



American Association of Medical Assistants

The American Association of Medical Assistants (AAMA) offers two ACAP accredited programs, the Assessment-based Certificate in Allied Health Education (ABC-AHE) and the Assessment-Based Certificate Program in Pediatrics (ABC-P). AAMA first achieved an ACAP accredited program in February 2021.



**AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS.**

The American Association of Medical Assistants® (AAMA) is committed to advancing the medical assistant profession through education, certification, and advocacy for quality patient-centered care. AAMA's core values include a dedication to quality health care, patient safety, professional integrity, and the promotion of lifelong learning.

Accreditation for its certification and certificate programs is one of the ways AAMA demonstrates those core values. The Assessment-Based Certificate Program in Allied Health Education (ABC-AHE), has recently achieved ACAP accreditation, underscoring the association's commitment to high educational standards and professional advancement. This program offers comprehensive education in three critical areas: Principles of Adult Learning, Effective Classroom Instruction, and Assessment and Evaluation in Allied Health Education. To earn the certificate, participants must complete all three courses and pass a final assessment.

The accreditation of the ABC-AHE under the ICE 1100 Standard for Assessment-Based Certificate Programs marks a significant milestone for AAMA. With over 170 participants, this program is quickly becoming a cornerstone for allied health practitioners aspiring to advance their careers in education and leadership.

PURPOSE AND STRATEGIC VALUE OF ACCREDITATION

The AAMA Continuing Education Board sought accreditation for the ABC-AHE to solidify its reputation and broaden its appeal. Schools and allied health programs prioritize third-party accreditations, recognizing the value they bring in ensuring quality education. The I.C.E. 1100 accreditation not only validates the rigor of the ABC-AHE program but also enhances its visibility among academic leaders, including deans and program directors.

Accreditation has opened doors for allied health practitioners aiming to transition into education roles or advance within academic institutions. The program's success is evident as it has surpassed initial projections, doubling the expected number of certificants within the first year.

"The ABC-AHE program has been quite successful. There is a shortage of educators in allied health, and we have been able to strategically position the program. Our original projection was conservative - we hoped to have about 30 certificate holders in the first year. At the end of the first twelve months, 31 individuals earned the ABC-AHE".



Don Balasa, JD, MBA
Chief Executive Officer
American Association of
Medical Assistants



American Association of Medical Assistants

IMPACTS OF ACCREDITATION

- 1 Enhanced Program Credibility:** ACAP accreditation has boosted the reputation of AAMA's programs, establishing them as trusted and respected sources for healthcare education. This credibility attracts health professionals who prioritize accredited programs for career advancement.
- 2 Increased Professional Visibility:** Accreditation has raised awareness and value of the ABC credentials among educational institutions. Deans and Presidents now recognize the importance of these credentials, motivating schools to seek accredited instructors for their programs.
- 3 Career Advancement Opportunities:** Practitioners aiming to become educators, as well as current educators seeking higher positions within the organization, can now better demonstrate their expertise through accredited credentials, opening doors for career growth.
- 4 Alignment with Industry Standards:** The accreditation process has deepened AAMA's commitment to high psychometric and instructional standards, ensuring that their programs adhere to the latest best practices and setting a benchmark in allied health education.
- 5 Continuous Program Improvement:** Accreditation has fostered a culture of continuous improvement within AAMA, encouraging regular assessments and refinements to maintain excellence and stay responsive to evolving industry needs.

INSIGHTS GAINED: THE ACCREDITATION JOURNEY

Looking ahead, AAMA is committed to seeking reaccreditation for both the ABC-P and ABC-AHE programs. The organization will also explore additional opportunities to further validate the educational components of these programs, including third-party evaluations. These efforts will ensure that AAMA continues to set the benchmark for excellence in allied health education.

The AAMA's experience with ACAP accreditation has underscored the value of rigorous standards and the importance of continuous learning and adaptation. The success of the ABC-AHE program is a clear indicator that accreditation not only elevates the program's credibility but also expands its reach and impact. As we refine our marketing strategies, we are confident that the I.C.E. 1100 accreditation will continue to attract health professionals dedicated to advancing their careers and the quality of patient care.

FUTURE DIRECTIONS AND CONTINUOUS IMPROVEMENT

Achieving ACAP accreditation was not without challenges. The process required a deep understanding of instructional design, psychometrics, and administrative standards. While AAMA staff excelled in meeting administrative requirements, the expertise of instructional designers and psychometric consultants was crucial for navigating the complexities of I.C.E. 1100. One area of learning was the alignment between psychometric standards and instructional design. The guidelines, while clear, allowed for internal interpretation, which required careful navigation to achieve the necessary psychometric rigor.



**Institute for
Credentialing Excellence**

credentialingexcellence.org