RESOLVED: That the members of the American Association of Medical Association, support zoning/licensing policies to reduce the impact of tobacco marketing on youth; and be it further

RESOLVED: That the state societies and local chapters of the American Association of Medical Assistants forward this resolution to their state tobacco control programs and inform those programs that the AAMA state societies and local chapters support zoning/licensing policies to reduce the impact of tobacco marketing on youth and to request that zoning/licensing policies be lobbied for.

BUDGETARY IMPACT: Positive impact only.

Assigned to the Reference Committee on Resolutions
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AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS ENDOWMENT

Report of the AAMA Endowment
For the Period Ending September 2015

The AAMA Endowment is the corporation in which the Medical Assisting Education Review Board and the Maxine Williams Scholarship Committee are situated. There are three directors/officers of the Endowment: the President, Vice President and Secretary-Treasurer. The officers are elected by the members of the Endowment.

The President serves as presiding officer for all Endowment meetings and serves as ex officio to all functions of the Endowment.

The Endowment approved the 2014-2015 budget for the Maxine Williams Scholarship Fund. The Endowment also approved the appointment of the Maxine Williams Scholarship Committee and the appointment of Paula Purdy, CMA (AAMA), as chair of the committee.

The Endowment also approved an amendment to the AAMAE Bylaws which provides that the chair of the Medical Assisting Education Review Board shall be a voting member of the AAMAE.

Charlene Couch, CMA (AAMA)
AAMA Endowment President 2014-2015
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS ENDOWMENT

Report of the Medical Assisting Education Review Board
For the Period Ending September 2015

Program Reviews

November 2014 Webinar
- 1 Continuing Accreditation Survey
- 3 Requests for Reconsideration SV
- 17 Progress Reports
- 8 Four Month Final Initial Accreditation Reviews
- 1 Twelve Month Initial Accreditation Review

February 2015 Meeting – Chicago, IL
- 2 Initial Accreditation Surveys
- 57 Continuing Accreditation Reviews
- 21 Progress Reports
- 2 Request for Reconsideration SV
- 12 Annual Report Forms
- 8 Twelve-month Review of Initial Accreditation Actions

May 2015 Meeting Webinar
- 1 Continuing Accreditation Site Visits
- 14 Progress Reports
- 13 Four-month Final Initial Accreditation Reviews
- 4 Annual Report Forms
- 1 Request for Reconsideration ARF
- 1 Request for Reconsideration SV
- 4 Four-month Review of Initial Accreditation Status
- 1 Twelve-month Review of Initial Accreditation Actions

Planned August 2015 Meeting – Chicago, IL
- 8 Initial Accreditation Surveys
- 31 Continuing Accreditation Reviews
- 19 Progress Reports
- 4 Request for Reconsideration ARF
- 1 Request for Reconsideration SV
- 1 Four-month Review of Initial Accreditation Status
- 5 Twelve-month Review of Initial Accreditation Actions

A total of 605 programs completed Annual Report Forms (ARFs) for the reporting year 2013.

2015 MAERB meetings were held:
- February 5 – February 7, 2015 in Oakbrook, IL
- May 1, 2015 Webinar
- Planned: August 7-9, 2015 in Oakbrook, Illinois

MAERB representatives attended the following CAAHEP meetings:
- Chair Jenny Spegal, Commissioner Tina Broderick, and Executive Director Sarah Marino

attended the CAAHEP Leadership Institute January 16 - 17, 2015, in Orlando, FL

- Chair Jenny Spegal, CAAHEP Commissioner Tina Broderick, and Executive Director Sarah Marino attended the Annual CAAHEP Conference April 19 - 20, 2015, in Kansas City, MO.
  - Chair Spegal hosted an open session for CAAHEP members, program directors, faculty and others interested in learning about accreditation of medical assisting programs during this meeting.
  - Executive Director Marino facilitated a roundtable focused on competencies.
- CAAHEP Commissioner Tina Broderick, Executive Director Sarah Marino and Assistant Director, Jim Hardman, will attend the CAAHEP Summer Workshop July 17-18, 2015, in New Orleans, LA.
  - Executive Director Marino will present on outcomes and comprehensive site visits.
  - Commissioner Broderick will present on working with sponsoring organizations.

MAERB representatives attended the following AAMA meetings:

- Chair Jenny Spegal attended the AAMA BOT Strategic Planning Session November 15, 2014.
- Chair Jenny Spegal and Executive Director Sarah Marino attended the AAMA/AAMAE meeting February 13, 2015, in Chicago, IL.
- Chair Jenny Spegal and Executive Director Sarah Marino attend the AAMA/AAMAE meeting June 5, 2015, in Chicago, IL.

Accreditation Workshops

- October 2014 in St. Louis, MO (two workshops)
- February 2015 in Oakbrook, IL
- September 2015 in Portland, OR (two workshops)

Surveyor Training Webinars

- November 2014: Webinar focused on citations and writing rationales
- May 2014: Webinar focused on analyzing Self-Study Reports

Jennifer L. Spegal, CMA (AAMA), MT, MEd, Chair

Members:

Mary L. Dey, CMA-AC (AAMA), CPC
Diane L. Morlock, CMA (AAMA), MS
Tina R. Broderick, CMA (AAMA), ADN, RN
Hal G. Buntley, CMA (AAMA), MHA, MBA
Mary Frances Hash, CMA (AAMA), CCA, MA
Margaret Lentz, CMA (AAMA), BSN, RN, MS-CTE
Barbara Marchelletta, CMA (AAMA), BS, CPC, CPT, RHIT
Francine Palermo, EdD
Cheryl Ann Vineyard, CMA (AAMA), MEd, CPC
Rebecca L. Walker, CMA (AAMA), BS, CPC
Joyce M. Hardee, CMA-A (AAMA), AS

Staff Liaison: Sarah R. Marino, PhD, Executive Director MAERB
AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS ENDOWMENT

Report of the Maxine Williams Scholarship Committee
For the Period Ending September 2015

This committee is charged with reviewing the Maxine Williams Scholarship applications and selecting recipients.

It was with regret that this chair accepted the resignation of member Loxie Kistler, CMA (AAMA). Due to personal commitments she was unable to complete her assignment on the committee.

The chair distributed the guidelines for the Maxine Williams Scholarship to each committee member. The deadline for receipt of the applications was April 1, 2015. The committee received 115 applications, of which 15 were ineligible.

The following recipients were chosen to receive the Maxine Williams Scholarship:
  Jeannie Ball - Haywood Community College, Clyde, North Carolina
  Dawn Demaree - Ehove Adult Career Center, Milan, Ohio
  Ted Williams - Haywood Community College, Clyde, North Carolina
  Jaime Brooks - Ohio Business College, Hilliard, Ohio

All correspondence has been responded to in a timely manner and all deadlines have been met.

The chair would like to thank her team and Director of Board Services Kathy Langley for their flexibility in the time it took to make these selections.

Paula Purdy, CMA (AAMA)
Chair

Members:
  Deborah Novak, CMA (AAMA)
  Mike Pfeil, CMA (AAMA), LVN

Staff Liaison:
  Kathy Langley
The Ivy Reade Relkin Surveyor Training Fund was initiated by Ivy Reade Relkin, CMA-AC (AAMA), who had the insight to realize that all potential surveyors would not be able to pay the expenses for training. This fund has been used throughout the years to ensure that qualified surveyors represent the Commission on Accreditation of Allied Health Education Programs (CAAHEP) and the Medical Assisting Education Review Board (MAERB) while performing on-site surveys of the institutions.

Funds from the Ivy Reade Relkin Surveyor Training Fund are used to provide grants for individuals to participate in Surveyor Training Workshops that are held throughout the year. MAERB traditionally provides a $500 grant each year to defray expenses for an individual to attend a Surveyors Workshop.

Because MAERB has just implemented the 2015 CAAHEP Standards and Guidelines for the Accreditation of Educational Programs in Medical Assisting, it was determined that there would be no surveyor training workshop that required travel in 2014-2015. Instead the MAERB has conducted several webinars to ensure that the surveyors are kept up to date. As a result, there was no scholarship awarded during the last year. There will, however, be two surveyor trainings in 2016, so it is anticipated that a scholarship would be awarded for the one focusing on new surveyors.

With the pending need to retrain all of the surveyors due to the revision to the Standards, the MAERB encourages all AAMA members to contribute to this fund that is used to educate CAAHEP/MAERB surveyors who ensure that the educational foundations of medical assisting education are being followed. The fund will continue to be promoted in CMA Today and the MAERB Report.

Jennifer L. Spegal, CMA (AAMA), MT, MEd
Chair, Medical Assisting Education Review Board