

2023-2025 STRATEGIC PLAN EVALUATION

GOAL	OBJECTIVE	STRATEGY/TARGET	RESPONSIBLE PARTY/COMMITTEE
<p>1. Promote and increase public awareness of the Medical Assisting profession</p>	<p>#1 Establish presentation resources for a medical assisting presentation to use with potential external health care organizations #2 Promote National Medical Assistants Week</p>	<p>Attendance and/or participation within any of the potential organizations, such as:</p> <ol style="list-style-type: none"> 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. Michigan Medical Group Management Association (MGMA) 10. Professional Association of Health Care Office Management (PAHCO) 11. Michigan Health Occupations Student Association (MHOSA) 	<p>Public Relations Executive Committee MSMA BOD Membership Committee Entire MSMA membership</p>

<p>2. Promote and increase public awareness of the CMA (AAMA) credential</p>	<p>#1 Promote the CMA (AAMA) credential a minimum of twice a year #2 Provide resources to MSMA and chapter leadership to promote the CMA (AAMA) credential</p>	<p>External state and local newspapers, publication, radio, TV, and/or social media venues and see list above in goal #1.</p>	<p>MSMA BOD MSMA membership Chapter leaders</p>
<p>3. Provide quality Continuing Education</p>	<p>Offer MSMA educational events with a variety of administrative, clinical and general CEUs</p>	<p>1. Conferences/conventions – continue to offer a minimum of 2 state conferences offering a minimum of 3 CEU credits. 2. Publish AAMA-approved CEU articles in the MSMA Journal at least once a year.</p>	<p>Education Committee Conference Liaison Journal Committee</p>
<p>4. Monitor and advocate the CMA (AAMA) Right to Practice in Michigan</p>	<p>Ensure the right to practice for all medical assistants</p>	<p>1. Educate the members regarding the importance of monitoring health care issues. 2. Monitor changes to the Medical Practice Act. 3. Maintain communication with AAMA with respect to right to practice challenges. 4. Publish articles or links to articles on website relating to state and national issues on the right to practice. 5. Monitor legislation and its impact on CMA (AAMA) right to practice.</p>	<p>Public Affairs Regulatory Recognition</p>

		6. Develop and maintain current state legislative contact list.	
5. Enhance and Strengthen Membership; Retention/Recruitment	<p>#1 Increase and promote membership; ensure that members are renewing their memberships</p> <p>#2 Ensure the future of the organization</p>	<ol style="list-style-type: none"> 1. Review membership list yearly to see who has not renewed. 2. Send letter to non-renewing members encouraging them to rejoin; find out the reason for their failure to continue; send a letter to new non-member CMAs. 3. Review and Assess results – increase or decrease in numbers? 4. Develop and implement changes based on feedback. 5. Contact non-member CMAs and encourage them to become members. 6. Monitor and maintain the members-only section of the MSMA website. <ol style="list-style-type: none"> 1. Increase student membership by contacting CAAHEP and ABHES-accredited schools requesting permission to meet with students for the purpose of promoting AAMA. 2. Invite to and recognize new and recertified CMA (AAMA) at conference Awards program. 3. Challenge chapters for 2 new members each year. 4. Continue process of promoting remote education. 	All BOD Committees

6.Strengthen Leadership of MSMA	Recruit, support and mentor qualified candidates for state leadership positions	<ol style="list-style-type: none"> 1. Develop mentoring program for future leaders. 2. Establish planning and orientation session for Executive Committee and Committee Chairs. 	BOD Executive Committee Nominating Committee
7. Increase Communication	Raise member awareness about MSMA and AAMA	<ol style="list-style-type: none"> 1. Publish President’s message on website as well as a message board for members. 2. Update website at least quarterly. 3. Utilize eblasts to push out information to users. 	Journal Website
8. Monitor the Strategic Plan	Obtain timely input on plan success; implement changes as necessary	<ol style="list-style-type: none"> 1. Assign responsibilities for the Strategic Plan. 2. Evaluate and incorporate outcomes of the SP at each BOD meeting and implement changes as identified. 3. Appoint next SP Committee at least 1 year prior to expiration of plan. 	Executive Committee