

AMERICAN ACADEMY OF ANESTHESIOLOGIST ASSISTANTS

e - Record

Information of interest and importance to Anesthesiologist Assistants and AA Students

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For more practice-related news and information, [visit the AAAA website](#), [like us on Facebook](#), or [follow us on twitter](#).



May 30, 2017

CAA Week Toolkit



Certified Anesthesiologist Assistants Week is less than a week away! CAA Week focuses on promoting, recognizing and illustrating the importance of Certified Anesthesiologist Assistants by showcasing the impact CAAs have on their patients, their community and the profession overall.

Attached to this message is a link to a toolkit of resources to help promote and show awareness during this important week of advocacy.

Your toolkit includes the following resources:

- Social Media tools, versatile for all platforms
 - o Generated hashtags
 - o Profile-raising banners, themes and printable posters
 - o Promotional picture ideas to post and share
- CAA member feature story opportunities
- Community and student CAA outreach and relations
- Informative news release to send to the public and facilities in which you work
- Information on how you can receive a discount on the annual meeting registration

To access your toolkit, visit: www.anesthetist.org/caa-week-2017-toolkit

Reminder: Update Your Member Profile

It is also very important that your member profile is updated on the AAAA website. To ensure you receive current and up-to-date membership information, please remember to edit and update:

- Contact information
- Staff profiles/bios
- Payment/dues

Visit: www.anesthetist.org/

- **Select: Members, Member Services, Member Profile**

Complete The "Burn Out" Study



Soon, CAAs nationwide will receive a link from NCCAA to a survey that will provide useful data for a study examining burnout within the AA profession. This study is being led by Dr Henry Kroll, an anesthesiologist at Henry Ford Hospital in Detroit, MI and is being co-authored by two certified anesthesiologist assistants. This study, once published, will promote national exposure of the profession as well as identify factors that can cause stress and burnout among practicing AAs.

Please be on the lookout for the link when it is distributed by NCCAA. It is a very short survey and your participation will help the future of your profession.

Comm. Coordinator Added to Boost Messaging

Cornerstone Communications Group and AAAA Headquarters welcome Marissa Olson to the client services team as Communication Coordinator. Marissa is a recent Communications/Journalism graduate from Georgia State University. She is tasked with developing and implementing communication strategies, tactics and activities to expand the delivery of AAAA's internal and external messages. She also has the knowledge of social media analytics that will empower staff and AAAA leaders to determine how to effectively reach our members at all stages of the members' careers.

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