

## SOUTHWEST REGIONAL ANNUAL MEETING- JULY 22-24, 2011

Nancy Lizon, CMA(AAMA), CSMA President

The 2011 Southwest Regional Meeting was held July 22-24, 2011 in Colorado Springs, Colorado at the Best Western, The Academy, Hotel. There were 28 plus in attendance with all of our southwestern states, except Nevada, represented. We had 10-1/2 CEUs to look forward to during the weekend.

Friday night opened with registration, some mingling and enjoying fruit and cheese hors d'ouvres. Bonni Bruntz, CMA-A (AAMA) introduced our first speakers of the weekend, Sandra Robben-Webber, CMM-Practice Administrator of Colorado Springs Pulmonary Consultants and Janet Burch, MBA, CMM-Consultant, Curriculum Advisor at Ultimate Medical Academy from PAHCOM. These supportive and very informative ladies spoke on "A Glimpse of the Future: Tomorrow's CMA's in the Medical Practice". This included what's going on in today's offices, how to develop skills for the future and our role in the future of medicine.

Saturday started our first speaker, Jean Lynch, Communication/Marketing Director AAMA and John Zimmer, Consultant-eRocket Scientist/CEO of eRocketFuel (the Social Media Agency) on "Social Media for Organizations", about e-marketing our chapter and state societies. After a poll, less than a handful of societies have websites promoting their state society. California's website was used as an example of a good website, which made this member especially proud. We were given a short tutorial on how we could set up our own websites without needing to know HTML. They were followed by Judith Boesen RN, BS, MBA, of Medical Practice Enhancement Services. She spoke on "Technology & Electronic Communications in Healthcare". This covered the current use of technology and communication with patients and the healthcare community, current regulations for protecting healthcare information, and future trends in healthcare communications. Christine Hollander, CMA, MA- Online Educator, Kaplan University spoke on "Technology & Electronic Communication in Education". Online classes offer access to students from many walks of life. The instructors may have many hundred students enrolled in their class(es), and this in itself can present many challenges. G. Damon Bruntz J.D.- Attorney at Law- Partner, Amann & Bruntz LLC presented a session "AAMA Refresher on Ethics, Law & Medicine". Our code of ethics, Creed, Standard of Care, and the reminder that competency isn't legality were covered. Of course HIPAA and all that goes with it was covered and several case scenarios were given. The findings didn't always match up with what those of us attending thought should be the outcome. We received very good information to help guide us along the twisting path and legal ramifications of our actions. Saturday night most of us hopped on a bus to Cripple Creek, where we spent a few hours partaking of the local ambiance, visited the casinos, and grabbed some food or attended the musical at the local theatre. During the bus ride to and from Cripple Creek we played Medical Terminology Bingo presented by Bonni Bruntz, CMA(AAMA) and Christine Hollander, CMA(AAMA) and got an update on CPR, it's new changes, and First Aid from Sherri Cooper, an American Red Cross CPR/First Aid Certified Instructor.

Sunday morning K. Minchella, PhD, CMA (AAMA) presented "Technology Etiquette". Many of us learned things we didn't know about email correspondence, conference calls, and online meetings. The raffle drawings and a 50/50 were held throughout the morning. Our Southwest meeting followed and was short and sweet. Next year's SWR meeting will be held the third weekend of July in Las Vegas, Nevada. Start saving your money and vacation time everyone! Darcy Atwood, CMA(AAMA) spoke about the planned presentation for National to promote next year's National. We had a wonderful time over the weekend.

Respectfully,

Nancy Lizon, CMA (AAMA), CSMA President