

## MSMA STRATEGIC PLAN EVALUATION 2017-2020

**Refine MSMA Mission below:**

The Mission of the MSMA is to enable medical assisting professionals to enhance and demonstrate the knowledge, skills and professionalism required by employers and patients; protect the medical assistants right to practice; and promote effective, efficient health care delivery through optimal use of multi-skilled Certified Medical Assistants (CMAs).

GOALS	OBJECTIVES	RESPONSIBILITY	TARGET	SPECIFIC DEADLINES
<b>GOAL #1</b>  <b>Promote and Increase Public Awareness of the Medical Assistant Profession</b>	#1. Establish presentation resources for a medical assisting presentation to <b>use</b> with potential external professional health care organizations	Public Relations	Attendance and/or participation within any of the potential organizations, such as: 1. Michigan Health Council (MHC) 2. Michigan Academy of Family Physicians (MAFP) 3. Michigan State Medical Society (MSMS) 4. Michigan Academy of Physician Assistants (MAPA) 5. Michigan Primary Care Association (MPCA) 6. Michigan Healthcare Professionals (MHP) 7. Michigan Primary Care Consortium (MPCC) 8. Michigan Department of Education (MDE) 9. Medical Group Management Association (MGMA) 10. Professional Association of Health Care Office Management (PAHCO) 11. Michigan Health Occupations Student Association (MHOSA)	
	#2. Provide training for MSMA state and chapter leadership on public and professional speaking with presentation resources, writing skills, and how to locate	Executive Committee MSMA BOD		

	appropriate external contacts.			
	#3. Promote national medical assistants week	MSMA membership		
	#4. Publish a minimum of five external articles, press releases, and/or announcements pertaining to MSMA and its chapters.	Entire MSMA membership		
<b>GOALS</b>	<b>OBJECTIVES</b>	<b>RESPONSIBILITY</b>	<b>TARGET</b>	<b>SPECIFIC DEADLINES</b>
<b>Goal #2</b> <b>Promote and Increase Public Awareness of the Certified Medical Assistant (AAMA) Credential</b>	#1. Promote the CMA (AAMA) credential a minimum of twice a year.	MSMA Board of Directors	External state and local newspapers, publication, radio, TV, and/or social media venues and see list above in goal #1	
	#2. Provide resources to MSMA and chapter leadership to promote the CMA (AAMA) credential	MSMA Board of Directors	MSMA & chapter leadership	
	#3. Recognize newly certified and recertified CMA (AAMA) members.	Awards Committee MSMA membership	MSMA membership	
<b>GOAL #3</b> <b>Provide Quality Continuing Education</b>	#1. Offer MSMA educational events to include a variety of administrative, clinical, and general CEUs.	Education Committee Conference Committee	Conferences and Convention	Fall: January And/or Winter: July And/or Spring: November And/or
	#2. Publish AAMA approved CEU articles in the MSMA Journal at least once a year.	Journal Committee Education Committee	MSMA Journal	
<b>GOAL #4</b> <b>Monitor and</b>	#1. Monitor Legislation and its impact on CMA (AAMA) rights to practice in the state of Michigan.	Public Affairs Regulatory Recognition		Ongoing

<b>Advocate the CMA (AAMA) Right to Practice in the state of Michigan</b>	#2. Develop and maintain current state legislative contact lists.	Public Affairs Regulatory Recognition		Ongoing
<b>GOALS</b>	<b>OBJECTIVES</b>	<b>RESPONSIBILITY</b>	<b>TARGET</b>	<b>SPECIFIC DEADLINES</b>
<b>GOAL #5</b>  <b>Enhance and Strengthen Membership</b>	#1. Increase membership by 2% per year.	Membership Public Relations All BOD Committees Chapters Officers MSMA General Membership		
	#2. Maintain membership at 95% per year.	Membership Public Relations All BOD Committees Chapters Officers MSMA General Membership		

**AAMA Mission:**

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

**AAMA Medical Assistant Profession:**

Definition of the Medical Assisting Profession: Medical Assistants are multi-skilled members of the health care team who perform administrative and clinical procedures under the supervision of license health care providers.

**AAMA Definition of the CMA (AAMA):**

The CMA (AAMA) is awarded to candidates who pass the CMA (AAMA) Certification/Recertification Examination. The National Board of Medical Examiners serves as test consultant for the exam. The CMA (AAMA) credential must be recertified every 60 months by the continuing education or re-examination method in order to use the credential.