AAMA Program Planners Guide

Planning a continuing
education program
for adult learners

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Published by
American Association of Medical Assistants
20 N. Wacker Dr., Ste. 1575
Chicago, IL 60606

TIME LINE/FLOW CHART

Suggested Steps in Program Progress

	Days
• Select topic	
• Secure funds	
• Set time	
• Choose site	
• Locate speaker	
• Send written confirmation	
• Arrange hospitality	
• Announce/publicize	
• Registration forms	
• Apply for AAMA CEU approval	30+
• Verify accommodations	14–21
• Confirm speaker	14–21
• Confirm equipment and material	14–21
• Gather equipment and materials	1–3
• Check facility	1–3
• Program	0
• Complete Attendance Record Forms	0
• Evaluate program	1–7
• Pay facility/speaker/other expenses	1–7
• Submit Attendance Record Forms	within 30
• Send formal thank you letters	within 30

**Continuing
Education**

AAMA continuing education includes any formal learning activities that relate to the practice of medical assisting. Continuing education programs sponsored by AAMA provide an effective means of keeping the CMA credential current.

**Goals of Continuing
Education**

The basic goal of any AAMA continuing education program is to promote the professional performance of the medical assistant.

A second goal is to provide a method of maintaining the professional credential of AAMA, the Certified Medical Assistant (CMA), through the continuing education method of recertification.

**AAMA CEU
Approval**

AAMA has selected the International Association for Continuing Education and Training (IACET) CEU (Continuing Education Unit) as the basic unit for awarding credit for continuing education programs.

AAMA awards 1 CEU for one hour of continuing education activity.

Eligibility

AAMA chapters and state societies and medical assisting directors of schools with medical assisting programs accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) or the Accrediting Bureau of Health Education Schools (ABHES) are eligible to submit continuing education programs to be reviewed for AAMA CEU approval.

Programs submitted for AAMA CEU approval must adhere to criteria established by the Continuing Education Board.

Multi-sessions

If you have programs occurring on either the same date or several concurrent dates, they *must* be submitted together.

**Program Approval
Process**

In order to have a program reviewed for AAMA CEU approval, the program planner (not the speaker) must submit a completed Approval Request Form to the Continuing Education Department of the AAMA. A separate form must be submitted for each program to be reviewed.

Approval Request Form

The Approval Request Form must be completed and postmarked or faxed at least thirty (30) days before the date of your program. This allows time to resolve any problems that would delay or prevent program approval. **Should the form be postmarked or faxed after this deadline, the request form may not qualify for review.** Therefore, submit your request as soon as you have necessary information to complete the sponsor, program, and instructor information sections of the Approval Request Form. If you are having problems obtaining this information, contact the Continuing Education Department well before the deadline for advice.

To obtain a copy of the Approval Request Form, please contact:

AAMA Continuing Education Department
Phone: 800/228-2262
Fax: 312/899-8391
E-mail: pplanners@aama-ntl.org
Website: www.aama-ntl.org

Review

Programs are reviewed on the basis of topic, content, focus (i.e., whether or not the program is designed specifically or primarily for medical assistants), length and instructor qualifications.

All program applications are reviewed on a case-by-case basis. A program that addresses a topic listed as not eligible for credit (see "Ineligible Topics" under "Designing the Program") may be accepted if the program planner can document that the program is applicable to the field of medical assisting. If you have questions about a topic you are considering, consult with the Continuing Education Department Director before submitting the application.

Notification

If the program is approved, notification will be faxed or e-mailed to the program planner.

All decisions regarding program approval may be appealed to the Continuing Education Board. Requests must be in writing and contain a full explanation or rationale for the appeal and submitted within 30 days of the denial. The Board will consider the appeals at their next full meeting (semi-annual meetings in winter and summer).

CPR Approval

The AAMA Continuing Education Board will recognize provider level CPR certification from an entity whose provider level CPR certification course meets or exceeds the provider level course offered by the American Red Cross or the American Heart Association. Provider level CPR is designed to meet the needs of health care professionals who respond to cardiac and respiratory emergencies. The content of the course must include adult and pediatric CPR, foreign-body airway obstruction, and two-rescuer CPR. The course must contain information on barrier devices, stroke, and automated external defibrillation, including a new algorithm for use of automated external defibrillators.

To receive AAMA credit, submit a copy of the CPR certification or recertification card and documentation of the length of the program to the AAMA Continuing Education Department.

Injections

If your program involves content regarding injections, contact the AAMA legal department before you submit the topic for approval.

Online programs

For online programs, submit an approval form and include the URL (i.e., website address); a post test (passing rate is 80 percent or greater); and screen shots.

Identifying Participants

Programs should be planned to meet the varying educational needs and levels of the participants. The *Occupational Analysis of the CMA (AAMA), Advanced Practice of Medical Assisting,* and *Content Outline for the AAMA Certification/Recertification Exam* provide guidelines that will help program planners determine topics relevant to the practice of medical assisting.

Ineligible Topics

The following topics (including, but not limited to) do not qualify for CEU credit:

- Health care programs that include religious or spiritual topics that are *not* non-denominational

- Personal appearance or grooming, such as wardrobe selection, color analysis, and make-up

- Personal self-defense (defense lectures about dealing with difficult patients will be considered)

- Personal financial planning

- Exercise programs

- Missionary trips

- Employee benefits

- How to certify, recertify, or become a member of a professional association

- Preparing a résumé or job searching skills

- Product endorsements or sales

- Community service topics aimed at the general populace (a program specifically designed for medical assistants is more likely to be acceptable)

- Association-oriented leadership training programs (a program specifically designed to impart leadership skills to the medical assistant who is a medical office manager is more likely to be acceptable.)

Writing Learning Objectives

After the outline is developed, specific learning objectives (at least three to five) must be identified. Develop the objectives in discussion with the speaker(s), to ensure that the speaker(s) can organize the material to meet the objectives. Learning objectives must state what the participant will gain from attending the session.

These objectives should be made available to the intended audience as a way for potential participants to select courses based on their needs and interests.

Program Length

The minimum length of any educational offering is one hour. However, most educational topics need at least two hours to be of any value to the participant. Extensive topics or workshops that involve active participation by attendees might need much longer to be covered adequately. Make sure that the time allowed is appropriate for the amount of information being presented and the type of instructional methods being used.

**Determining
CEU Value**

The 50-minute contact hour is the basis of the AAMA Continuing Education Unit.

Programs submitted for AAMA CEU approval must be a minimum of one contact hour in length, on a *single* topic. (For example, a program that is 1/2 hour on OSHA Regulations and 1/2 hour on recognizing child abuse would not be eligible.)

The CEU value that is awarded to the program is based on the amount of actual instructional time.

**Ineligible
Activities**

Activities that are ineligible (including but not limited to):

- Refreshment breaks, lunches, receptions, dinners
- Business or committee activities
- Welcoming speeches, announcements, or organizational reports
- Meeting registration

Alternatives

Other planning options are available for AAMA CEU credit.

**Non-AAMA Education
Providers of AAMA
CEU Credit**

The *Non-AAMA Education Provider* category is designed for programs conducted by organizations and institutions other than the local chapters or state societies of the American Association of Medical Assistants (AAMA) or medical assisting programs accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) or the Accrediting Bureau of Health Education Schools (ABHES). This category includes commercial firms, colleges, medical centers, private consultants, and other associations or organizations.

As a Non-AAMA Education Provider, you must:

1. Ensure the content of the program is relevant to the practice of medical assisting, so that it is eligible for CEU approval.
2. Complete the **Non-AAMA Education Sponsor Approval Request Form.**
3. Provide program content information in the format specified on the approval request form.
4. Provide the nonrefundable submission fee per CEU. (See Fee Table below.)
5. Mail the completed approval request form, with the fee and program content description, 30 days prior to the event. (Once the program has been reviewed, the AAMA send notification via fax or e-mail of the approved/denied status, and CEU credit awarded.)
6. Provide the AAMA with a copy of all brochures or promotional materials that indicate or advertise approved programs. Any reference to the AAMA or the AAMA Continuing Education Board must state the following:

   > This program has been granted prior approval by the American Association of Medical Assistants (AAMA) for [insert number and category approved for CEUs (e.g., 1 administrative)] continuing education unit(s). Granting approval in no way constitutes endorsement by the AAMA of the program content or the program's sponsor.

7. Ensure the program is conducted as outlined in the approval request form and in compliance with any additional requirements necessary for AAMA approval.
8. Download the **Attendance Record** from the AAMA website, below, and circulate it at the program.
9. Submit the completed Attendance Record to the AAMA. The AAMA cannot grant CEUs to program attendees without this record.
10. Maintain a copy of the Attendance Record for proof of attendance.

Want to market your program to AAMA members? Call 800/228-2262 ext. 774 to find out about our direct mailing list rental.

Fee Table *These fees are per CEU.*	
Hospitals/Clinics	$140
Corporations	$280
CAAHEP Programs	$70
ABHES Programs	$70
* Not-for-Profit Charities	$0

* Subject to approval of the <u>Director of Continuing Education</u>

* Documentation required

**Identifying/
Finding
Speakers**

The basic criteria in selecting a speaker are:

- Knowledge of the subject matter by education and/or experience
- Ability to communicate this knowledge to others
- For clinical topics, the speaker or moderator *must* have clinical background

SPEAKER INFORMATION FORM

Thank you for agreeing to be a speaker.

In order to apply for AAMA Continuing Education Credit, we will need to receive the following information _____ days prior to your scheduled program. This form will assist in the completion of the Approval Request Form. (Sections 1 and 2 are required information.)

Date _____   Time _____   Length of Session _____

Location _____

1.   Name _____   Credentials _____

     Job Title and Place of Employment _____

     Daytime telephone _____

     E-mail _____

     College(s) attended _____   Degree(s) _____

     Brief employment history _____

     _____

2.   Program information/Descriptive program title (actual topic/content)

     _____

     _____

     Describe what you expect the participant to be able to do at the end of the presentation.

     "As a result of this program, the participant will be able to…" _____

     _____

     _____

3.   Personal background information that may be used when introducing speaker at meeting.

     (All responses are optional.)

     Family _____

     Hometown _____

     Unusual or interesting travel experiences, hobbies, or activities _____

     _____

     _____

     Other _____

Thank you for your cooperation!

SPEAKERS/INSTRUCTORS—CHECKLIST

☐ Identify sources for speakers (as soon as topic is chosen)

☐ Determine budget for program (as soon as topic is chosen)

☐ Make initial contact (immediately after identifying speakers)

☐ Send written confirmation (one to two days following initial contact)

☐ Arrange hospitality (as soon as speaker is chosen)

☐ Confirm audio/visual or other equipment/supplies (as soon as speaker is chosen and again on day of program)

☐ Confirm by telephone (two to three weeks before the program)

☐ Make final confirmation (two to three days before the program)

☐ Introduce speaker (on day of program)

☐ Thank the speaker (following the program)

☐ Send formal thank you letter (two to three days following program)

AAMA CEU

If the program has been approved for AAMA CEUs, provide Attendance Record Forms for participants to complete.

**Completing
the Attendance
Record Form**

Announcing simple instructions allows for efficient registration of CEUs by AAMA staff. It is important to write or print legibly and to spell out city names.

Alert registrants to update information by providing name and/or address changes since the last CEU activity.

**Submission of
Attendance
Record Form**

For timely processing of CEU credit, submit the Attendance Record Form(s) within 30 days after completion of the program. Maintain photocopies for your records. Attendees may be referred to you for confirmation of attendance.

Allow 2-4 weeks for credits to be entered.

You will receive an e-mail confirmation when your attendance submission has been processed and the CEUs have been added to attendees' transcripts.