

# 2025-2028 Long Range Plan

Revised 6/2025- Approved 11/2025

## I. Major Goal: Membership Development

- a. Promote timely communications to members from the AAMA and WSSMA. Advertise by WSSMA website and other social media.
- b. Increase membership by targeting all medical assisting students, educators and employers who hire medical assistants regardless of credential.
- c. Retention of membership to the AAMA/WSSMA with continuity and professionalism at the Chapter and State levels.
- d. Concentrate on mentoring and orientation of new members.
- e. Have current members available to answer questions and mentor new members.

## II. Major Goal: Improve Leadership and Management

- a. Committee chairs mentor their committee members.
- b. Discuss and expand on mentoring for new BOT members.
- c. Have each committee chair review the Standing Rules and Committee Guidelines with their committee.
- d. If unable to meet in person hold virtual meetings via Zoom or Teams at least once per quarter.
- e. Improve communication between the Board of Trustees and chapters:
  - i. Encourage members to access WSSMA and AAMA websites.
  - ii. Social media can be an effective means of communication with members. ie: Facebook
  - iii. Chapters should share information about upcoming meetings on social media.
  - iv. Each chapter needs to keep their chapter social media current.

## III. Major Goal: To Develop and Implement a Comprehensive Image and Improvement Programs:

- a. Promote and support the concept of the Medical Assistant/CMA (AAMA) in our changing healthcare environment.
- b. Continue to develop a higher profile for WSSMA within the health care community.
- c. Rebuild relationships and communication with the local medical societies and other allied health care organizations.

#### IV. Major Goal: Improve Member Support

- a. Encourage members and non-members to attend our annual conferences for networking and educational opportunities and vendor exposure.
- b. Provide current information on all WSSMA social media pages.

#### V. Major Goal: Preserving the Right to Practice

- a. Educate members on the Medical Assistant Certified (MA-C) Law and Scope of Practice.
- b. Provide information on WSSMA website.
- c. Maintain a Legislative Committee that monitors legislative issues that impact medical assisting in our state and in the nation.
- d. Consult with Don Balasa, Legal Counsel for AAMA on matters regarding legal interpretation.
- e. Have representation at virtual hearings on issues affecting medical assisting.
- f. Report on health care issues in our state which could impact the Medical Assisting scope of practice.