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NYSSMA Today

NEW YORK STATE SOCIETY OF MEDICAL
ASSISTANTS

Affiliate of American Association of Medical Assistants
(AAMA)

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PRESIDENT'S MESSAGE

Welcome to summer and the 2019-2020 term of NYSSMA! Our 60th annual Diamond Anniversary NYSSMA Convention offered opportunities to earn 12.5 CEUs and network with colleagues, educators, students, and potential employers throughout New York State, while conducting the business of the organization at our General Assembly and making time for fun and fellowship at our “Buffalo Style” Tailgate Party.

I have been a member of this organization since 2001 and have had the opportunity to meet and network with Medical Assistants and Medical Assisting Educators from various parts of New York State and across the country. I thank my predecessors for paving my path, providing direction, and imparting invaluable advice. I am grateful for these friendships and inter-professional relationships. Some of these people have served as mentors to me over the years and have encouraged me to take a more active role in NYSSMA. Because of their dedication, guidance, and support, I have served in several positions in the State Society and my local Chapter, and it is my sincere pleasure to serve as NYSSMA President again this year.

“...I hope to leave a lasting impression that casts the New York State Society in a positive light for generations to come.”

As an educator, I am a life-long learner and my involvement with this Society has helped me to grow as a Medical Assistant, a professional, and more importantly, as a person. I encourage each of you to assume a more active role in the NYSSMA, and share with colleagues and coworkers the excitement that invigorates us at each Convention. With your help, together, we will build a stronger society that can benefit us all for years to come.

We each own our page in history and our actions, words, and deeds become a composition, of sorts, for others. NYSSMA has afforded me the opportunity to become part of something larger than myself, give back to a community that has helped shape who I am, do meaningful work, and make a difference in the lives of the people I meet—students, patients and especially the members of this Society. Medical Assisting has become more than what I do and what I teach—it is who I am, and I hope to leave a lasting impression that casts the New York State Society in a positive light for generations to come.

The NYSSMA continuously provides opportunities to welcome new leadership. If your heart is moved to do so, please consider serving as an officer, committee chair and/or committee member—yours are the hands that help conduct the business of this Society and ensure that things run smoothly.

Over the course of the coming year I would like to do more than merely prepare agendas, take notes, and address committees—I want to be remembered for listening to, hearing, and respecting the views of the members of NYSSMA in an environment of cooperation and productivity, generating the best possible outcomes for this Society and the Medical Assisting profession. Hopefully, the page I leave is one that inspires others to reach out to a new future with hope and optimism.

Warm regards,

B. David Sylvia, BBA, CMA (AAMA)
NYSSMA President



CPR Is Worth Recertification Points

Although CPR certification is no longer *required* for CMA (AAMA) recertification by continuing education, recertification applicants can use CPR certification for AAMA recertification points.

Two-year CPR cards issued within the applicant's recertification period will be counted for four clinical AAMA recertification points. Up to three two-year CPR cards may be submitted for a total of 12 CEUs.

DID YOU KNOW?



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LETTER FROM THE EDITOR

As I'm sure you can tell, this issue of NYSSMA Today looks a little different...

This year brings many changes and I'm excited to say that the role of Newsletter Editor has been graciously handed to me by Lynn and David as of this spring. I have been issuing the local Erie Chapter newsletter for the last two years, getting more and more involved, and have finally had the opportunity to attend a State Convention last month, so this really is a natural progression for me. I truly am thrilled to be sharing this with all of you from here on out!

Some of the reasons I have so much fun working on the Erie newsletter is that it's a creative outlet for me and I'm someone who also loves to learn. I enjoy curating information to share and surrounding myself with others who hold the profession up high in addition to seeking to better themselves as fellow Medical Assistants.

As I get more involved on the local and state levels one thing that is obvious to me is that this is a diverse group of men and women who hold many different functions within the field of healthcare that go way beyond on the "cookie-cutter" medical assisting role you're taught in school. I'm grateful to serve such an inspiring group of professionals. I can't wait to hit the ground running on this new adventure.

Happy Reading,

Heather Kazmierczak, BFA, CMA (AAMA)

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2019-20

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2019 NYSSMA CONVENTION RECAP

By Karen Roward, CMA (AAMA)

The Erie County Society of Medical Assistant's held the 60th Annual NYSSMA Convention in Buffalo N.Y. on April 11th-14th 2019. The convention was attended by Medical Assistants from across the State. There were 12.5 CEU's available. The convention was held at the Hyatt Place Buffalo-Amherst. The venue was a perfect fit for our convention as the staff was very accommodating, rooms were comfortable and clean and the food was excellent.

The Tour of the Medical Corridor Campus in downtown Buffalo became an added bonus to start off our convention! There were approximately 13-14 people who took the tour. The tour guided us through Buffalo General Hospital, Gates Vascular institute, Oishei Children's Hospital, and The Clinical Transitional Center.

We invited a total of 12 speakers that provided us with their knowledge and expertise, and incorporated how Medical Assisting can be effective in their field. The speakers were knowledgeable, engaging, and a pleasure to include in our convention.

A representative from Kids Escaping Drugs came to speak along with one of their clients who told us of her struggles with drugs and how it has affected her life. Our convention charity was Kids Escaping drugs/Face2Face programs where our NYSSMA family collected bunches of towels, various hygiene products, \$105.00 in Target Gift cards and \$30.00 in cash. We have received a letter of thanks from Kids Escaping Drugs program! Thank you to all who donated!

The Convention was attended by 47 people. Out of the 47 in attendance, 5 were educators, and 9 were students. There were 3 vendors in attendance for the weekend and a presence by Bryant & Stratton College. Ways and Means did a terrific job with the 50/50 raffle and the Basket Raffle! The tailgate party was a hit and "Thank You" goes out to everyone that helped.

A special Thank you goes out to Sue Mayer for collecting the Registration forms and dues paid, Heather Kazmierczak for an excellent job on the Journal and registration forms, and to my Co-chair, Barb Reese who secured donations and goodies for our welcome bags, kept things moving, took over when needed and kept me in line, focused, and supported me through this process!

Thank you to all who attended the 2019 NYSSMA Convention! It was great to see our friends once again and a pleasure to meet new members and students who are involved with NYSSMA early in their career! We hope you enjoyed your time in Buffalo, N.Y.!



HAPPY STAFF, HAPPY PATIENTS

An interview with Practice Administrator, Allison Raffaele, MM

By Heather Kazmierczak, BFA, CMA (AAMA)

As a practice administrator, you handle many types of behind-the-scenes tasks such as bookkeeping, purchasing, staffing issues, but how much of your time is spent on patient relations and direct interaction?

Quite a lot because I like to be very active in patient experience. Not all administrators or managers take the proactive approach, but in order to have happy patients you have to know what's going on with your patients. Even if they're giving you negative feedback you still have to.

I know that you do talk to a lot of other office managers in the area just to network and know what's going on... so would you say that that's not the norm?

That's not the norm...at all. There's a lot on people's plates though so I think a lot of times it's just truly a matter of time [management].

I've heard from a lot of patients that I talk to, whether it be positive or negative, they've never had a manager, another medical office, talk to them. And I know from being a patient in other places that it's very hard to get to a manager.

So how do you find the time for these things?

Prioritizing, delegating, and knowing that the work doesn't stop when I leave here.

Patients get upset for a variety of reasons. How important would you say it is for the rest of the staff to be able to effectively handle upset patients? After all, every department will encounter them.

Everybody has the ability to impact patient experience. Whether it be the front desk, the person behind the scenes....absolutely everyone can impact the patient. So if a patient's upset, patient's happy, every patient I pass in the hall who's on their way out, I say "have a good day!" ...it takes no time at all to say that.

In your experience, what are some good tips or tools your staff can use to handle an upset patient?

I would say...listen and be honest. If we had made a mistake then own up to it, tell the truth of what

happened. Listen, repeat back the problem to them. Understand their point of view, ask how you can help them, say that you're sorry, offer the next higher level up. Sometimes that's me, sometimes that's [the office supervisor], sometimes that's a physician. But patients like to know that they can go to the highest person. Not that every staff member can't handle an issue, but sometimes you do need to take it higher up the chain.

Word of mouth is probably one of the most effective ways to grow any business, including in healthcare, but I'm sure we all know that bad news travels the quickest. In addition to this, we've become a society that depends on social media and instantaneous news. So my question to you is how do you stay on top of what the community is saying about your office and are there any proactive things you or your staff can do to keep a positive light on yourselves?

Being a "spy" on social media. I check all of our social media platforms, I get Google alerts if any of our providers are mentioned online.

Is there anything you do that is successful in turning a poor patient experience into a

positive one?

We have these "service recovery gift cards," which are \$5 Tim Hortons gift cards that go a really long way. The patients that have a long wait, this is a big one, letting them know that it doesn't make up for the fact that they're waiting, but it's something to show that we're sorry. Do you want coffee? Do you have to go to the bathroom? There was a lady one day that needed to heat up a bottle for her baby... well we have microwaves. Those are the very small things that go a very long way.

What would you say your staff does well that keeps patients happy and coming back?

They smile a lot, they use their names, they're engaged in initiatives we have in the office. It has to start at the top. If you don't have buy in from leadership at the top you'll never have happy staff and then you'll never have happy patients.

FEELING DRAINED?

“...**Burnout** is the result of a combination of factors resulting in emotional exhaustion, a feeling of depersonalization and a sense of reduced personal accomplishment.

The role of the visual arts (drawing) in helping to shape [providers’] thinking and creativity, in addition to its therapeutic effects for burnout has been previously described by physician pioneers such as Dr. Salvatore Mangione, Associate Professor of Medicine at Thomas Jefferson University, who has touted the numerous benefits of medical students engaging in the arts. Yet, while much has been written about the importance and focus on burnout among physicians and other healthcare providers in the medical literature, there has been less attention focused on the entire healthcare team--nurses, case managers, social workers, respiratory therapists to name a few--that provide critical aspects of care in any hospital setting.

“Studies conducted in 2007 by Repar and Patton demonstrated that arts programs can lower rates of tension, anger, depression, and fatigue—symptoms of burnout and compassion fatigue. We value our staff, and Arts in Medicine will help bring back the joy in work and improve outcomes for staff and ultimately the patients,” said Linh Dang, Senior Director of the Arts in Medicine Program at NYC Health + Hospitals.

Using innovative approaches such as the arts to address burnout is just one component of an inclusive approach . Burnout, and efforts to address it, represents an important metric for all healthcare systems.”¹

Measles Cases Reach Highest Level in More Than 25 Years, C.D.C. Says

By Liam Stack, NY Times

May 30, 2019

There have been more measles cases in the United States the first five months of 2019 than there were in all of 1992, when the last large outbreak occurred, federal health officials said on Thursday, in part because of the spread of misinformation about vaccines. The Centers for Disease Control and Prevention said Thursday that there had been 971 known cases of measles in the United States so far this year. That is eight more cases than in 1992, the previous high since vaccines became widely used, when 963 cases were reported in the United States all year. And it is a sharp jump from last year, when just 372 cases were reported, the agency said. (Earlier Thursday, the C.D.C. mistakenly said that the previous high was in 1994.)

“Measles is preventable and the way to end this outbreak is to ensure that all children and adults who can get vaccinated, do get vaccinated,” Dr. Robert Redfield, the director of the C.D.C., said in a statement. “Again, I want to reassure parents that vaccines are safe, they do not cause autism,” he added. “The greater danger is the disease that vaccination prevents.” The C.D.C. pointed to a continuing outbreak in New York City and Rockland County, N.Y., as posing a particular public health threat.

There had been 550 confirmed cases of measles in New York City since September 2018 as of May 29, the New York City Department of Health and Mental Hygiene said Thursday. Rockland County officials said 254 cases of measles had been reported there as of May 28. Measles is a highly contagious virus that can cause serious respiratory symptoms, fever and rash, as well as permanent deafness or encephalitis in severe cases, according to the C.D.C.

The measles vaccine, which was first licensed in 1963 , is extremely safe and effective and causes no side effects in a majority of cases. Small numbers of people may experience a mild fever, rash, soreness or swelling after receiving the vaccine, and adults and teenagers may feel soreness or stiffness, according to the C.D.C. But the false belief that the vaccine can cause autism has been spread online by anti-vaccine activists and promoted by celebrities like the actress Jenny McCarthy. The nonexistent vaccine-autism link is often cited by parents who refuse to vaccinate their children, but studies have shown their concern to be unfounded.

Continued on page 7

¹ <https://www.forbes.com/sites/robertglatter/2019/03/17/can-art-heal-our-healers/#ed134e12bfa3>

² <https://www.nytimes.com/2019/05/30/health/measles-cases.html>

Continued from page 6

Measles was eliminated as an endemic disease in the United States in 2000, after decades of work by public health officials to educate the public about the importance of vaccination. But “elimination” did not mean that measles was completely absent from the United States. It meant that the country had gone more than 12 months without “continuous disease transmission.” Smaller outbreaks have happened since then, including in 2004 and 2014, mostly among people who were not vaccinated. The C.D.C. said on Thursday that if the current outbreak continues into the summer and fall, the United States could lose its “measles elimination status,” meaning the disease would be considered endemic in the country for the first time in a generation. Measles killed 110,000 people globally in 2017, mostly children under 5. As many as four million people got measles each year in the United States before the vaccine became widely used, according to the C.D.C., with an estimated 400 to 500 deaths and 48,000 hospitalizations annually. ²

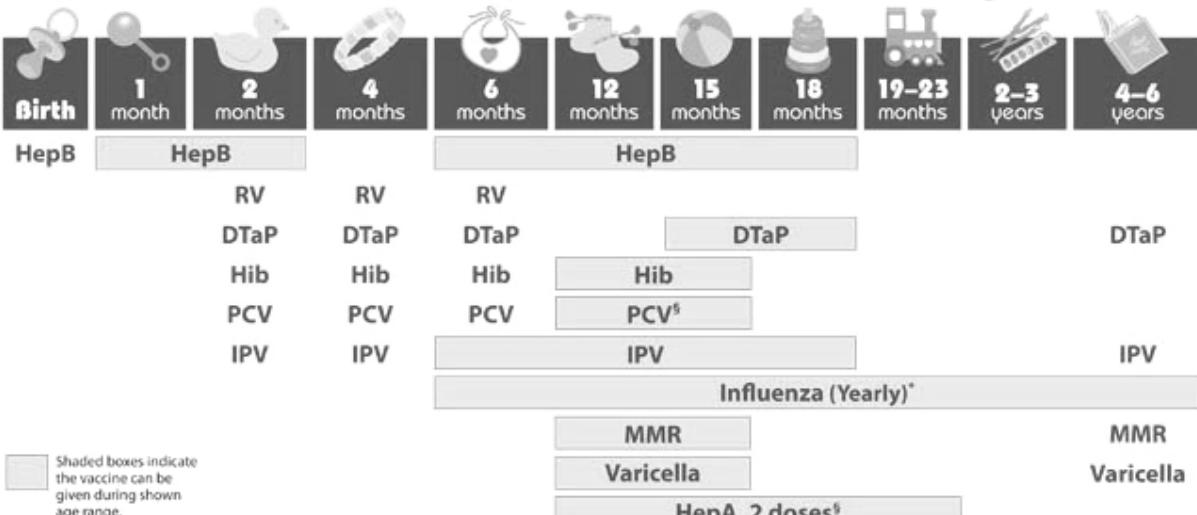
“After decades of work by public health officials to educate the public about the importance of vaccination

...if the current outbreak continues...

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2011 Recommended Immunizations for Children from Birth Through 6 Years Old



NOTE: If your child misses a shot, you don't need to start over; just go back to your child's doctor for the next shot. The doctor will keep your child up-to-date on vaccinations. Talk with your doctor if you have questions.

FOOTNOTES

- ¹ HepA vaccination is recommended for high-risk children older than 2 years. Children with certain medical conditions may also need a dose of meningococcal vaccine (MCV4) and pneumococcal vaccine (PPSV). HepA vaccination may be administered to any child older than 2 years for whom immunity is desired. See vaccine-specific recommendations at <http://www.cdc.gov/vaccines/pubs/ACIP-list.htm>.
- ² Two doses given at least four weeks apart are recommended for children aged 6 months through 8 years of age who are getting a flu vaccine for the first time. Children who only got one dose in their first year of vaccination should get two doses the following year.

See back page for more information on vaccine-preventable diseases and the vaccines that prevent them.

For more information, call toll free
1-800-CDC-INFO (1-800-232-4636)
or visit
<http://www.cdc.gov/vaccines>



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN

Measles Outbreak Toolkit for Healthcare Providers from the CDC has tons of practical resources for healthcare professionals to use when interacting with patients and caregivers!

<https://www.cdc.gov/measles/toolkit/healthcare-providers.html>

GET INVOLVED

Rub Elbows | Connect with colleagues at local and state programs and events. Meet a mentor for lunch. And, once you get home, shoot off a quick e-mail to the people you've met or heard speak at a session. Build lasting professional friendships.

Boost Your Job Leads | At least 60 percent of all jobs are found through networking, according to About.com. As a member of the AAMA, you'll meet other medical assistants who are working in the field. Talk to them. Let them know if you're looking for employment opportunities.

<https://www.aama-ntl.org/membership/benefits>

JUST FOR FUN...

EDITOR'S PICKS FOR SUMMER READS

Small Great Things by Jodi Picoult

Ruth is an L&D nurse with two decades worth of experience when during a checkup on a newborn, she's informed that she's been reassigned to another patient. The parents don't want Ruth, who is African American, to touch their child. The hospital complies with the parents' request, but the next day, when the baby goes into distress while Ruth is alone in the nursery she must make the split-second decision whether to obey orders or intervene for the life of this child.

Two Kinds of Truth by Michael Connelly

Former LAPD Detective, Harry Bosch, is working cold cases in San Fernando when he gets called into a robbery/homicide at a local pharmacy. Harry is lead into the dangerous underbelly of prescription drug abuse and pill mills. He sees firsthand both the depths of human despair and the lucrative schemes that keep this vicious cycle afloat.



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