

Med-A-Scoop

A Publication by the Indiana Society of Medical Assistants, Inc.
www.insocmedasst.org

Elevate Your Potential!

69th ISMA State Conference

April 4-6, 2025

**Don't convince
yourself, believe
in yourself.
There's a huge
DIFFERENCE.**

March/April Issue 2025



Indiana Society of Medical Assistants

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Medical Assistant Creed:

I believe in the principles and purposes of the profession of medical assisting.

I endeavor to be more effective.

I aspire to render greater service.

I protect the confidence entrusted to me.

I am dedicated to the care and well-being of all people.

I am loyal to my employer.

I am true to the ethics of my profession.

I am strengthened by compassion, courage, and faith.

ISMA Mission Statement:

The Indiana Society of Medical Assistants, in affiliation with the American Association of Medical Assistants, strives to:

- Promote professional growth of and identify its membership through education and credentialing
- Inspire members to provide honest, loyal, and efficient service to the public they serve and the proficient:
- Stimulate a feeling of fellowship and cooperation with the medical profession in improving public relations
- Encourage and assist medical assistants in forming component chapters.

Indiana State Medical Assistants Code of Ethics

E is for Endeavor in our duties

T is for Truthfulness in all we do

H is for Helpfulness to others

I is for Integrity in our work

C is for courteous treatment to all

S is for sincerity in our purpose

Put them all together they spell **ETHICS**,

A WORD WE MUST UPHOLD TO ATTAIN OUR GOAL

J. Marie Theobald Wilhite

Indiana Society of Medical Assistants

Dates to Remember

ALL State Board Meetings will be held at

IU Hospital North

11700 N. Meridian St. Entrance B

Carmel, IN 46032

Workshop 12 noon, Meeting Registration 3:15 p.m.

Virtual: WebEx

2025—2026 ISMA State Board Meetings and Workshops

Meeting

April 4-6, 2025

June 14, 2025

August 23, 2025

November 8, 2025

February 14, 2026

April 17-19, 2026

Med-A-Scoop Deadline

February 22, 2025

May 3, 2025

July 12, 2025

September 17, 2025

January 3, 2026

March 5, 2026

Email all district news, **Microsoft Word file only,**

for Med-A-Scoop publication directly to:

Pam Neu, CMA(AAMA), MBA

msneu@yahoo.com

ENERGY



ISMA PHYSICIAN ADVISORS

2025-2026

PHYSICIAN	YEAR(S) TO SERVE	LOCATION
Kristi Peck, MD	3 years	Evansville, IN
William Pond, MD	2 years	Fort Wayne, IN
Jeff Stidam, MD	1 year	Louisville, KY

HONORARY MEMBERS

1980	Herbert Dixon*
1997	Bruce Johnson and Hubert Irwin*
2008	Earl Williams*
2013	Jack Begley and Kathy Heck
2023	James Ginder

ISMA LIFE MEMBERS

YEAR	MEMBER
1992	Bonnie Reidenbach, CMA-AC*
1994	Patricia Kennington, RN, CMA*
2005	Eva Irwin, CMA*
2011	Eulah Dearing, CMA(AAMA)*
2012	June Brown, RMA
2015	Tammy Daily, CMA(AAMA)
2018	Marjorie Mikesell, CMA(AAMA)
2024	Rita Michel, CMA (AAMA)

LEON LEVI AWARD RECIPIENTS

1988	Patricia Kennington, RN, CMA* Pauline Pinnick, CMA* Jane Seelig, CMA-A (AAMA)
1990	Bonnie Reidenbach, CMA-AC*
1991	Bettye Yard, CMA-C*
1998	Norma Harmon, CMA
2001	Eva Irwin, CMA*
2002	Eulah Dearing, CMA (AAMA)*
2010	Marjorie Mikesell, CMA (AAMA)
2013	Tammy Daily, CMA (AAMA)
2014	Sandra Johnson, MS, CMA (AAMA), CPC
2016	Rita Michel, CMA (AAMA)
2019	Pam Neu, CMA (AAMA), MBA

GOLDEN APPLE AWARDS

2000	Eva Irwin, CMA *
2003	Sandra Johnson, MS, CMA (AAMA), CPC
2004	Nancy Measell, CMA
2005	Cindy Abel, CMA
2006	Pam Neu, CMA (AAMA), MBA
2009	Jennifer Weathers, CMA (AAMA)
2010	Rita Michel, MCA (AAMA)
2012	Nina Thierer, CMA (AAMA)
2019	Sherry Braye, CMA (AAMA), BS

INDIANA SOCIETY OF MEDICAL ASSISTANTS BOARD OF DIRECTORS

OFFICE	NAME	EMAIL
President	Paula Schubert, CMA (AAMA)	Schubertpaula63@hotmail.com
Vice President	Heidi Sisson, CMA (AAMA)	hsisson@encompassworld.org
Recording Secretary	Kit Stine, CMA (AAMA)	Katjalee@live.com
Immediate Past President	Dianne Wimsett, CMA (AAMA)	d.m.wimsett@hotmail.com
Treasurer	Brandi Gaumer, CMA (AAMA)	Blauderback86@gmail.com
Med-A-Scoop Manager and Website	Pam Neu, CMA (AAMA), MBA	msneu@yahoo.com

DISTRICT DIRECTORS

DISTRICT	NAME	EMAIL
East Central District	La Tress Woodley, CMA (AAMA)	greenladymay@aol.com
First District	June Brown, RMA	jmbrown400@icloud.com
Southeast District	Joyce Edds, CMA (AAMA),	mnedds@aol.com
St. Joseph District	Karen Pershing, CMA (AAMA)	klpershing1@gmail.com
Twelfth District	Rita Michel, CMA (AAMA)	<u>Remichel49@gmail.com</u>

Happy Winter!

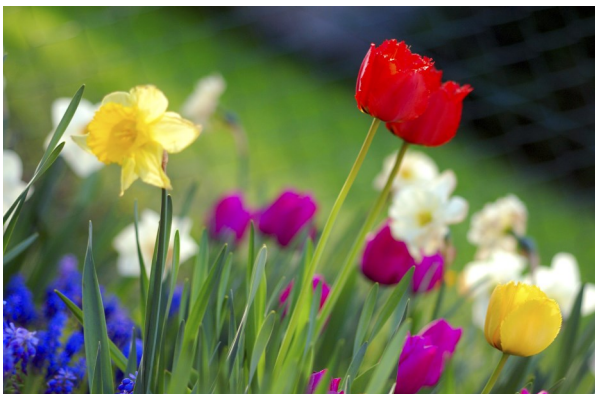
Weather is the big event this time of year. The weather in Indiana brings a variety of snow, rain, cold temperatures, and warmer temperatures. Please remember with the colder temperatures to take care of your pets.

Remember, if you do not want to retake the test to renew your certification, you may attend the education offered by ISMA, your own or any other chapter offering workshops to obtain CEU's.

Our next ISMA meeting will be the 69th ISMA State Conference April 4-6, 2025, at the Hilton Garden Inn Columbus/Edinburgh 12210 N. Executive Dr., Edinburgh IN 46124. Ten CEU's are being offered with an opportunity for networking, reacquainting with old friends and making new friends. Shannon Thomas, CMA (AAMA), AAS an AAMA Trustee from North Carolina, will be our AAMA Representative at the conference. She is excited to join us and experience Hoosier Hospitality.

Remember to "Pay It Forward" as a Certified Medical Assistant. This is your organization, so get involved at the local, state, or national level. Dream big and watch how big the dream can become.

Paula Schubert, CMA (AAMA)
2024-25 ISMA President



East Central District Chapter of Medical Assistants

Save the Dates

Our chapter will be hosting workshops worth 3 CEUs and along with our chapter meeting immediately following the presentations on the following date:

Saturday 5/10/25

These workshops will be held at:

IU Hospital North 11700 N. Meridian St. Entrance B,
Carmel IN 46032

FREE TO AAMA MEMBERS ATTENDING IN PERSON!

Members attending virtually: \$15.00

Non-Members attending in person: \$25.00

Non-Members attending virtually: \$40.00

Students: \$0

Flyers will be sent out about 3-4 weeks prior to each workshop with registration information. If you should have any questions feel free to contact Kit Stine, CMA (AAMA) President ECDCMA at katjalee@live.com or Katie Maccoux, CMA (AAMA), Vice President at kchristiema@gmail.com

INDIANA SOCIETY OF MEDICAL ASSISTANTS

69th Annual Conference
Business Meeting Agenda
April 5, 2025

Call to order	Paula Schubert, CMA (AAMA), President
Pledge of Allegiance	Heidi Sisson, CMA (AAMA), Vice President
Invocation	LaTress Woodley, CMA (AAMA), Chaplain
Medical Assistant Creed	Heidi Sisson, CMA (AAMA), Vice President
Introductions	Paula Schubert, CMA (AAMA), President AAMA Representative: Shannon Thomas, CMA (AAMA), BOT Member Board of Directors Past Indiana Presidents Life Members Medical Assistant of the Year Recipients Leon Levi Award Recipients Golden Apple Award Recipients Honorary Members 2025 ISMA Conference Chairs
Credentials Report	Joyce Edds, CMA (AAMA), CPT (ASPT)

_____registered _____voting power _____quorum _____majority _____2/3

Additions/Corrections to the Agenda	Paula Schubert, CMA (AAMA), President
Adoption of Conference Program Booklet	Rita Michel, CMA (AAMA), Conference Co- Chair
Correspondence	Jane Seelig, CMA-A (AAMA)
Secretary's Report	Katja "Kit" Stine, CMA (AAMA)
Report of the Annual Meeting Minutes Audit	Jane Seelig, CMA-A (AAMA)
Treasurer's Report	Brandi Gaumer, CMA (AAMA)
Presentation of Bills	Paula Schubert, CMA (AAMA)
Report of the Financial Audit Committee	Karen Pershing, CMA (AAMA)
Reading of the Rules	Rita Michel, CMA (AAMA), Parliamentary Advisor
Introduction of Pages, Tellers, & Timekeeper	Paula Schubert, CMA (AAMA), President

Instructions to Pages, Tellers, & Timekeeper	Rita Michel, CMA (AAMA), Parliamentary Advisor
Nominating Committee	Jane Seelig, CMA-A (AAMA)
Nominations from the Floor	Paula Schubert, CMA (AAMA), President
Election by acclamation	
Election Results	Paula Schubert, CMA (AAMA), President
Supplemental Reports of Standing Committees	
Unfinished Business	Adoption of 2025-2026 Proposed Budget 2025 ISMA Annual Conference Report – Rita Michel, CMA (AAMA) Proposed Amendments for ISMA Bylaws
New Business	Election of Physician Advisor to a three-year Dr. Jeff Stidham– Louisville KY – (<i>term ends this year</i>) Election of 2025 AAMA HOD Delegates Members planning to attend 2025 AAMA Conference
Announcements	2026 ISMA 70th Conference First District Time for head table line up Installation rehearsal time
Recess	<i>Reconvene 6 PM</i>

ANNUAL BUSINESS MEETING AGENDA

ISMA Board of Directors Meeting

Feb. 15, 2025

Virtual

Call to Order Paula Schubert, CMA (AAMA), President, 3:14pm
Invocation LaTress Woodley, CMA (AAMA), Chaplain
Medical Assistant Creed Heidi Sisson, CMA (AAMA), Vice President
Credentials Report Joyce Edds, CMA (AAMA), CPT (ASPT)

32 Registered _11_ Voting Power _7_ Quorum _6_ Majority _8_ 2/3

Secretary's Report Kit Stine, CMA (AAMA) Report published in Med-A-Scoop no corrections filed as distributed.
Treasurer's Report Brandi Gaumer, CMA (AAMA) Report read, no corrections and filed for audit
Presentation of Bills Paula Schubert, CMA (AAMA), President No bills presented

Correspondence

Jane Seelig, CMA-A (AAMA), Corresponding Secretary Two pieces of correspondence were presented.
1. Our state received an invitation for those interested in running for a national office that the following positions will be open this year: President, Vice President, Speaker of the House, Vice Speaker, and 4 Board of Trustee. 2. President Thomas sent letter announcing that our speaker bureau representative will be Shannon Thomas, CMA (AAMA) BOT member from North Carolina.

Officers' Reports

President Paula Schubert, CMA (AAMA) Since the last meeting of Indiana Society of Medical Assistants on November 16, 2024, this officer has done the following: Jan. 11, 2025, attended virtual workshop East Central District Chapter of Medical Assistants. Jan. 11, 2025, attended virtual workshop West Central District Chapter of Medical Assistants. Feb. 1, 2025, attended virtual workshop of Twelfth District Chapter of Medical Assistants. Feb. 8, 2025, attended virtual workshop West Central District Chapter of Medical Assistants.

Vice-President Heidi Sisson, CMA (AAMA) No report

Recording Secretary

Kit Stine, CMA (AAMA) To help with minutes please make sure all reports are submitted to all board members no later than Wednesday prior to the meeting.

Committee Reports

Budget & Finance–2025 Proposed Budget Brandi Gaumer, CMA (AAMA) Proposed budget presented at a budget of \$29,710.00. It was recommended to remove line items for Bylaws & Procedure Manual and Nominating Committee as these line items have not been used in a few years. The budget will be presented and voted on at our State Conference in April.

Bylaws & Standing Rules Jane Seelig, CMA-A (AAMA) The bylaws with suggestions for updating edits have been sent to the Board of Directors for discussion.

1. Article V, Section 2F. Life members now have their AAMA tri-level dues paid by ISMA (previously board approved)
2. Article XIV, Section 1, and Standing Rule 8 Update Eva Irwin Scholarship name (approved)
3. Standing Rule 7. Are flowers needed for officers at the AAMA conference? (deleting)
4. Standing Rule 10. We have not arranged for a professional parliamentary advisor at the annual business meeting for many years. (deleting)
5. Standing Rule 11B. The Vice President has not needed to maintain refreshment supplies since East Central District has assumed that responsibility. (deleting)
6. Standing Rule 11E. The Treasurer does not need to maintain the membership records since AAMA does this and we have access via the website. (deleting)
7. Standing Rule 11E. Vouchers should be paid by the treasurer within two weeks of receipt. (included in past bylaws)
8. Standing Rule 12. Should elected officers be excluded from eligibility for the MAY? (deleting)
9. Standing Rule 13.
 - a. Include West Central District if they reactivate.
 - b. Is it necessary to send special invitations to the AAMA Officers for the Annual Conference? These individuals are members of the AAMA Speakers Bureau and Indiana members cannot be requested as representatives. (deleting)

10. Add honorary members as having their registration and one-half of their room complimentary expenses. (this will be reworded to cover the members part of the room with a maximum of ½)

All changes approved and will be presented for adoption at the Annual Business meeting. Copies will be printed for distribution at the meeting.

Certification **Katherine Maccoux, CMA (AAMA) not in attendance.** No report

Conference Guide **Karen Pershing, CMA (AAMA)** Revisions have been made and sent to all board members. Please review and let Karen know of any suggested changes.

Continuing Education **Heidi Sisson, CMA (AAMA)** The program today “Organ Transplant Process” was presented by Joshua Sumners, LCSW with IU Health Transplant. The program was approved for 3 CEUs ACG. We had 104 virtually via Webex. Certificate of Attendance is available upon request to all attendees as well as a copy of the speaker’s power point presentation upon request.

Council of Past Presidents **Dianne Wimsett, CMA (AAMA)** No report

Eva I Irwin CMA (AAMA) Medical Assistant

Student Support Fund **Sandra Johnson, CMA (AAMA), MS, CPC not present.** No report

Historian **Joyce Edds, CMA (AAMA), CPT (ASPT)** Working on the books. Has one completed and working on another.

ISMA Liaison/Public Policy/Affairs **Tammy Daily, CMA (AAMA)** Since the 2024 Convention, there has not been too much information discussed. I received the latest “ISMA Report “paper recently and the following information was listed on the following: A Coding Webinar was held on 12/5/2024. It included 2025 ICD-10-CM and CPT coding updates and Medicare compliance changes. The ISMA Legislative Preview Webinar was held on 12/12/2024. The dates were listed for the three 2025 Legislation sessions. This will be handled by Vice-President of Government Affairs, John Ruckelshears. Registration is open for ISMA Members only. Women in Medicine Annual Retreat was held on 2/1/2025 in Carmel, IN. Last year had a record turnout attendance and they are hoping to beat the record this year! Physician Advocacy Day will be at the Statehouse on March 12, 2025. Registration is still open and information regarding this will be forthcoming. I will be receiving the next ISMA Report Paper soon and will be updating the information for you at the next meeting.

Membership **Dianne Wimsett, CMA (AAMA)** Indiana Society of Medical Assistants has 887 members. This is a decrease in members. In August we had 1,292 members. This is a decrease in 405 members since August. There were 631 non-renewing members.

Mentoring **Pam Neu, CMA (AAMA), MBA** The members of the mentoring committee sent out emails to the new CMAs of Indiana from June 2024 to February 10, 2025. There were 150 emails sent to the new CMAs. The email is attached to the report.

There were over 1500 non-renewing members in Indiana this year. An email was sent out to each of these non-renewing members to consider rejoining and the benefits of joining. That email is also attached to this report. I have heard from one old member asking how to obtain CEUs. I did reach out to her and explain how to re-join the AAMA and that she would be a member of the St. Joseph District and get hold of Karen Pershing. Her name is Julie Floran from Valparaiso.

Nominating **Jane Seelig, CMA-A (AAMA)** The following officer candidates for the 2025-2026 ISMA Board of Directors have been confirmed as active members until December 2025. President Paula Schubert, CMA (AAMA), Vice President Heidi Sisson, CMA (AAMA), Recording Secretary Katja (Kit) Stine, CMA (AAMA), Treasurer Brandi Gaumer, CMA (AAMA), Med-A-Scoop/Website Pam Neu, CMA (AAMA), Immediate Past President Dianne Wimsett, CMA (AAMA). Committee members: Jane Seelig, CMA-A (AAMA) Chair, June Brown, RMA, Joyce Edds, CMA (AAMA) CPT (ASPT), Pam Neu, CMA (AAMA) MBA, Karen Pershing, CMA (AAMA)

Procedure Manual **Jane Seelig, CMA-A (AAMA)** Has been updated and is still working on this. Will send to board for review once completed.

Ways & Means **Sandra Johnson, CMA (AAMA), MS, CPC not present** No report

ISMA 2025 State Conference **Co-Chairs Rita Michel, CMA (AAMA), Pam Neu, CMA (AAMA), MBA** The plans for the 2025 ISMA Conference are coming along nicely. We have confirmed all our speakers, and an updated Program Schedule will be published on the website when all the info is received. Remember that Registration Forms are on the ISMA website in the current issue of the Med-A-Scoop if you have not yet sent yours. Just a reminder: DEADLINE IS MARCH 17, 2025. We have items for the goody bags, but if anyone has additional items to contribute, they will be appreciated. Please see Pam or me. There have been some inquiries as to appropriate attire for the workshops and the Saturday evening banquet. Business casual is requested for meetings and workshops. (No jeans, shorts, T shirts or short dresses) For the banquet, dressy casual or evening wear will be suitable. Pam and I plan to make your time a memorable weekend in Edinburg at the Hilton Garden Inn.

Director Reports

East Central District **LaTress Woodley, CMA (AAMA)** The ECDCMA met virtually on January 11, 2025, with a workshop on Mindful Medical Assisting: Holistic Tools for Self and Patient Care preceding our meeting. Shauna Hale, owner of Salt for your Soul provided information to the 136 attendees about the benefits of salt therapy. She works closely with each client's medical provider to ensure that the therapy provides maximum benefits for the patient's medical issues. Our Facebook page has 126 followers and is managed by Katie Maccoux and Tabitha Terry. We are investigating having a LinkedIn account. The James Ginder Award for ISMA Conference Registration for 2025 will be given to Tabitha Terry. Any chapter member

attending the conference from the preconference board meeting to the post conference board meeting will be given a \$100.00 grant with presentation of a completed expense voucher and receipt for registration or lodging. Speakers for all 2025 Conference education sessions have been identified and CEUs for all, but two workshops (five hours) have been approved. Shirts with the chapter logo have been received and another order will be placed for shirts to be delivered by March 6, 2025 meeting attendees. The 2025-26 meeting schedule is August 9, October 11, March 14, and May 9. There will be no January meeting due to problems with the weather. Officers to be installed in May are President Kit Stine, Vice President Katie Maccoux, Education Coordinator Karin Gaither, Secretary Tabitha Terry, Treasurer Jane Seelig

First District **June Brown, RMA** First District had their annual Christmas party and ornament exchange in December. This is always a fun night, trying to get and then keep the ornament of choice. We cancelled our January meeting, due to the weather. Our February meeting will be held on February 12, 2025. First District has 186 members.

St. Joseph District **Karen Pershing, CMA (AAMA)** We are planning to have a workshop after State Conference is done. Working with Elkhart Clinic (right now they have had to issues with environmental issues and the main office is closed). Will hopefully have more information at next meeting. Membership: 159 as of 2/10/2025

Southeast District **Joyce Edds, CMA (AAMA), CPT (ASPT)** We have not had a meeting due to a new baby in my family who came 3 weeks early and Sandy having knee surgery 1-2-2025. She had a manipulation to the knee this week and is doing well. We have 91 members as of today. We will have a meeting after the conference to pick officers for the next year. Hope to see everyone in April for our Conference.

Twelfth District **Rita Michel, CMA (AAMA)** The Twelfth District held a virtual meeting on Saturday, February 1, 2025. Nicole Procise, MS, BS, AAS, CMA (AAMA), PAC, BLS, presented two programs, one on Updates for Medical Laboratory and Order of Draw was the second program. We had approximately 17 members in attendance with a brief business meeting following the two sessions. Our present membership is 152.

West Central District **Inactive, Jackie Raber, CMA (AAMA), CBSCHA, EMT** We met January 11, and we had 3 attendees with the topic on Dementia. Our speaker was Susan Antrim, PTA, LMT. In February we met on the 8th and had 3 attendees with the topic being Domestic Violence and the speaker was Kelly Hampton. We plan to meet on March 8th with the topic being “trinity Drug combinations” by Pharmacist Joe Flores. WCD will keep meeting the second Saturday of the month. We currently are reaching out to members by eblast and text messages and FB web page. Nothing else new to report at this time.

Unfinished Business

Scanning Presidents' Documents Pam Neu, CMA (AAMA) She is working on this project and is having some issues with dates, photos fading. This is going to be a very long process.

Basket Raffle Reminder—East Central District, June 2025 East Central will be more than happy to put the raffle basket together for the June meeting.

New Business

Request nominations for AAMA Jane Seelig, CMA-A (AAMA) will be running for AAMA Speaker of the House. Pam Neu, CMA (AAMA) made a motion for ISMA to set a budget of \$1000 to use for campaign. This was passed unanimously.

Discuss ideas for Nov. 2025 Silent Auction A committee was formed to look at revamping the auction. Kit Stine, CMA (AAMA)-Chair, Dianne Wimsett, CMA (AAMA), Karen Pershing, CMA (AAMA), and Tabitha Terry, CMA (AAMA).

Officers/Directors/Committee Chairs End of Year Reports due March 1, 2025: All reports should be submitted to Rita Michel.

ISMA shirts Dianne Wimsett, CMA (AAMA) Has a shirt that she would like to be considered for sale. She will work on getting information on pricing. She may possibly be able to provide a sample along with samples of sizing to bring to the State Conference in April.

Lapel Microphone for conference Rita Michel, CMA (AAMA) will check to see if the hotel has one that can be used. This may be something that the state may consider purchasing in the future.

Announcements

Med-A-Scoop Deadline – February 22, 2025

Annual ISMA State Conference April 4-6, 2025

Other announcements? None

Adjournment Paula Schubert, CMA (AAMA), President 5:22pm



Unlocking Employee Potential: The Path to Organizational Success

<https://www.franklincovey.com/blog/unlocking-employee-potential-the-path-to-organizational-success/>

At any thriving organization, these are the team members who should stand out: The ones who show constant initiative, demonstrate leadership skills, and make clear their aspiration to move ahead. Their abilities outpace what's required of their job title. They are driven, though they don't always have an idea of what they're driving toward. Recognizing and developing the potential of these team members—who should be regarded as high-potential employees—is essential to sustain organizational growth as well as competitiveness. Doing so in a way that's visible to all employees fosters a proactive culture and workforce, drives innovation, and cultivates future leaders. There is no one key determinant to the future success of a company. However, ensuring that team members who exhibit these characteristics get the support they need is paramount.

Nurturing high-potential employees have been shown to drive business success. Indeed, companies that invest in leadership development programs are more than twice as likely to meet their performance targets, and more than four times as likely to excel at organizational growth, according to [data](#) from Brandon Hall Group. The benefits of investing in the potential of high-potential team members are tangible and measurable.

What is Employee Potential?

To be sure, not every organization's definition of high-potential employees are people who go above and beyond their current roles. These team members exceed the requirements of their job descriptions and make themselves visible in both the quality of the work they produce and the speed at which they work.

High-performing employees are those superstars who have been modeling extraordinary behaviors for a long time. High-potential employees show deep promise but are only beginning to demonstrate that superior level, caliber, and consistency of work.

Characteristics of High-Potential Employees

High-potential employees are hard to miss. These 15 primary characteristics set them apart:

1. **Ability.** Although everyone has potential, the primary characteristic of high-potential employees is that they've already shown an exceptional ability to accomplish what's asked of them in their current roles.

2. **Aspiration.** Many employees are motivated to do their jobs well, but high-potential employees have been taking it to the next level. Leaders have asked them what's working for them and what isn't—then made their intent clear: Here's what I want you to

do next. And next after that. True high-potential employees have demonstrated they're excited by new challenges and opportunities.

3. **Adaptability.** They haven't just sought out new challenges, they've embraced them. They've been eager to stretch their capabilities. This willingness to adapt is key for them as they've gained more responsibility.

4. **Sociable.** High-potential employees are comfortable in their current roles, and they've embraced opportunities to interface with a new set of bosses and peers. Productive, professional relationships have come easily to them.

5. **Leadership Skills.** These employees have identified and emulated the best leaders around them and learned from them how to identify and sell a strategic vision.

6. **Self-starter.** It's clear they know which projects to prioritize without constant handholding. **They jump on new initiatives, propose them—or both.**

7. **Competitive.** They want to win and want the organization to win. They are willing to push themselves and others to help their team prevail.

8. **Aligned.** High-potential employees may not always agree with every strategy, but they understand the importance of embracing organizational priorities and values, and don't openly challenge them.

9. **Quality control.** Substandard work will not stand. These team members have a high bar and don't tolerate efforts to lower it.

10. **Positivity.** Work is demanding—and a negative attitude assuredly makes it harder to achieve outstanding KPIs. High-potential employees radiate a positive attitude of work well done is satisfying and rewarding.

11. **Work ethic.** High-potential employees prioritize their professional commitments. There is time for breaks, but a rock-solid devotion to getting work done at the highest quality.

12. **Trustworthy.** Honesty and dependability are vital characteristics for a team or organization to succeed. High-potential employees embody trustworthiness.

13. **On schedule.** In a global economy, projects can change constantly, and some employees may struggle to keep up the pace and meet deadlines. High-potential employees deliver on time or ahead of schedule.

14. **Emotional IQ.** It's a given that the best team members are highly intelligent. But intellectual intelligence is not the same as emotional intelligence. These team members model both, understand the difference, and how these dynamics impact a team's performance

15. Flexibility. In most organizations, change is likely a constant. High-potential employees understand that being able to accept evolving priorities and sudden changes easily is a key part of creating valuable work for customers.

Identifying High-Potential Employees in Your Organization

It's a given that most everyone has at least some potential. That idea should be a central part of most mission statements.

Yet it would be untrue to say most everyone has high potential. This isn't a knock on those who don't. There are plenty of excellent employees in organizations across the planet who do their jobs and do it well. The difference between them and high-potential employees is that this is enough to satisfy their professional ambitions, or their skill sets cannot be greatly expanded.

Pitfalls of Misidentifying High-Potential Employees

Misidentifying team members who have high potential means devoting time and energy to someone who would prefer not to be on the receiving end of that attention. It also means not spending enough time challenging those who truly want to do and can do more. As a result, you're likely to frustrate the former and alienate the latter. And if there's one circumstance an organization can't withstand losing customers, it's trying to replace high-potential employees. The top one-fifth of a company's workers are responsible for four-fifths of its output, according to a [measure](#) reported in the Harvard Business Review.

In addition to the 15 characteristics of high-potential employees above, there are more ways to properly identify them. For example, what feedback has there been from customers? Is there business data, such as high satisfaction ratings or growing sales, that offer proof points? Would colleagues and former managers agree that this team member has excelled? Has your organization used personality and assessment tests to help identify high-potential employees?

These team members aren't just producing excellent work, they're doing so at a speed and consistency that stands out. They're also producing these excellent results with minimal direction, or at least a lot less than their peers.

These are the team members so energized by the job, but also so good and efficient at doing it, that they not only have enough time to mentor their peers but choose to do so as well. It's likely that if you know a high-potential employee, it's because they've looked for different ways to get a promotion—on the one hand to increase their pay but, more importantly, their responsibilities as well. These are people eager for both, and for that reason identifying them may be the easiest part of this urgent responsibility.

Role of Leadership in Developing Your High-Potential Employees

Once you've identified a highly potential employee, it's vital to nurture them in a way that allows them to begin to reach their full potential.

No surprise, it's more of a challenge than simply observing that they might be willing and able to do more. It requires a level of personalization you likely won't be able to or choose to grant to every team member.

The Role of Leadership in High-Potential Employee Development

Habit 5 in "[The 7 Habits of Highly Effective People](#)" is Seek First to Understand, Then to Be Understood. This is how the superstars in every company are treated already. For those most admired, their leaders are, or should be, checking in at a regular cadence to see how they're doing and ask what challenges they might seek out next.

High-potential employees need something similar. If you're expecting extraordinary results, you have to offer an extraordinary level of input, along these lines:

- More personalized mentorship.
- An always-present option of continuous learning such as [leadership development](#) or specific coursework.
- Offering a variety of positions, not knowing which one is going to spark their curiosity.
- Access to senior leadership isn't available to others at the same level to help them gather advice and lobby, indirectly or not, for higher positions.

It is not merely the job of leadership to identify high-potential employees. It's also their job to provide an environment that's conducive to their growth. Not just because of the fear that they might take their talents elsewhere, but because of a sincere interest in helping them make the most of them where they already are.

Retention Strategies for High-Potential Employees

Research by Gartner for HR (formerly CEB, the Corporate Executive Board) shows that 25% of high-potential employees plan to leave their employers within the next year. This represents a failure by leadership for not providing proper management and development programs to retain the talent that, quite literally, will determine the outcome of most organizations.

Retaining high-potential employees isn't just a matter of not losing your best team members. It's also a matter of sending the right signals to everyone within an organization. Team members don't leave their company, they leave their leaders.

High-potential employees aren't just a little bit better than their peers—by one measure they are nearly 100% better, especially in highly complex leadership roles. It isn't just that performance like that is hard to replace. (Though it is: An organization can expect to spend more than three times a high-potential employee's salary to find someone else

to do the work.) It's that there is a cascading effect on organizational morale and performance when top talent regularly heads for the exit.

Conclusion

Identifying, developing, and retaining high potential employees isn't just a matter of organizational improvement. It's a matter of survival.

Reflect on what you've seen happen within your organization. Anyone who pays attention can readily identify those who are doing just enough and those who are doing more. How are those people treated? How are they nurtured? How likely are they to be praised and promoted? Observe that and you may get a glimpse into your organization's future, for the good and the bad.



ISMA ANNUAL CONFERENCE AAMA BOARD OF TRUSTEES REPORT

Deepest gratitude to the ISMA members for their support in this officer's successful campaign to be the 2024-2025 AAMA Speaker of the House. This is a one-year term. It is a privilege to be a member of this team working hard to build recognition of our organization, the credentialed, non-credentialed and student medical assistant and the value of their contribution to the care of patients. The Board of Trustees met in Chicago November 8-12, 2024, for our planning session. The strategic plan was reviewed and updated. The MAR week theme was approved, a five-minute hold time for the phone system was approved and we are very excited about the website phase one being completed and available on Monday, November 18. This officer is chair of the Marketing Strategy Team so let me know if you have any recommendations for items to consider to be sold at the AAMA Annual Conference in Virginia.

AAMA Padfolios, membership year pins and a few luggage tags are available for purchase at this meeting. They can also be purchased on the website from the AAMA store, but that price includes shipping.

The BOT met in Chicago, February 7-9, 2025, at the Downtown Embassy Suites. Members from five states (Michigan, Wisconsin, Utah, Texas, and New Hampshire) joined us for the open sessions and often are asked to contribute to the board discussions. All attendees are offered the same hotel room rate, which was negotiated for all the AAMA board meetings. It was an extremely productive meeting and speaker bureau assignments were revealed on Saturday before the close of the open session. Shannon Thomas, CMA (AAMA) AAS, AAMA Trustee from North Carolina will be visiting Indiana, and this officer is visiting Montana and virtually attending the Alabama meeting.

Progress is being made on the website upgrade. If you have any issues, please use the "feedback" tab on the right side of the page. If this does not work, let me know immediately so the problem can be corrected. As documents are updated and approved, they are being put onto the website. Look for the Volunteer Leaders Procedure Document for descriptions of all the AAMA volunteer opportunities available to you.

You may be contacted to participate in a focus group by either the Leadership or Membership committee. Please agree to provide your valuable insight to help guide us into the future. You will be provided with an opportunity for one free CEU and put into a drawing for a one-year AAMA membership.

Registration for the AAMA Conference in Arlington Virginia September 18-22, 2025, is now available on the AAMA website. Virginia Society has lots of exciting workshop speakers and topics planned for this conference. Make plans now to attend and experience the wonders of the area.

The Certifying Board wants to remind you that there is an alternative pathway for credentialed medical assistants to become AAMA certified. Please share this with your co-workers. Testing candidates are allowed to make six attempts to pass the exam in a twelve-month period.

The AAMA Board of Trustees will be meeting in Reno Nevada June 5-7, 2025, at the Grand Sierra Resort. Come and join us if you want to experience not only a BOT meeting, but also the site of the next annual AAMA conference.

Thank you for your support, it is deeply appreciated. Please contact me should you need assistance or information about your AAMA membership. It is this officer's goal to serve AAMA as Speaker of the House for two more years should the AAMA House of Delegates re-elect me in September.

Jane Seelig, CMA-A (AAMA)
2024-2025 Speaker of the House
Marketing Strategy Team Chair

BOARD OF TRUSTEE NEU REPORT

Your board of trustees for the AAMA have been very busy this year. We have seen the launch of the newly rebuilt website and the continual updates since! We attended the 68th Annual National Conference in Grand Rapids, MI. Our Awards night was a blast with the costumes and the BOT dressing up and dancing to the song "Flashlight". Indiana was awarded the Excel award for the greatest percentage of increase of members CMA (AAMA)! Congratulations to all of us! Jane Seelig, CMA-A (AAMA) was voted as Speaker of the House and Pam Neu, CMA (AAMA), MBA, was re-elected as trustee for 2024-2026. The AAMA 69th Conference will be held in Arlington, VA, and our 70th AAMA conference will be held in Reno, NV. Two very exciting conferences with lots of CEU opportunities and wonderful locations to see the "sites". Be sure to save up and make your reservations! I am looking forward to representing you as a national trustee and help build the future of the AAMA. Thank you for your support!

Pamela L. Neu, CMA (AAMA), MBA
2024-2026 Trustee
Membership Chair
Strategic Issues Member
Educator's Collaborative Task Force
Leadership Member



**AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS®**



REQUESTING POINTS

Certain situations need attention during the meeting, but they don't require a motion, second, debate or voting. It's permissible to state a point during a meeting where the chairperson needs to handle a situation right away. Board members can declare a Point of Order, Point of Information, Point of Inquiry or Point of Personal Privilege.

Point of Order: Draws attention to a breach of rules, improper procedure, breaching of established practices, etc. Any member may stand and say "Point of Order". The chair says, "The member will state her point of order." After the member says how she believes a rule (s) is being broken, she is seated. No second is necessary and no vote is taken. Instead, the chair rules on the point of order, saying, "The Chair rules that the point is well taken" or "The Chair rules that the point of order is not well taken," briefly giving reasons (which are recorded in the minutes.)

Point of Information: A member may need to bring up an additional point or additional information (in the form of a nondebatable statement) so that the other members can make fully informed votes. For example, a member may ask the cost of an item that the society is considering to purchase.

Point of Inquiry: A member may use Point of Inquiry which is directed to the chair to seek understanding on a specific rule or detail before making a decision; for example, "Point of inquiry, could you please clarify if we are voting on Amendment A or Amendment B first?"

Point of Personal Privilege: A member may use Point of Personal Privilege to address the physical comfort of the setting such as temperature or noise. Members may also use it to address the accuracy of published reports or the accuracy of a member's conduct. To raise a point of personal privilege:

Rise immediately and without waiting to be recognized

State, "Madam President, I rise on a question of personal privilege"

Madam President: "State your point."

For the ISMA Conference April 4-6, 2025

Don't Forget

**District Raffle Baskets
and Your District Door Prizes!**



2025 ISMA 69th ANNUAL CONFERENCE
HOSTED BY 12th DISTRICT
April 4 - 6, 2025
The Hilton Garden Inn, Edinburgh, IN
Registration Form (please print)

Name: _____

AAMA Member ID # _____ Credential: _____

Address: _____

(City, State, Zip) _____

Phone: _____ Cell: _____ Home: _____

Home Email address: _____

We need this information for your nametag please:

District (Chapter) Name: _____

Current responsibility and credentials: Local/State/National

Please circle one: Member Student member Not a member

Since April 2024, please check: _____ New CMA (AAMA) _____ Educator

_____ First time Conference attendee _____ Recertified CMA (AAMA)

FOOD ALLERGIES: _____

REGISTRATION DEADLINE: MONDAY, MARCH 17, 2025

No registrations accepted after March 24, 2025

All workshops, meals and entertainment are included in the total registration package. **Registrations received by March 17, 2025**

Members:	\$180.00	Student Members:	\$ 50.00
Non-member Students:	\$110.00	Non-members	\$ 225.00

Late Registrations received after March 17, 2025

Members:	\$205.00	Student Members:	\$ 75.00
Non-Students:	\$125.00	Non-members	\$255.00

One Day registration without meals:	\$150.00
Guest Meal only registration:	
Breakfast	\$ 30.00
	Dinner \$ 55.00

QUESTIONS????????

Rita Michel, CMA (AAMA)
Pam Neu, CMA (AAMA), MBA

remichel49@gmail.com (260) 358-7282
msneu@yahoo.com (260) 750-7250

Please forward the completed form with check payable to:

ISMA Conference Fund	or	VENMO: @RitaMichel
Rita Michel, CMA (AAMA)		Email Registration to:
6710 W 600 N		remichel49@gmail.com
Huntington, IN 46750		

How to Maximize Your Professional and Personal Growth

2025 ISMA 69th Conference Schedule

Elevating Your Potential

10 CEUs (total)

All activities will be in the Ballroom unless otherwise specified

Friday, April 4, 2025

3:00 – 5:00 pm	Registration opens
5:00 – 6:00 pm	Pre-Conference Board Meeting Meeting Room D
6:15 – 7:00 pm	Welcome and Country Buffet
7:00 – 9:00 pm	Workshop #1 Topic: TBA

Saturday, April 5, 2025

7:00 – 8:00 am	Registration opens
6:30 – 8:00 am	Breakfast (All American Buffet) Special seating for PIPs meeting 7:00 – 7:45 am
8:00 – 10:00 am	Workshop #2 – Topic: Independence and the Importance of Professional Relationships Speaker: Michael S. Dalrymple, JD
10:15 – 10:30 am	Registration for Annual Business Meeting
10:30 – 12:00 Noon	Annual Business Meeting
12:15 – 12:45 pm	Box Lunch? with AAMA National Representative
1:00 – 4:00 pm	Workshop #3 – Topic: QPR Certification (Question, Persuade & Refer) Speaker: James Ginder
6:00 – 9:00 pm	Award/Installation Banquet

Sunday, April 6, 2024

7:00 – 8:00 am	Early Bird Breakfast
8:00 – 10:00 am	Workshop #4 -Topic: Soft Skills for Job Success Speaker: Shannon Thomas, CMA(AAMA)
10:10 – 11:10 am	Workshop #5 – Elevate Your Potential With Crucial Conversations Speaker: Shannon Thomas, CMA (AAMA)
11:15 – 12:30 pm	Post Conference Board Meeting

Hotel Reservations for 2025 ISMA Conference

April 4-6, 2025

Hilton Garden Inn Columbus/Edinburgh

12210 N Executive Drive

Edinburgh IN 46124

812 526 8600

Fax 812 526 9337

Our Room Rates: \$130.00 Two Double Beds

\$135.00 Suite

Maximum of four persons per room

1. Call 1-877-STAYHGI or use the reservation link Available Rooms- Hilton Garden Inn Columbus/Edinburgh
2. Inform the reservation agent that you would like to book a group reservation at the Hilton Garden Inn Columbus/Edinburgh
3. Ask for group code **C-ISMA**.
4. Provide your arrival and departure dates to the agent, as well as your name, address information and a credit card for guarantee. (Can pay cash at arrival, but must provide a credit card to guarantee the room)
5. Please inform the reservation agent of the total number of adults (anyone over the age of 18). It is important that we have an accurate count per room.
6. If you wish to receive a confirmation e-mail, a valid e-mail address must be provided to the agent.
7. Any questions or concerns regarding the availability of rooms should be directed to Lacey Faubion, Director of Sales or Daniel Arnold, General Manager at 812-526-8600.

The group cutoff date is March 24, 2025. We will continue to accept reservations after that date, but the group rate will not be honored. I provided the central reservations number for your group because they use a different system than we do on property, and it is much faster to book a group reservation through them than through the hotel. **Please encourage your attendees to use 1-877-STAYHGI to make their reservations. The hotel will not give credit to the group for anyone booking outside of the group block.**

ISMA CODING CORNER

With today's "modern" technology of the electronic health care systems (EHR) "cyberattacks" are much more prevalent and costing billions of dollars of damage to all systems and areas of healthcare. It has been 20 years since the agency for Healthcare Research and Quality began its digital health care research program. The following are just a few of the over-whelming examples listed in this issue:

- *\$6 billion inaccurate patient identification resulting in rejected claims in the United States resulting in lawmakers in all states proposing the MATCH It Act to combat these claims.
- *\$3.7 million in MediGold, a Medicare Advantage Plan, received in net overpayments after an audit revealed diagnosis codes were submitted that failed to meet federal requirements.
- *\$1.1 billion will be rebated to Americans thanks to the Affordable Care Act's medical loss ratio provision.
- *9.85% of the medical coding and billing market valued to \$1 billion dollars in the United States alone is expected to grow by this percentage between now and 2030.
- *2,000 reported by Allina Health, a nonprofit health system in Minneapolis, is transitioning this number of IT and revenue cycle employees to Optum.
- *Epic Systems, a healthcare software company, currently has an estimated 36% of acute care. Hospitals using its HER platform with five additional health care organizations recently adopting the software.

A few of us "old school" medical assistants remember those "good old days" of paper charters and file folders. At least we did not have the "worry" of cyberattacks and hacking!

References: For the Record (WWW.FORTHERECORDMAG.COM)

Sandra Johnson, MS, CMA-AAMA, CPC; Southeast District



ADDITIONAL DEADLINES

- Membership Dues** **December 31, 2024** to be eligible to vote at ISMA Annual Conference
- Medical Assistant of the Year** Nominations by Chapters to President by **January 1, 2025** and Forwarded to Physician Advisors (3) by **February 1, 2025**, for judging. Award to be presented at Annual State Conference Banquet.
- Leon Levi Award** Nominations to President by **February 1, 2025**, for judging. Award to be presented at Annual State Conference Banquet.
- Golden Apple Award** Nominations to President by **February 1, 2025**. Award to be presented at Annual State Conference Banquet.
- Nominating Slate (Officers)** Slate of Officers to be presented at the **February 15, 2025**, State Board Meeting.
- Bylaws, Standing Rules, Resolutions** Any proposed changes to Bylaws, Standing Rules, Etc. must be provided to the membership 60 days prior to Annual State Conference (**February 3, 2025**)



DOWNLOAD THE ISMA WEBSITE LINK!

Instructions for Android and iPhone:

Android Phones: Open Chrome and type in the website address: Insocmedasst.org—hit enter and let the website appear. Tap the menu icon (3 dots in upper right-hand corner) and tap Add to home screen. Every time you go into the Web link, **make sure you refresh the page!!**

iPhone: Using Safari type in the website address: Insocmedasst.org and hit enter. At the bottom of your screen you will see a box with an arrow going up-touch that and scroll over until you see the prompt “add to home screen” tap the words and touch “add” at the top of the screen and watch your Web link appear. **Don’t forget to refresh the page when you go into the web link!**

**Official Newsletter of the
Indiana Society of Medical Assistants, Inc.
An Affiliate of the American Association of Medical Assistants**

**NOTICE– If you have a name or address change
PLEASE NOTIFY the National AAMA at 1-800-ACT-AAMA
(1-800-228-2262) OR WWW.AAMA-NTL.ORG**

