

**CELEBRATE MEDICAL ASSISTANTS  
RECOGNITION WEEK**

**OCTOBER 15-19, 2018**



Registered Medical Assistants (RMA) and the American Medical Technologists (AMT) will be celebrating Medical Assistants Recognition Week (MARWeek) October 15-19, 2018.

Please join AMT in promoting this important event that recognizes medical assisting's vital role, contributions and efforts in health care and help us begin raising awareness of the profession today.

If you are planning to recognize this event, you'll need to start early! This promotion kit will serve as your step-by-step guide that will help make your celebration a success. It includes:

- ❖ Suggested timelines and tasks
- ❖ Event ideas
- ❖ Template documents, such as press releases and proclamations, all of which are ready for your use
- ❖ Logo items for purchase
- ❖ Fun, interactive games and contests

Please join AMT and Medical Assistants across the country in celebrating Medical Assistants Recognition Week. If you have any questions or special requests, please contact AMT at: [ccasey@americanmedtech.org](mailto:ccasey@americanmedtech.org).



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American Medical Technologists  
Certifying Excellence in Allied Health

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Website: [www.americanmedtech.org](http://www.americanmedtech.org)

## CHECKLIST

- Choose a coordinator/chair for the Medical Assistants Recognition Week. Provide direction as well as inform the chair of resources available from the AMT website ([www.americanmedtech.org](http://www.americanmedtech.org))
- Coordinator/chair selects a committee of two-three people.

## COMMITTEE TO DO LIST:

- Decide how many and what kind of events/activities to plan. Promotion ideas/suggestions are included in this packet as well as on the AMT website.
- Develop a budget.
- Make a list of all those who might be interested in hearing about your celebration, including individuals or groups within your own work setting, local media, governor/mayor, local schools that offer medical assistant programs, and other healthcare providers, such as hospitals and clinics.
- Call the local hospitals, clinics, doctor offices and schools in your area to see if they are planning any activities. Coordinating with others may not only provide you with ideas, but may also make for a more effective celebration in the community.
- Send out letters to the governor/mayor requesting a proclamation (template included with this guide) for the week.
- Send out a press release to the media (template included with this guide) announcing your activities. Make sure to include a contact name and number.
- Send information to the "Calendar of Events" sections of your local newspapers and other community venues (e.g., the library).
- Develop and send out notices/brochures to all others on your list. The material should include a list of activities planned and a contact person's name and number.
- Promotional items are available from AMT's website, [www.americanmedtech.org](http://www.americanmedtech.org), or at [www.jimcolemanltd.com/ma](http://www.jimcolemanltd.com/ma) or by calling 847/963-8100.
- Take pictures at events to mark the week and help with promotion the following year.
- Let AMT know how you celebrated the event ([ccasey@americanmedtech.org](mailto:ccasey@americanmedtech.org)). Include pictures and we'll post them on Facebook and our website. AMT will sponsor contests...so visit the website often for updates.
- Send thank you letters or notes to people who helped with the events/activities.

## RECOMMENDED TIMELINE

### July

- ❖ Choose a contact person/chair for the Medical Assistants Recognition Week
- ❖ Form a committee of two to three people
- ❖ Meet to begin planning for MARWeek. Review the promotional kit. Assign someone to contact the schools and other healthcare providers in the area before the next meeting to see what they are doing for MARWeek.
- ❖ Meet again to continue planning. Develop a budget and assign tasks, such as:
  1. Developing the promotional notices/brochures
  2. Contacting the media
  3. Sending out letters to the governor and mayor requesting a proclamation for the week
  4. Sending out promotional notices/brochures to local community newspapers and venues
  5. Ordering promotion items
  6. Planning each separate activity or event
  7. Picture taking at the events
  8. Writing the wrap-up and thank you notes

### August

- ❖ Review plans for activities and events
- ❖ Develop promotional notices/brochures
- ❖ Finalize the mailing list
- ❖ Send out a proclamation request to the mayor/governor, press release, and listings to the local newspapers and other community venues for inclusion in “Calendar of Events” sections
- ❖ Order promotional items (allow three-five weeks production time)

### September

- ❖ Mail notices of events/activities
- ❖ Review all details and finalize any last-minute promotion or event details

### Early October

- ❖ Make sure all promotional items have arrived
- ❖ Confirm all events/activities and ensure volunteers know what to do
- ❖ Get everyone excited about the week

### Week of NMARW

- ❖ Ensure everyone is doing their designated duties
- ❖ Communicate often during the week, get everyone involved, and most of all, have fun!

## November

- ❖ Meet to recap the week. Obtain feedback from volunteers on the events/activities.
- ❖ Do a write-up on what went well, what you would do again, and what didn't work. Also, make sure you put down suggestions from others on activities/events for next year.
- ❖ Send thank you notes to all volunteers and any donations or in-kind gifts you received.
- ❖ Send AMT the same report along with any pictures for publication.

## PROMOTIONAL IDEAS FOR MEDICAL ASSISTANTS RECOGNITION WEEK

- ❖ Post information on Medical Assistants Recognition Week on your facility's/school's website or provide information for your internal newsletter.
- ❖ Place banners, posters, etc. within your workplace/school in high-traffic areas to help celebrate the week.
- ❖ Order promotional items and have everyone wear them during the week.
- ❖ Develop a short quiz, crossword puzzle or other game about medical assisting and award prizes to the winners.
- ❖ Sponsor career information booths at local high schools or for the general public (for example at your local library). Offer to visit high schools and promote Medical Assisting as a career. Have posters and buttons as souvenirs.
- ❖ Sponsor local high school students to shadow a medical assistant for a day at work.
- ❖ Celebrate with your colleagues/other students, your organization/school or others in the community by sponsoring a food-related function (picnic, potluck dinner, hot dog stand, ice cream social) or an activity (such as a softball or volleyball game).
- ❖ Send out flyers/brochures to the local community and to other healthcare providers.
- ❖ Send out press releases to the media, proclamation requests to the mayor/governor and listings to the local newspapers.
- ❖ Take photos of medical assistants you work with, students or other MAs in your local community to help promote the week or the profession in general.

**If you have other innovative ideas to share, please contact AMT at**

**[ccasey@americanmedtech.org](mailto:ccasey@americanmedtech.org).**

**Good luck and let's have some fun!**

## WORKING WITH THE MEDIA

### Newspapers

1. Send a press release to all local papers no later than the last week of September. If using the press release provided, be sure to include your name and phone number in the space provided for the contact.
2. Be sure to send a press release to hospitals, clinics, schools and physician offices' newsletters well before the publication deadline.
3. If an editor should follow-up be prepared to provide further information about medical assistants and their vital role in healthcare.
4. Include a picture (or logo) with the press release whenever possible. Keep in mind the picture most likely will not be returned.

### Television & Radio

Using television and radio media can be a very effective public relations tool for promoting MARWeek.

Personal contact with individual television/radio stations is paramount. Since the project is a promotional week of recognition for a profession, the material which you provide stations is considered "public service."

All television/radio stations are required to set aside a percentage of their broadcast time for public service programming. This includes recognition of community interest projects, discussions of issues of interest to the public, and recognition of organizations serving the public. Because of this requirement, most television/radio stations are receptive to bona-fide groups sponsoring worthy community projects.

### Hints on Obtaining Public Service Time

1. Contact the station's program director or public service director and make an appointment to meet with him/her.
2. Explain that MARWeek is being recognized, and informing the public about the role of medical assistants in health care will be of interest to the station's viewers/listeners.
3. Ask if the station will schedule use of the MARWeek logo/theme, which recognizes the week.
4. Give the station three to four week's lead-time if possible

## PROCLAMATIONS

Mayoral or gubernatorial proclamations are interesting promotional items that require little time to obtain in view of the benefits that are realized. Elected public officials generally welcome the opportunity to participate in such events. If you're in a school, ask the school president or other officer to proclaim the week Medical Assistants Recognition Week by doing a school proclamation.

Procedures for arranging a proclamation signing ceremony vary among states and cities. A general outline is given in the following paragraphs. If these procedures do not apply in your state or local situation, government staff can be helpful in pointing you in the right direction.

Publicity is very vital as you begin your MARWeek activities. It will serve as a great opportunity to tell the media why MARWeek is so important and what activities will be happening in your area.

### TO ARRANGE A PROCLAMATION SIGNING

1. Obtain the telephone number of the mayor or governor's office. Call as far in advance as possible because elected officials have busy schedules. Be flexible in setting the proclamation signing.
2. When you call the official's office, say that you wish to talk to someone about requesting the mayor or governor sign a proclamation for Medical Assistants Recognition Week.
3. Introduce yourself and include your name, title, and employer. **Please tell the person:** "Medical Assistants Recognition Week will be observed nationally the week of October 15-19, 2018. We would like to ask the (mayor/governor), to sign a proclamation designating that week as the Medical Assistants Recognition Week in this (city/state). I would like to send a letter explaining the week and provide suggested wording for a proclamation. I called to ask you the proper procedure." The respondent will then tell you to whom the letter should be sent. Make sure you get the full address and correct spelling of the person's name. Send a letter to the name given. A sample letter is shown below.
4. Mark a date on your calendar (about two weeks in the future) to follow-up by phone if you have had no response. When the person responds, offer to meet with the person in advance of the signing.
5. Once a date has been set, determine whether newspapers, TV or radio stations will be contacted by their office. If not, invite the media to attend. Prepare press releases and background information on MARWeek to be distributed to the media, either in advance of the ceremony or at the actual signing.

6. If the governor or mayor's official photographer will not be present, request that one of your members take pictures. Send the photos to the AMT national office.
7. Be prepared to provide the mayor or governor's press secretary with the necessary information about MARWeek.
8. After the ceremony, send a thank-you note to the (mayor/governor), as well as the person who helped arrange the signing. This helps to establish a good relationship for the future.

**The magnitude of your intervention is not as important as the fact that you do something. Pick a project and start celebrating **MARWeek** now!**



## EXAMPLE OF PROCLAMATION LETTER

Dear \_\_\_\_\_:

Medical Assistants Recognition Week will be observed nationally on October 15-19, 2018. This week recognizes the contributions of the medical assisting personnel whose efforts help give our nation the best possible health care.

I am the Medical Assistants Recognition Week Coordinator for (state/city/district). I am writing today to request the week of October 15-19, 2018 to be officially recognized in (state/city). I am requesting that (mayor/governor) participate in a ceremony at (his/her) office to sign a proclamation declaring a celebration of the week.

The wording for a suggested proclamation is enclosed. I have also included a schedule close to the actual week during which it would be appropriate to hold the ceremony.

Please let me know if this schedule includes a convenient time for the (mayor/governor). I look forward to hearing from you regarding the approval of the proclamation and a reserved day and time for the signing. In the meantime, please feel free to contact me, as I will be happy to answer any questions you may have. I appreciate your interest. Thank you.

*Sincerely,*

*(Your name)*

*(Address)*

*(Telephone number)*

## **SAMPLE PROCLAMATION**

WHEREAS, the health of all Americans depends upon educated minds and trained hands; and

WHEREAS, the practice of modern medicine at the exacting standards we now enjoy would be impossible without the clinical and administrative duties performed daily in the physician's office, clinic, laboratory or hospital and

WHEREAS, these multi-skilled professionals help create a professional and comforting atmosphere for patients by offering them guidance and support, and

WHEREAS, through this dedication the medical assistants of the United States have made a vital contribution to the quality of health care.

NOW THEREFORE, I, (name)\_\_\_\_\_, Mayor/Governor of the (City, State) of (name), do hereby proclaim the week of October 15-19, 2018 as:

### **Medical Assistants Recognition Week**

and urge all citizens to recognize and support the vital service provided by medical assistants for the benefit of all citizens.

IN WITNESS, WHEREOF, I have hereunto set my hand and caused the seal of the (city/state) of (name), to be affixed this (day) of (month), 2018.

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***(Name of Mayor/Governor)***

**Contact Information:**

Name, phone and email



**For Immediate Release**

**Medical Assistants Recognition Week is celebrated**

**October 15-19, 2018**

**“Medical Assistants – at the heart of healthcare”**

DATE, YOUR CITY, YOUR STATE – The (insert your group’s name/affiliation) along with the Registered Medical Assistants (RMAs) of American Medical Technologists (AMT) will be observing Medical Assistants Recognition Week (MARWeek), October 15-19, 2018. Since 1984, RMAs and others in the healthcare community have honored the vital role and the professional excellence that medical assistants provide in the delivery of healthcare to patients. The 2018 theme, “Medical Assistants, at the heart of healthcare” emphasizes their commitment as a vital member of the healthcare team.

The following community events, celebrations and recognition events are scheduled:

- ❖ (List events, date, time, place and contact name for each event.) (If no events are planned, but you want to send a press release, the following paragraph can be inserted here: “In addition to MAWeek activities headed by AMT and state societies, numerous hospitals, clinics, physician offices and schools around the country will hold celebrations to benefit the general public.”)

Medical Assistants certified by AMT as RMAs must pass an exam and have the required education and experience to receive this professional certification.

A medical assistant is a multi-skilled professional who combines clinical and administrative responsibilities to assist in all aspects of medical practice in a physician office, hospital, clinic, government agency, or laboratory.

Clinical functions include: taking vital signs, charting patient information, recording medical histories, performing routine tests, and applying dressings. Administrative duties include: scheduling appointments, billing and maintaining patient files.

“Medical assistants provide an invaluable service to both the patient and the healthcare providers in the community. We recognize their dedication to the profession and to the industry.” says Christopher A. Damon, JD., Executive Director of AMT.

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**About AMT:** American Medical Technologists is a nationally recognized nonprofit certification agency and professional membership association representing over 80,000 individuals in allied health professions. Since 1939, AMT has been helping its members meet the challenges of their professions, and fostering their professional and personal growth. Besides Medical Assistants and Medical Administrative Specialists, AMT certifies the following: Medical Technologists, Medical Laboratory Technicians, Dental Assistants, Phlebotomy Technicians, Medical Laboratory Assistants, Allied Health Instructors and Laboratory Consultants.