

# American Medical Technologists

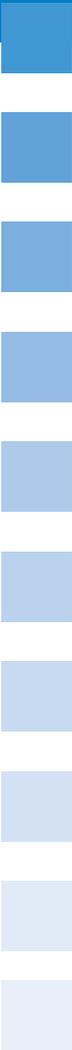
October 2012–September 2013

Reform and Refine



AMT

American Medical Technologists  
Certifying Excellence in Allied Health



## **AMT Mission**

The mission of AMT is to manage, promote, expand upon and continuously improve our certification programs for allied health professionals who work in a variety of disciplines and settings, to administer certification examinations in accordance with the highest standards of accreditation, and to provide continuing education, information, advocacy services and other benefits to our AMT members.

## **AMT Vision**

Our vision is for American Medical Technologists to be acknowledged and recognized by the world as truly being THE premier certification and membership organization for allied health professionals, particularly those in the professions of medical technology, phlebotomy, medical assisting, dental assisting and medical office administration.

# President's Message



Mary Burden, MT  
President

The theme for this year's annual report is **reform and refinement** — reform related to outside forces that have impacted AMT as an association and internal refinement that has enabled AMT to confront these forces and use them as opportunities to propel the organization forward.

Several outside forces impacted AMT this past year, mostly in the form of federal regulation. As our career college affiliates struggled to comply with ongoing rules and reporting requirements, they experienced a dip in student enrollment, which in turn forced some campuses to close their doors. This resulted in a decrease in the number of applications for AMT certification, at least from this business segment. On the flip side, "meaningful use" regulations, which require medical assistants to be credentialed in order to enter orders in the electronic medical record, gave AMT a bump in applications from employers who needed to meet these requirements. The net result was a slowed but still increased growth for AMT's certification area.

Internal refinement was driven by AMT's desire to modify services to its customer base. A consulting firm was engaged to streamline the application process. By implementing their recommendations, AMT is already accruing benefits by seeing a decrease in the time it takes to process an application. Moreover, AMT released its much-anticipated online application, making it easier for students and other interested individuals to apply for certification. In the area of education, AMT proactively anticipated the needs of the employer community by developing, in an expedited fashion, a comprehensive online RMA review course. This course was designed so that medical assistants can brush up on their knowledge before sitting for the AMT certification exam. Finally, the AMT invested in the acquisition of significantly expanded office space to accommodate the growing staff and to serve members and candidates.

I am very proud of what AMT has accomplished this year, in spite of the turbulent times and ever-changing customer requirements. It has successfully faced the challenges and is now better positioned for the future.

***Reform (verb): make changes to something in order to improve it***

***Refinement (noun): the act of improving or perfecting***



# Certification



AMT certifies nine different specialty areas. All of AMT's exam-based programs have in common three key components that are considered the cornerstone of AMT's certification philosophy — education, experience and examination.

## Laboratory

- Medical Technologist (MT)
- Medical Laboratory Technician (MLT)
- Phlebotomy Technician (RPT)
- Medical Laboratory Assistant (CMLA)
- Clinical Laboratory Consultant (CLC)

## Medical and Dental Office

- Medical Assistant (RMA)
- Medical Administrative Specialist (CMAS)
- Dental Assistant (RDA)

## Health Education

- Allied Health Instructor (AHI)

## Accreditation

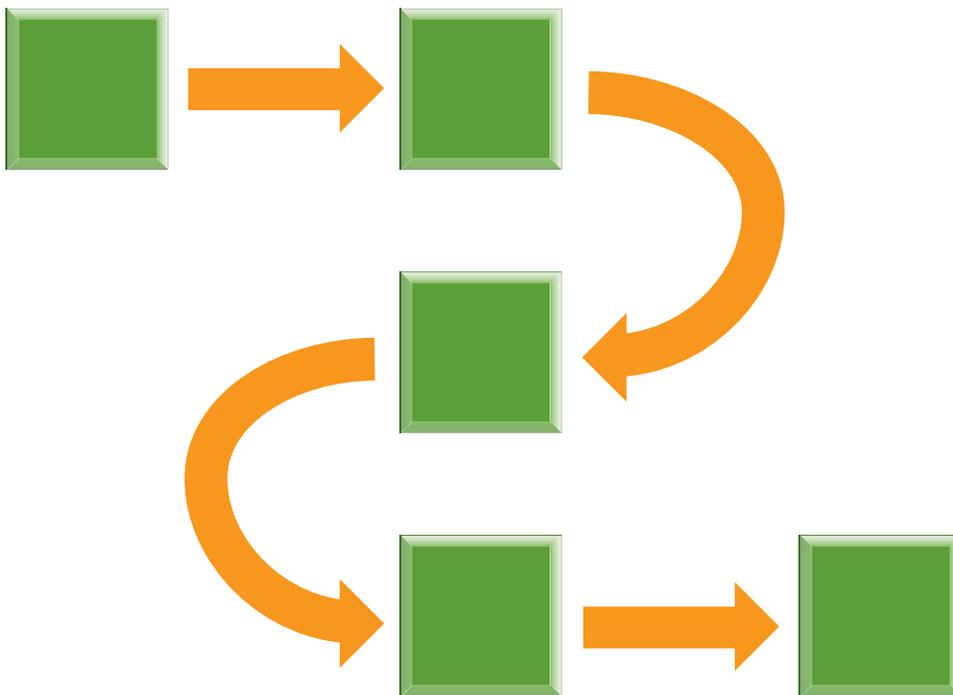
AMT was extremely pleased to learn that all of its competency-based certification programs have once again been reaccredited by the National Commission for Certifying Agencies (NCCA). The high standards that NCCA employs required AMT to submit over 1,500 pages of material. The accreditation is valid through April of 2018.



## Improving the Certification Process

In September, AMT engaged consultants to help streamline its internal certification practices. The overall goal was to greatly reduce the time it takes to process an application. Using the well-documented LEAN methodology, registrar staff identified several ways to more efficiently process applications and is currently making the necessary improvements.

After a long and rigorous design and testing process, AMT has introduced its online application. Through this feature, students and other applicants can apply for certification directly online. The information submitted will be automatically transferred into AMT's database, eliminating the need for manual entry. As a result of this efficiency, it is anticipated that applications will be processed much faster than in the past.



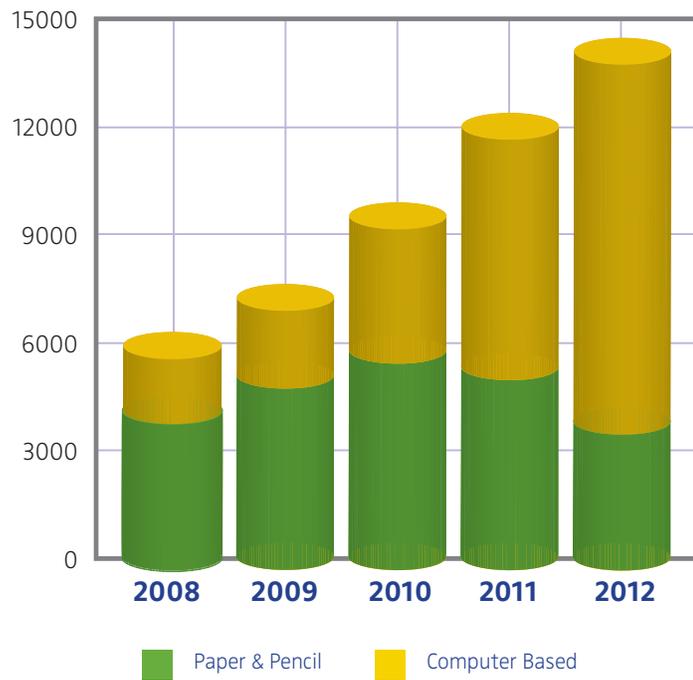
# Certification

## Behind the Scenes

AMT has begun work on migrating its MT and MLT examinations to a computer-adaptive administration mode. In this testing method, the difficulty of the exam tailors itself to the candidate's level of ability. Compared to static, multiple-choice tests with a fixed set of items administered to all examinees, computer-adaptive tests require fewer test items to arrive at equally precise ability measures or scores. Efficiencies such as these exemplify AMT's commitment to innovation in the testing space.

Also in the lab arena, the AMT Board of Directors approved revised wording for the MT and MLT applications concerning acceptable clinical work experience. The wording provides more detail regarding the type of testing that is allowable under the eligibility requirements.

**Number of Paper/Pencil vs. Computer Administrations**



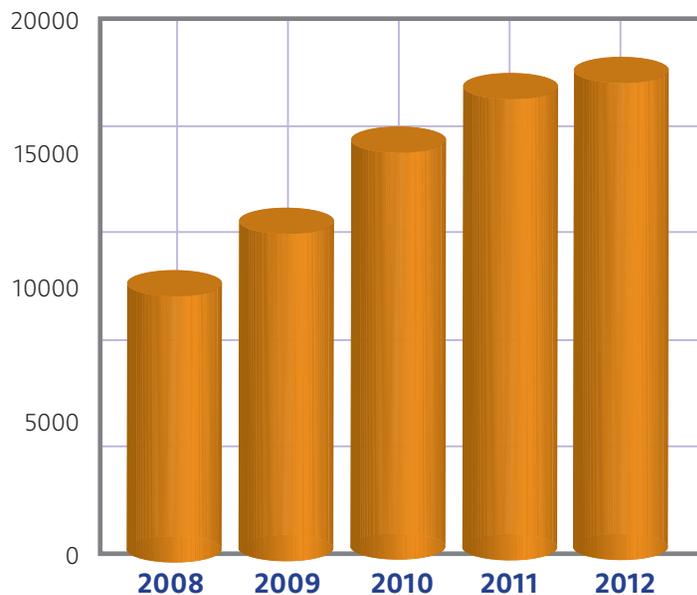
## AMT Certification by the Numbers

During the program year ending September 30, 2013, AMT processed an impressive 28,529 applications for certification. That's over 100 applications received each working day!

AMT also administered 18,557 certification examinations in 2012, the most ever administered by AMT in a one-year period. Along with these increasing numbers, AMT continues to move toward its goal of exclusive, computer-based testing. In 2012, 78.8% of all AMT certification examinations were administered electronically as compared to 69.4% the previous year.

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**Total Number of Administrations**



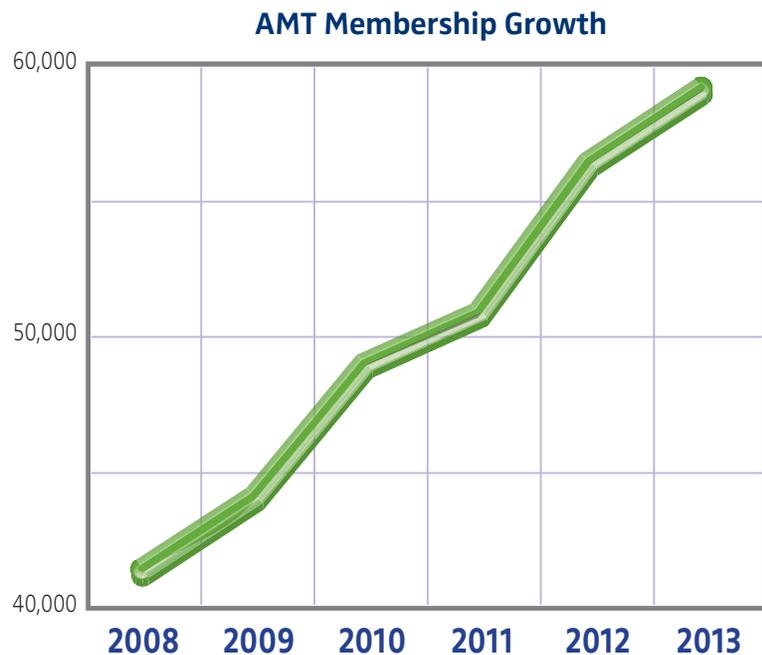
# Membership

## Membership by the Numbers

AMT members are essential to AMT's existence, plain and simple. At over 59,000 strong, they represent an extremely dedicated group of healthcare professionals with a common goal: improving the care of patients. It is AMT's responsibility as a membership organization to provide these hardworking individuals with the most up-to-date programs and services so they, in turn, can continue to grow, both as individuals and as a profession.

As of September 30, 2013, AMT membership increased to 59,150 which is a net gain of 2,694 over last year's total member count — an increase of 4.8%.

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## Communicating with Members

Regular communication with members continues to be our top priority. With a growing number of members that we serve, AMT has expanded its communication venues.

**Mail:** AMT reserves this mode of communication for official AMT communications, such as CCP and annual renewal notifications. Additionally its two publications, Journal of Continuing Education Topics & Issues and Events are mailed on a regular basis to our members. Both of those publications are also available online.

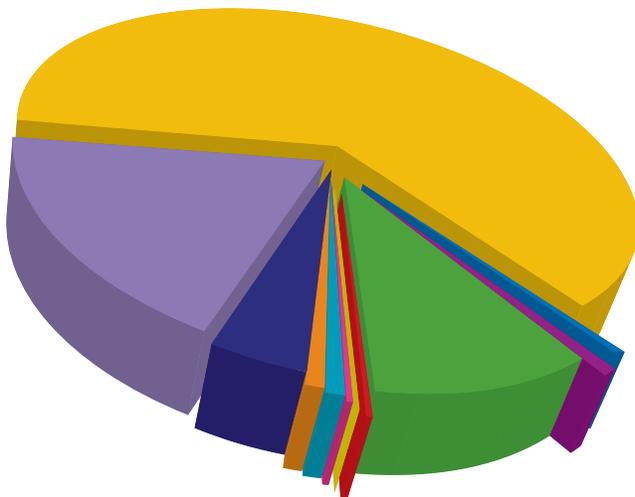
**Web:** AMT's website is frequently updated and serves as an important source of news and information for members as well as applicants.

**E-mail:** In addition to email blasts, AMT has initiated an online e-newsletter specifically designed for members. This bimonthly digital publication is yet another way to communicate latest updates and key information.

**Phone:** Our customer service department continues to handle an increase call volume. The department of six handles, in an average month, about 7,600 calls. That's an increase of 26.6% from last year. The department also handles approximately 800 emails each month.

### AMT Membership By Certification

AHI	552	MLT	2,456	RPT	6,340
CLC	32	MT	10,078	AML	9
CMAS	443	RDA	490	COLT	110
CMLA	122	RMA	38,518		



*The customer service staff of six handles, on average, 7,600 calls and 800 emails each month.*



# Education

## Resources for Members and Applicants

AMT's Education Department launched two new resources for AMT members. The first is the online practice exam for phlebotomy technicians. This exam is the same length as the actual exam and closely follows the content outline. With a large number of randomized questions, the test-taker can now be challenged with a different set of questions each time the exam is taken.

Another valuable new resource is the online RMA review course. This 13-hour course is the most comprehensive content that AMT has developed for medical assistants. Divided into modules and then into lessons, this course ensures that each topic is thoroughly covered and then tested through a short quiz.

Eight on-demand courses from leading experts were added to the portfolio of educational offerings this past year. The online portfolio of educational opportunities continues to grow, with over 165 STEP articles, 25 on-demand courses, and 6 archived webinars.

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# Advocacy

## Advocating for Members

Events in the past year have resulted in a mixed blessing for AMT members at the federal level. Registered Medical Assistants scored a major victory when the Centers for Medicare and Medicaid Services (CMS) issued its final Stage 2 Electronic Health Records “Meaningful Use” rule last August, giving credentialed medical assistants an important role in entering orders for medication, lab and radiology services. On the other hand, the clinical laboratory community continued to face unrelenting pressure on the Medicare reimbursement front as Congress struggled to pare the federal deficit, fix the broken SGR physician payment system, and fund healthcare reform.

AMT provided input regarding lab personnel licensure issues and other legislation of interest at the state level. Four states had licensure bills introduced this year (Missouri, Texas, Minnesota and South Carolina). Also, a laboratory personnel licensure bill has been introduced in the District of Columbia Council.

AMT testified regarding certification requirements in proposed regulations implementing the medical assistant law passed last year in the state of Washington. As a result, AMT was successful in ensuring that it is an acceptable certification agency for the newly-defined roles.

AMT worked with AAMA, the Connecticut State Medical Society and other associations to enact scope of practice legislation for medical assistants in Connecticut. Tennessee, a lab professional licensure state, enacted a bill that exempts from those licensure requirements personnel working in certain laboratories that perform forensic or esoteric testing. Proponents of the bill, which was opposed by AMT and the other lab personnel organizations, claimed the legislation was necessary to bring Tennessee in line with the vast majority of states that do not impose MT/MLT licensure requirements on personnel with BS degrees who perform esoteric testing.



# Overall Improvements

AMT remains a strong organization on all fronts. Under the direction of its dynamic leadership and support from its staff, it is clearly evolving in order to meet the needs and demands of its member certificants.

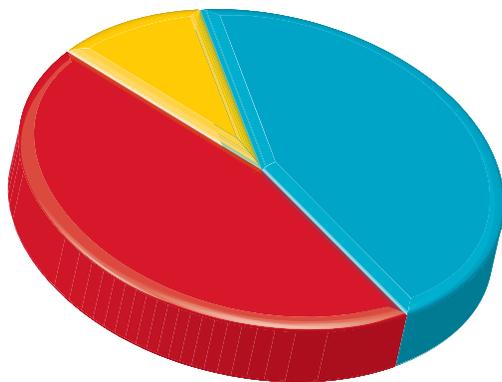
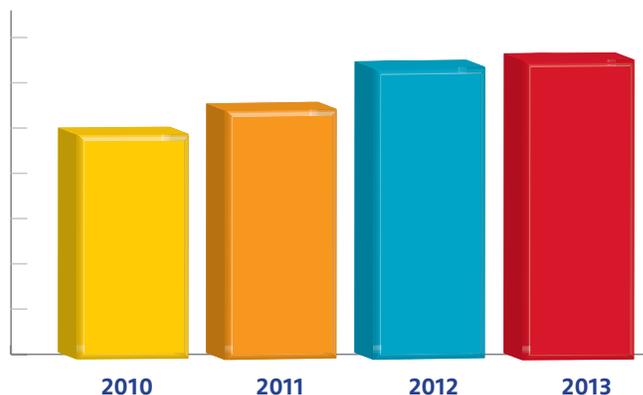
## Fiscal Health

Although the 2012-2013 fiscal year was one of slowed growth, AMT is well positioned for the future. The flat growth is mostly attributable to federal regulations which are impacting AMT's primary market — the private career college sector. AMT is anticipating, however, that this setback should only be temporary as its school affiliates are regrouping and ensuring us that they will continue to prosper. In the meantime, AMT is

looking to diversify its customer base and is expanding into the community college market.

AMT's principal revenue sources are nearly evenly split between renewal dues (43.9%) and application fees (45.5%). Only about 10% of its revenue is ascribed to other sources, such as the annual meeting and income received from the sale of other products and services.

AMT Revenue Growth

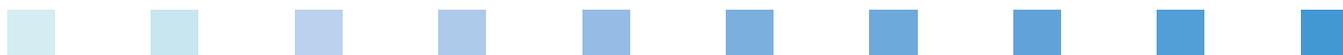


Source of Revenue

■ Dues ■ Computer Based ■ Other

## New Space

AMT recently expanded into additional space that became available in its office complex. Several months of construction pains were well-worth the effort – the new space is very functional and now houses the customer service and membership departments. The existing space has also been rebuilt so that staff can work together more effectively and be able to expand if needed.



# AMTIE

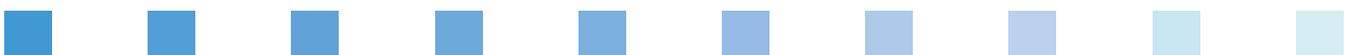
## AMTIE

The 501 (c)(3) nonprofit status of American Medical Technologists Institute for Excellence (AMTIE) allows it to take donations from corporations, companies, organizations and individuals that are fully tax deductible. To that end, AMTIE has assumed the responsibility for raising funds for scholarships and other grants associated with enhancing educational and competency opportunities for current and future allied health professionals.

During the past year, the following scholarships and educational grants were awarded:

- 1 - \$2,500 Membership Scholarship
  - 3 - \$1,500 Member Scholarships
  - 5 - \$500 Student Scholarships
  - 2 - \$500 Chester B. Dziekonski Memorial Fund Continuing Education  
Competency Grants
- Plus the Chris Christian Second Timer's Award and the First Timer's Chet Award

***AMTIE is currently collecting data on companies and other interested individuals who may be potential donors. The Board is in the process of registering its intent to solicit funds in several states.***



# AMT Leadership



## BOARD OF DIRECTORS (2012–2013)

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Nancy Barrow, MT, Board member  
Heather Herring, MT, RMA, Board member  
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Janet Sesser, RMA, Board member  
Carole Aston, Public Member  
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Kimberly Chevront, PhD, Judiciary Councillor  
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Christopher A. Damon, Ex-officio

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Randall Swopes, MT, Central District Councillor (NE, KS, MO, OK, TX, AR, MS, LA)  
Kenneth Hawker, MT, Western District Councillor (WA, OR, ID, MT, NV, CA, WY, UT, CO, AZ, NM, HI, AK)  
Shannon Newman, MT, Southern District Councillor (KY, NC, TN, VA, AL, FL, GA, SC, Caribbean)

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California – Sheryl Rounsivill, AHI, CMAS, RMA, RPT  
Central Plains – Tera Benefiel, MT  
CT/MA/RI (Tri-State) – Phyllis Nordby, RMA  
DC/Delaware/Maryland – Robin Miliner, MT  
Florida – Kay Ferguson, MT  
Georgia – Marvin Matthews, MT  
Hawaii – Minelva Manuel, RMA  
Illinois – Nancy Gabl, AHI, RMA  
Indiana – L.E. Vern Hein, MT  
Iowa – Beverly Christiansen, RMA  
Kentucky – Christina Huff, RMA, RPT  
Louisiana – Zenaida Maraggun, MT  
Maine/New Hampshire – Susan Constable, MT  
Michigan – Sieglinde Wildie, MLT  
Minnesota – Edith Tefft, MT  
Mississippi – Cecil Hunt, MT  
Missouri – Alberta Smith, AHI, RMA  
Nevada – Juanita Stocke, MT  
New Jersey – Elizabeth Suarez, RMA  
New Mexico – Virgil E. Marchand, RMA  
New York – Camille McIntyre, MT  
North Carolina – Jerry Johnson, MT  
Northwest (WA/ID/MT) – Josephine Abraham, RMA  
Ohio – Christopher Williams, AHI, RMA  
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Oregon – Marilyn Albertson, MT  
Pennsylvania – Debra Smeal, MT  
Rocky Mountain – Jennifer Dillard, RMA  
South Carolina – Peggy McCutcheon, MT  
Tennessee – Jerry Hudgins, MT

Texas – Norma Durfee, MT  
Utah – Michelle Tew, RMA  
Virginia – Patricia Harris, MT  
West Virginia – Tonya Brown, MT  
Wisconsin – Tracey Snyder, RMA  
CASMET – Grant Lambert, AHI

## COMMITTEE CHAIRS

Armed Services – Calvina Jordan, MT  
Audit – Janet Sesser, RMA  
Bylaws – Kimberly Chevront, PhD  
Career Education Advisory – Bradley Moore  
Convention – Peggy Oiler, MT  
Credentials – Jeffrey Lavender, MT  
EQS CMAS – Sharalyn Paff, RMA  
EQS CMLA – Barbara Ware, MT  
EQS Laboratory – David McCullough, MT  
EQS RDA – Judy Dry, RDA  
EQS RMA – Deborah Westervelt, COLT, RMA  
EQS RPT – Richard Crowner, MT, RPT  
Federal /Government Affairs – John Sherer, MT  
Future Planning/Membership – Mary Midkiff, MT  
Judiciary – Kimberly Chevront, PhD  
Mentor – Barbara Ware, MT  
Nominating Committee – David McCullough, MT  
Position Paper Writing – Roxann Clifton, MT  
Proctoring – Everett Bloodworth, MT  
Publications – Nancy Gabl, AHI, RMA  
Scientific/Speakers – Kay Ferguson, MT  
State Legislative – Robert Newberry, MT  
State Proctors – Everett Bloodworth, MT  
Student Activities – Julia Hardcastle, MT

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Linda Jones, MT, President  
Arthur Contino, AHI, RMA, Vice President  
Martha Hinkel, MT, Secretary  
David Yocum, Jr., Treasurer, Public Member  
Kay Ferguson, MT, Immediate Past President  
Norma Durfee, MT, Trustee  
Zenaida Maraggun, MT, Trustee  
David Yocum, Jr., Public Member  
Everett Bloodworth, MT, Board liaison  
Gerard Boe, PhD, Ex-Officio

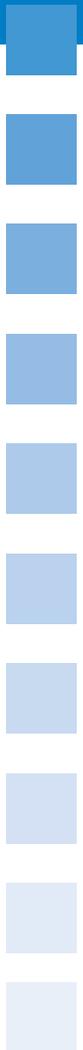
## AMT STAFF

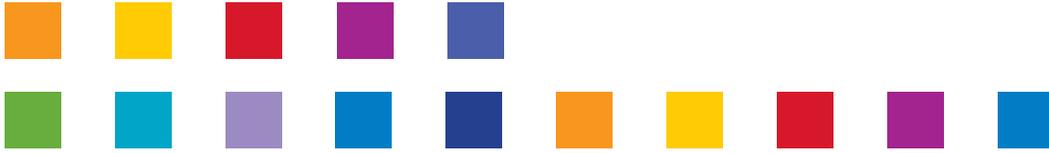
Christopher A. Damon – Executive Director  
Diane Powell, CMP – Director of Meetings and Publications  
James R. Fidler, PhD – Director of Testing and Competency Assessment  
Kathy Cilia, CAE – Director of Marketing, Member Services and Operations  
Camille Murray, MHS – Education Director  
Mark Garcia, MS – Director of Business Information Systems



**“Only in growth, reform, and  
change, paradoxically enough, is  
true security to be found.”**

**— Anne Morrow Lindbergh**





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Certifying Excellence in Allied Health

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