

WSSMA Long Range Strategic Plan 2015 - 2020

I. Major Goal: Membership Development

- a. Promote timely communications to the chapter levels from the AAMA and WSSMA. Advertise by use of E-mail and the WSSMA website. Use of E-blast emailing from Webmaster
- b. Increase membership by targeting students, educators and employers of the CMA (AAMA) credential.
- c. Retention of membership to the AAMA/WSSMA with continuity and professionalism at the Chapter and State levels.
- d. Always have "Rapid Enrollment Forms" at every meeting or event and be ready to answer questions. (Speak with members of the Membership Committee for advice)
- e. Be pro-active; apply for AAMA approval for CEUs offered by other organizations that our members attend. (Be cognizant of cost per person for attendance vs. group rates)
- f. Concentrate on mentoring and orientation of new members by sharing our Creed, Mission and Goals. Assign Mentors to sit with and explain the ongoing procedures and issues as they arise so the new member will well informed.

II. Major Goal: Improve Leadership and Management

- a. Assign outgoing committee chairs to mentor new incoming chairs to maintain continuity. (Try for same chapter when possible, or close proximity for face to face mentoring)
- b. All new BOT members will be informally assigned a mentor. (To assure both parties are aware of the mentoring and necessity of mentoring)
- c. Retain the current plan of annual and quarterly meeting venue rotations.
- d. Improve communication between the Board of Trustees and chapters:
 - i. E-mail and our State website can be our most effective means of communication with members.

- ii. Establish, and follow, deadlines for the Statline newsletter to be published quarterly with one special extra edition Statline each January dedicated to Leadership and the Annual WSSMA Conference maximizing use of the website for forwarding to members.
- iii. Include articles on current legislative concerns and on other allied health groups.
- iv. Use Statline and our website to recruit and remind members to renew their memberships and to relay any pertinent information from the AAMA.
- v. Chapters should share information about upcoming meetings and workshops on the WSSMA webpage. Each Chapter needs to keep chapter information current. (especially officers and CEU offerings)

III. Major Goal: To Develop and Carry out a Comprehensive Image Improvement Program:

(High priority target audiences: **a.** Members of AAMA and WSSMA [for member retention] **b.** MA Program directors and Deans of schools that train medical assistants **c.** Clinics and providers **d.** The consumer)

- A. Coordinate with the AAMA their professional image plan.
- B. Promote and support the concept of the medical assistant/CMA (AAMA) in our changing healthcare environment.
- C. Develop a higher profile for the WSSMA within the healthcare community.
 - 1. Have listings for WSSMA in all areas that other healthcare professionals do.
 - 2. Promoting use and access to the WSSMA website for references.
 - 3. Co-sponsoring educational programs with other organizations.
 - 4. Have representatives from the WSSMA at other State Healthcare Provider meetings.
- D. Have WSSMA officers available for other public events. Provide all available brochures/information etc. at each event to promote the WSSMA and AAMA.

- E. Update and distribute AAMA/WSSMA brochures to State and County Medical Societies and other allied health professional organizations with our contact information.

IV. Major Goal: Improve Member Services

1. Promote Chapter sponsored one half, or full day, CEU workshops at a low/no cost to members. (possibly tied to one or more quarterly BOT meetings.)
2. In each Statline, highlight one state committee, State officer or Chapter in our organization and some of the things they are working on during the year.
3. Educate our current members regarding our State's "Health Care Assistant Act" and the impact our legislature and the DOH has on our profession. Present a regular Legislative Committee report on the Statline.
4. Continue excellent annual meeting networking, educational opportunities and vendor exposure for all WSSMA members.
5. Provide updated and current information on the state and chapter websites. (again...Chapters need to keep chapter information current, especially officers and CEU offerings)

V. Major Goal: Preserving the Right to Practice

The WSSMA is committed to protecting the members of the profession from being restricted, or prevented, from practicing any of the administrative or clinical skills that have ~~been~~ traditionally been included in the scope of practice of the trained medical assistant.

Strategies:

- A. Maintain a strong public policy/legislative committee that monitors legislative issues that impact medical assisting both in our state and across the nation consulting the AAMA, Don Balasa - Legal Counsel for the AAMA, on matters requiring legal interpretation.
- B. Attend any public hearing on issues affecting medical assisting with the intent to participate, educate or testify.
- C. Communicate with members about health care issues occurring in our state, or nationally, which could impact the medical assistant scope of practice.

- D. Maintain good relations and communication with the Washington State Medical Association, local medical societies and other allied health care organizations.
- E. Communicate with our local legislative representatives regarding any concern about changes in legislation, which affect the practice of medical assisting.
- F. Initiate/Lobby for necessary legislation on issues affecting medical assisting.

