



Andreas Kaikis, DPM, left, holds a 12-month-old boy who received clubfoot reconstruction surgery.

The Mission Experience Gives Podiatrists Chance to Bring Hope

Podiatrists on a Mission, Part I

It's that time of year when the general public gives a little more generously in helping those in need of food, warm shelter, or Christmas toys. But when it comes to Medical Mission work, it doesn't normally follow a certain "time of year" for the medical community to physically travel to other countries and offer much needed medical treatment and education. Our PPMA Members and Residents are no different in giving of their time and expertise to those in dire need throughout the year, or supporting

podiatric organizations that give back to the community in a big way.

These podiatric physicians/surgeons bring hope and healing to indigenous peoples like no other profession can in such countries as

South America, Honduras, Nicaragua, and El Salvador. Their giving extends beyond a certain time of year, with most returning to follow up or because they get a lot of gratification in bringing much needed healing/treatment.

SHUZZ Foundation - Sole Giver

Most children in the states have multiple pairs of shoes to wear for different activities—sports, walking, recreation, school, and formal occasions. This is not the case in all parts of the U.S., but it is definitely lacking in third-world countries. "Most children across the world have one pair of shoes for school and play," says Jodi Schoenhaus, DPM, Boca Raton/Boynton Beach, FL, Medical Director, SHUZZ Foundation. Dr. Schoenhaus started the organization because she knows the confidence a pair of brand-new shoes can bring to a child.

The SHUZZ Foundation provides new washable shoes, that can grow with the child, internationally and domestically through fund-raising efforts and donations to underprivileged

"Most children across the world have one pair of shoes for school and play."



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Adaptability is PPMA's Strength

I am writing this President's Message as one of my final duties as President of the Pennsylvania Podiatric Medical Association. This opportunity to serve you has been one of the highlights of my professional career. The experience of sitting on our Board and moving up through the chairs has given me a very intimate look at the strengths and the weaknesses of our mutual profession.

First, working at this level, has reinforced my confidence in the value of our services to our patients, and the very critical role that we serve in the arena of medical care. Second, working with our Association has let me see and appreciate the amount of time and attention it takes to respond to the ever-increasing number of challenges that we all see in our professional lives. Third, working with the Association has given me the opportunity to see that most of the problems that we face are common to other podiatric associations and other specialty medical associations. We are not alone.

So the core principle I have tried to apply with each of the issues confronting us this year was defined by Charles Darwin. In 1859, he stated that:

"It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able to adapt to and to adjust best to the changing environment in which it finds itself."

—Charles Darwin, Origin of Species

I have tried to apply this principle to our Association and its actions. During a retreat, which we held in August, the Board applied a "SWOT" analysis to review our Association. That stands for "Strengths, Weaknesses, Opportunities, and Threats. We had multiple entries in each of those categories.

Our greatest strength is YOU, our membership. We have, as an Association within podiatry, been incredibly active in addressing the national threats that we have seen. From student recruitment through residency genesis; through insurance issues relating to scope and privilege and defense; our membership has always tried to lead the debate as opposed to follow it.

The strength of our Board is the adaptability of which Darwin spoke. We try to face each challenge head on and adopt an active position that will serve the membership.

Through our Foundation programs, our PMAP program, and our Guild affiliation, we have created a list of benefits that more than offset the cost of our membership. Our activism and our benefits have produced a very high index of membership loyalty. That loyalty has maintained our strength. Finally, that strength has given us both financial stability and the capacity to speak, before the legislature and the insurance industry, with one single voice for the profession of Podiatry in Pennsylvania.

However, we have weaknesses and we have threats. We have an aging professional membership. That is a concern nationally and it is reflected here in PPMA. We have initiated recruitment campaigns, and we have moved to incorporate younger members into leadership positions, but young membership recruitment is a paramount issue. We must demonstrate to our young members and potential young members, that the practice they enter today is the result of the hard work, development, and dedication of generations of their predecessors.

We need to focus on the younger practitioners in our communities and urge them to become involved. Our Divisions are the recruitment platforms for these young members. Our Board will work with your Divisions in setting up meetings or programs to help you improve recruitment. We have sponsors that are willing to provide an evening out, including a meal, CE Contact Hours, a forum for business meetings, and collegiality. Our Board members will attend and speak, or our staff will attend and speak.

I am urging this redevelopment of Division strength as our Division was my entry into leadership. I cannot tell you how beneficial my term on the Board and my year as President has been. We are a profession that is small enough that we can get to know the leaders from other regions and states, and I can tell you that Pennsylvania makes a difference.



Gerald Gronborg, DPM

"We are a profession that is small enough that we can get to know the leaders from other regions and states, and I can tell you that Pennsylvania makes a difference."

Podiatrists on a Mission

CONTINUED FROM PAGE 1

children. Currently, the organization provides well over 125,000 pairs of shoes. This is no small task, as the Foundation continually runs fund-raising efforts and purchases new shoes to distribute.

The shoes provided range from: Crocs, Natives, New Balance, to Adidas brands. “Domestically, we participate in back-to-school drives and athletic programs in an effort to encourage healthy, active lifestyles for children,” says Dr. Schoenhaus. Here at home is where the SHUZZ Foundation mostly donates cleats and sneakers for the youth.

The program has been extremely successful, according to Dr. Schoenhaus. The SHUZZ Foundation also provides medical relief and medications to a number of clinics in Guyana, South America; specifically providing Grand rounds education because there is a high rate of diabetes and limb-threatening conditions. In one of their Missions, “We met a four-year-old boy from Lethem, Guyana, that had internal tibial torsion [see photos on right]. Through the SHUZZ organization, we were able to get him a Visa; and he and his mother traveled to the United States where surgical reconstruction was performed, followed by physical therapy and rehabilitation,” says Dr. Schoenhaus.

The Foundation distributes shoes to Haiti, Guatemala, Columbia, and the Bahamas. Dr. Schoenhaus attributes their success to the love of shoes and for the children! They’ve been going strong for eight years now.

Another Mission in Honduras

PPMA Member Neal Kramer, DPM, kept his word about going back to the Manos Amigos clinic in La Entrada, Honduras. He again was part of a Mission Team this summer, serving the Manos Amigos clinic funded by the “Serving at the Crossroads” organization. The clinic is 10,000 square feet, staffed by two full-time physicians and dentists. Dr. Kramer was joined by podiatric residents Brittany Mayer, DPM, and Shaun Latshaw, DPM, to provide treatment and instruction of the lower extremity, which is normally not available at the clinic.

“Honduras has a very high percentage of diabetes in their population,” says Dr. Kramer. When Dr. Kramer was there in 2016 with Lee Sanders, DPM, he was initially amazed by the large percentage of lower extremity complications. This time around, the team saw approximately 100 patients for evaluation, mostly diabetics, and treatment. Dr. Kramer and the residents:

- Performed many surgical debridements of wounds on feet and legs.
- Saw a few congenital problems like brachymetatarsia (congenitally short metatarsals) and pes planus.
- Performed one surgical emergency whereby a patient with a posterior heel wound had fallen, forcibly dorsiflexed her foot, and tore the entire posterior portion of skin and 80 percent of Achilles tendon.
- Performed a few digital amputations as well.



SHUZZ FOUNDATION MEDICAL RELIEF: Four-year-old boy, BEFORE his surgical reconstruction of his tibial torsion.

SHUZZ FOUNDATION MEDICAL RELIEF: Four-year-old boy, AFTER his surgical reconstruction of his tibial torsion.



SHUZZ FOUNDATION: The Foundation provides shoes to underprivileged children domestically and internationally.

In total, more than 800 patients were seen during the week's visit by the medical team, which comprised of the three podiatrists; an ER physician; infectious disease physician; two additional general physicians (taking into account the two physicians based at the clinic); several Nurse Practitioners; and 20 non-medical personnel. "Extremely rewarding for everyone," says Dr. Kramer.

“Healing the Children” in El Salvador

Andreas Kaikis, DPM, one of Dr. Michael Troiano's (PPMA Board Member) residents at Penn-Presbyterian Medical Center, participated in the Healing the Children organization's Mission that took him and three other podiatric surgeons to El Salvador in September. Dr. Kaikis felt the Mission was "a tremendous opportunity," one that he plans on repeating.

This marked the 25th Anniversary of the Mission trip, which focused on pediatric congenital lower extremity limb deformities and was sponsored by the Rotary Club.

Dr. Kaikis, also a Chief Resident at the University of Pennsylvania Health System, expressed that this experience left an indelible mark on him. "You are seen as a beacon of light for these individuals, and it truly allows you to reflect and realize how we take our daily routine for granted." The podiatry team:

- Screened about 200 patients from all over El Salvador
- Performed 50 surgeries, ranging from tendon work, fusions, clubfoot, and reconstructions
- Encountered acute pathologies: neglected clubfoot, arthrogryposis, vertical talus, flatfoot and cavus deformity, and post-traumatic and neuromuscular pathologies.

According to Dr. Kaikis, the Mission's success was due to the coordinated efforts of the team of surgeons, residents, anesthesiologists, nurses, prosthetists, and ancillary members. "Every individual played an integral part to allow us as surgeons to make a difference in the lives of the children," he says.

He challenges his peers to also become a "beacon of light" and "a part of the human experience of these families" by participating in a Medical Mission. Because at the end of the day, serving others is serving the profession! **UPDATE**

—Susan Girolami Kramer



ANDREAS KAIKIS MISSION TO EL SALVADOR: Vertical Talus reconstruction surgery on a 16-month-old male child.



NEAL KRAMER MISSION TO HONDURAS: Female with chronic venous ulcerations present for more than one year.



NEAL KRAMER MISSION TO HONDURAS: X-ray of a young girl with congenitally short metatarsals needing surgery. The surgery hopefully will be done in U.S. before end of year.

President's Message

CONTINUED FROM PAGE 3

As I step down in November, I want to give you one last set of "Asks" (Requests) of you:

1. Become a Mentor to science students interested in podiatric medicine as a profession. Go to www.AACPM.org, click on "DPM Network", scroll down and hit "Become a Mentor." We need to be our own best salesmen, and this is an easy way to become involved. This will address the threat of student recruitment. (See sidebar from previous newsletter for more information.)

2. Ask your Congressman to sponsor the HELLPP Act. The HELLPP Act/HR 1221/S 626 contains a provision that will strengthen Medicaid by conforming the definition of "physician" in Title XIX/Medicaid to the definition of physician in Title XVIII/Medicare. Today, the absence of the HELLPP Act affects YOU. Because of a section in the ACA, Podiatric Physicians are being denied the ability to prescribe wound care DMEs and home healthcare.

Historically this has never been a problem, but this ACA section has changed our practice in Pennsylvania. You can go to www.APMA.org and send a letter via eAdvocacy; or, you can write a personal letter to your Congressman and simply tell him (yes, they are all men) you are a constituent who is being denied the ability to treat other constituents and that you would like his support by him becoming a cosponsor of HR 1221. If you do not know who your Congressman is, go to www.Govtrack.us and type in your address. All of the necessary information will appear. This will take you ten minutes tops. Help us, help the profession.

3. Become involved in PPMA. The years that I have spent as a Board member and officer have been more rewarding than you can imagine. We have a great Board. We have great leaders coming up in the profession, and we need more. I am not disappearing. Call me, and I will help you become involved. Finally, Thank You for allowing me to serve you as your President. **UPDATE**



KEEP
CALM
AND
RECRUIT
ON

AACPM Mentoring Network: Join a community of podiatric physicians who value opening their practices to the next generation of physicians:

- **Registration is free and easy: visit <https://tinyurl.com/ybpzz67m>**
- **Mentoring is a unique way to engage with the next generation of young physicians.**
- **Mentoring and Speaking Engagements can be tailored to fit your schedule.**
- **Mentors will be given access to resources to use when mentoring/speaking.**

Update on APMA Student Recruitment Toolkit: APMA's research efforts are still wrapping up. The qualitative part (focus groups with current students and prospective students, as well as interviews with admissions officers at the nine schools) is complete. We are now working on the quantitative part (an online survey of prospective students). As soon as that is done, we will complete the strategic recruitment plan and move ahead with development of the toolkit. Members should watch for upcoming calls; we held the first on September 25, and it was fairly well-attended. We received—and answered—some great questions!

Thank You 2018 Foundation Clinical Conference Exhibitors

Advanced Data System
Advent Medical Systems
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American Board of Podiatric Medicine
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AssuranceMD
Atlantic Enterprises, Inc.
Bako Diagnostics
Beacon Podiatric Billing Services LLC
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CBAY Transcription Services, Inc.
Delta Surgical Instruments
Dia-Foot
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Dr. Comfort
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Kent State University College of Podiatric Medicine
Marlinz Pharma
Melinta Therapeutics
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NEMO Health—TRAKnet
OrthoFeet, Inc.
Osiris Therapeutics
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Penn Radiology
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Providence Management, Inc.
Quantum Pathology
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Sammy Systems
SOLO Laboratories, Inc.
STI Computer Services, Inc.
SureFit
Temple University School of Podiatric Medicine
The CORE Group
The Tetra Corporation
Transdermal Therapeutics, Inc.
Web Power Advantage
Wolters Kluwer



Someone Answer the Phone

By Lynn Homisak, PRT, CHC, SOS Healthcare Management Solutions, LLC

Think every call made to your office seeking an appointment actually becomes an appointment? Think again. Yes, worthy/costly marketing strategies will attract calls to your office; however, all the marketing in the world will be for naught if prospective callers are not converted into patients. What? Why does this happen? One very simple reason—receptionists not properly trained are asking every question except the one that closes the deal.



Lynn Homisak

Today's patients have certain expectations when they call a doctor's office. Especially when searching for a new doctor. They expect efficiency and expediency, a knowledgeable staff, friendly attitude, outstanding customer service, and a smile because, yes, callers can tell if their listener is smiling. And their first impressions start with that phone call. If it fails to impress, or misses an opportunity to provide what is expected, savvy callers will continue to shop. And as the doctor, moving from treatment room to treatment room, away from front desk activity, you may never know.

Sadly, training staff on phone etiquette is embarrassingly lacking especially when it comes to what to say, not say, prompted scripting (prepared scripts for common questions), and professional phone delivery (tone and attitude), etc. These skills are not recognized with as much seriousness as they should. Many doctors see "front desk experience in a medical office" on an applicant's resume. Is the presumption, therefore, that they know how to properly and professionally handle the phones? Never take this for granted. Remember, assume is an acronym.

A more in-depth discussion, to include role playing, should be a part of every applicant interview. This applies whether they are being hired for front or back office, since job sharing is typical in podiatry offices. Once hired, new staff members should be required to have phone-desk training. Actual training. Training that involves covering all office activities, i.e., putting patients first, protocol/policy, HIPAA, a telephone voice, scripting, phone handling, podiatry conditions and terminology. Taught to recognize emergent, urgent, and routine conditions, professionalism, diffusing angry patients, screening calls, proper scheduling, time management, answering critical questions, etiquette, establishing rapport, and a basic understanding of what callers are looking for.

The telephone is a practice's lifeline and a careless or half-hearted "learn-as-you-go" teaching approach WILL certainly result in lost patients. And to repeat the obvious, many of these new patients you will not even know you've lost. Trained employees work smarter.

Consider the patient who wants info about their insurance coverage. If you were to overhear how staff responds it might be surprising. When the caller asks, for example, "Does Dr. Pod accept my insurance?" and your staff answers with a simple, "no" the caller would likely thank them, hang up, and check with the office down the street. In fact, any time one hears, "Thanks for your information, I'll get back to you," you have pretty much lost that patient. We have all made that very decision/comment when we fail to get desired results. It is the kiss of goodbye.

How about the podiatric shopper who asks, "How much does your doctor charge for a pair of orthotics?" If your staff is in fact instructed to quote fees (or fee ranges) over the phone, they should stick to a pre-written script vs. "winging it"; a script that acknowledges the caller's question and at the same time promptly moves the conversation towards the exceptional care they will receive. "Mrs. Jones, that is a good question, one I might even ask if I were in your shoes." If it is your policy, here is where you might offer an approximate/range fee, stating also that it would depend on the type of orthotic needed.

Continue without hesitation ... "Now, besides our fees, Mrs. Jones, what else are you looking for in a podiatrist?" —a lead into highlighting the benefits of your practice. Reinforce their response with an inspiring, "Well, you have called the right place!" followed by advocating for the doctor and the practice.

It's important for staff to maintain control of the conversation so they can focus on more positive information and close all appointment-seeking conversations with a defined proposal, "I have an opening tomorrow afternoon at 2:00 p.m. Is that convenient?" On each encounter, make every effort to be in control, not controlling. Polite, not demanding. Energetic, not hyper. Friendly, not friends.

"The telephone is a practice's lifeline and a careless or half-hearted 'learn-as-you-go' teaching approach WILL certainly result in lost patients."

CONTINUED ON PAGE 11



Tracie started running to overcome PTSD.

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Podiatry in Pictures 2017/2018



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SHUZZ



HOD 2018



Kramer Mission



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Kaikis Mission



**Clinical
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Secrets of Success

CONTINUED FROM PAGE 8

Finally and from a litigious standpoint, it is critical that staff avoid answering questions dealing with or offering medical advice. I've heard it. I know it happens. This is perceived as practicing medicine for which they do not have a license. Their response to ANY medical question, therefore, should always be, "Mrs. Jones, that is a question that the doctor will have to answer for you, and (s)he can only do that after (s)he's evaluated your condition". Staff should then move immediately into offering an appointment. Of course, the seriousness of the complaint must be determined, emergencies require immediate care. Suggest a suitable time for a routine visit—Do Not Diagnose!

Nine out of every ten offices have varying degrees of operator error regarding telephone skills and it comes with a great loss! Lost revenue, lost professional respect, and lost patients. Hello, is anybody there? Still think winging it is a good idea?

UPDATE

On Your Toes

Update on Guild Member Healthcare Insurance Plan

The Guild and the OPEIU have reached an agreement with Highmark under which the OPEIU Health and Welfare Fund would work with the United Steelworkers Health and Welfare Fund in making individual and family coverage available to our Guild members. The documents necessary to achieve this benefit must comply with both state and federal regulations relating to this type of member benefit. Those documents are being reviewed NOW. The Plan will be a Highmark plan with a choice of coverage.

Work on this plan has taken well over a year. Given that this plan is still dependent on all compliance opinions, please be sure to secure coverage from other available sources pending an announcement that the Guild 45/OPEIU plan is open for enrollment. **UPDATE**

THE WESTERN PENN HOSPITAL presents the SCOTT ALTER, DPM MEMORIAL LECTURE SERIES

LOCATION:

West Penn Hospital
4800 Friendship Avenue, Pittsburgh, PA 15224
Wintergarden Conference Center—Friendship
Cafeteria—1st Floor, North Tower

SCHEDULE FOR EACH PROGRAM:

7:30 a.m.—Registration/Continental Breakfast;
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Fee—\$400 for all six (6) lectures or \$90 each; no cash
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2018

Saturday, **NOVEMBER 17, 2018**

2019

Saturday, **JANUARY 12, 2019**

Saturday, **MARCH 16, 2019**

Saturday, **APRIL 13, 2019**

Pre-register for each program by following these instructions—a confirmation number will be emailed to you:

- 1) Log onto www.aghcme.org;
- 2) Select: Conference Schedule on left;
- 3) Select month in which the course is being offered;
- 4) Select course; and
- 5) Register.

Contact Beth Sheedy, BS, M.Ed, at 412-688-7578 or beth.sheedy@ahn.org for more information.

The Western PA Hospital is approved by the CPME as a provider of continuing education in podiatric medicine. Each four hour course is awarded 4.0 contact hours. **UPDATE**

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Revisiting SOLO Laboratories: Still Leader in Custom Orthotics

SOLO Laboratories has been around and serving the podiatric community since 1983, and since the 1990s has been a sponsor in one form or another of the Goldfarb Foundation. SOLO's always been about (and still are) "superior orthotic devices and competitive prices," says Lindsay Sokol Szejko, Director of Customer Engagement with SOLO Laboratories.

Technology has and continues to play a major role in their success:

- Since SOLO was last featured in 2006, they launched the TOM-CAT scanning system, which introduced scanning to the podiatric industry.
- In 2016, the iTOM-CAT was launched as the next generation of technology. The iTOM-CAT uses iPad and scanning software to produce high quality scans of the feet.
- SOLO's proprietary corrections software assures a good fit for custom orthotics.
- SOLO continues to provide fully-custom orthotics in a marketplace saturated with "close-fit" options.

"Many consumers are attracted to practices that use technology to deliver their care," says Szejko. Also, scanning is fast, easy, and economical for podiatrists compared to traditional casting methods.

SOLO also has seen an increase in the demand for full-custom options as consumers are increasingly more involved with their healthcare. Consumers are seeking conservative alternatives to surgery to manage high-deductible insurance plan costs and educate themselves before visiting a podiatrist. This is where the future lies in orthotics, "We believe consumers will become more informed of the benefits of orthotics as an alternative to surgery and as a way to stay active longer," says Szejko.

For more information about SOLO, call 1-800-765-6522 or visit www.sololabs.com. SOLO Laboratories is a proud Metallic Sponsor of the Goldfarb Foundation. Look for them this November at the Clinical Conference (Nov. 8-11). *UPDATE*

"SOLO continues to provide fully-custom orthotics in a marketplace saturated with 'close-fit' options."



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Offered via:

- 1) Marriott Philadelphia Airport, Philadelphia, PA, OR
- 2) Online in Real-Time from your home/office

28 CE Contact Hours

Proud Metallic Sponsors of the Goldfarb Foundation:



Schedule

Wednesday, January 23

Lectures 9:00 a.m. – 6:15 p.m., Eastern

Thursday, January 24

Lectures 8:00 a.m. – 4:00 p.m., Eastern

Anatomy of a Question* 4:00 p.m. – 7:00 p.m., Eastern

CBPS Experience**, # 7:15 p.m. – 9:00 p.m., Eastern

Friday, January 25

Lectures 8:00 a.m. – 5:30 p.m., Eastern

Saturday, January 26

Lectures 8:00 a.m. – 1:00 p.m., Eastern

CE Contact Hours not available for this session.

*1 CE Contact Hour available for this session.

** Classroom Review Version ONLY.

Instructors

JEFF DUNKERLEY, DPM
DUANE EHREDT, DPM
DANIEL EVANS, DPM
EDWIN S. HART, III, DPM
JEFFREY D. LEHRMAN, DPM
NICHOLAS LEON, PharmD
ANDREW MEYR, DPM
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TRACEY VLAHOVIC, DPM
DAVID A. WALD, DO
KENDRICK WHITNEY, DPM

28 CE Contact Hours

The Goldfarb Foundation is approved by the Council on Podiatric Medical Education as a provider of continuing education in podiatric medicine. The Goldfarb Foundation has approved this activity for a maximum of 28 continuing education contact hours.

Lecture Topics

Anatomy of a Question
Bone Healing
Bone Tumors
Charcot Foot
Computer-Based Patient Simulation Experience (CBPS)
Dermatology
Digital Surgery
Emergency Medicine
Equinus
First Ray Deformities
Foot Types
Gait/Compensatory Reaction
General Medicine
How to Take a Written, Multiple Choice Exam
Infectious Disease
Lesser Metatarsal Surgery
Limb Length Discrepancy/Orthotics/Prosthetics/Bracing
Malignant vs. Benign Neoplasms
Medical Imaging
Neurology
Osteomyelitis
Pediatrics
Perioperative Management
Pharmacology
Plastic Surgery Techniques (Flaps)
PVD
Rearfoot and Ankle Surgery/Flatfoot and Cavus Foot
Rheumatology
Soft-Tissue Masses
Tendons/Tendon Transfers
Torsional/Rotational Deformity Ankle, STJ/MTJ Relative to Surgical Intervention
Traumatology
Ulcer Management and Wound Healing

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Classroom Review

Meeting Information

The Classroom Version is ideal for those participants who need the CBPS Experience and learn best in a physical classroom setting.

The Classroom Version of the 2019 Board Review Course will occur at the Marriott Hotel, Philadelphia Airport. The hotel is directly attached to the airport (code: PHL) via skywalk so no ground transportation is necessary. The course offers up to 28 CE Contact Hours.

Included Meals & Breaks

Continental Breakfast: Wednesday–Saturday
Lunch and an Afternoon Break: Wednesday–Friday
Note that dinner each evening is on your own.

Included with CLASSROOM REVIEW: Study Guide; Handout Binder; 28 CE Contact Hours; CBPS Experience; BBTN; Board-Master; Lectures; plus Access to Free Post-Conference Recorded Lectures (2/8/19 to 6/1/19), as well as Early Access to PowerPoint handouts (1/10/19 to 6/1/19).

Marriott Reservation Information

Marriott Philadelphia Airport
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Room Block held until January 7, 2019*

CALL 1-800-682-4087 for reservations or visit www.goldfarbfoundation.org to make your reservations online.

Reference the Goldfarb Foundation to get the group rate of \$160 (+tax/night).
Parking is \$24/night.

**After the cutoff date or when the room block is met, whichever comes first, reservations will be accepted upon availability at prevailing hotel rates.*

Online Review

Registrants for the online version will log onto a website operated by our partner company, Digital Samba, and view a screen that shows the lecturer, their PowerPoint presentation, and have the ability to ask questions, all LIVE and in real-time.

Online CE Contact Hours

It is the attendee's responsibility to know his or her state's CE requirements in regards to accepting CE credits earned online in real-time. It is recommended that those interested in taking the online version consult their state's licensing board for specific regulations about accepted real-time, online course CE contact hours. The Foundation is not responsible (nor required to know each state's standards) for attendees who take the course online, and risk having their credits denied, without first contacting their state for approval requirements.

Attendance Verification

Attendance for online participants will follow the same schedule as the Classroom Version. The software that the Foundation uses for the online course will take attendance via a polling widget; this information is used to determine your CE Contact Hours. Attendance verification can also occur randomly throughout the meeting via roll-call to ensure participation.

Review Technical Requirements Before Registering

- 1) Registrations must be received by JANUARY 3, 2019.
- 2) High Speed Internet connection is a requirement; you MUST be able to connect your computer directly to the router—no exceptions allowed.
- 3) Dial-up, WiFi, or satellite Internet prohibited.
- 4) If you have a WiFi Internet connection, you must be hard-wired to the modem for maximum event quality. If you choose not to be hard-wired to your modem and use a WiFi connection, Digital Samba will not troubleshoot any problems you encounter during the meeting.
- 5) The Internet connection must be through a PC or MAC, no Tablets.
- 6) Working sound/audio on the computer.
- 7) A working knowledge of the Internet and computers—how to click on links, download items, reboot your computer, adjust your computer's connections, and settings—is necessary.
- 8) Approximately one month prior to the meeting, online course registrants will receive details on how to test Internet connection and verify ability to properly participate in the online version. Those testing dates/times are tentatively scheduled for Wednesday, January 9, at 7:00 p.m., Eastern, and Thursday, January 10, at 10:00 p.m., Eastern. Registrants for the online course should plan to be available for one of those two sessions; more details will be included in your confirmation e-mail and in event communications.
- 9) Any questions regarding your computer or your Internet capabilities to participate in the online program, please contact David Segal directly at Digital Samba, 717-577-4727.

Registration Fees

Register at goldfarbfoundation.org

ALL REGISTRATIONS FOR THIS MEETING MUST BE DONE THROUGH THE FOUNDATION'S WEBSITE. Forms of payment accepted: VISA, MASTERCARD, AMERICAN EXPRESS, and DISCOVER.

Review Fees

CLASSROOM IN PHILADELPHIA

Registration Level/Registration Date	December 19 and before	December 20–January 17*
APMA Member	\$1,299	\$1,374
Non-APMA Member	\$1,499	\$1,574
Resident	\$899	\$899

*The last day to register for the classroom course is January 17, 2019. Registrations for the classroom course, including on-site, will not be accepted after this date.

ONLINE IN REAL-TIME

Registration Level/Registration Date	December 19 and before	December 20 – January 3**
APMA Member	\$1,324	\$1,399
Non-APMA Member	\$1,524	\$1,599
Resident	\$974	\$974

**The last day to register for the online course is January 3, 2019. Registrations for the online course will not be accepted after this date.

13th Edition, Foundation Study Guide

\$360 (includes \$10 S&H)—for those NOT participating in the Board Review Course. Visit www.goldfarbfoundation.org to order.

Confirmation E-mails

Confirmation E-mails will be sent to ALL ATTENDEES. If you do not receive a confirmation e-mail within two weeks of registering, call the Goldfarb Foundation to verify registration was received.

Cancellations & Refund Policies

Due to the digital nature of many aspects of the Board Review Course, the Goldfarb Foundation is unable to allow ANY cancellations or refunds for this meeting. If you register and are unable to attend the meeting for any reason, we are unable to refund your registration fee. If you find a replacement to attend the meeting in your place, they will not be issued additional copies of Boards by the Numbers, Board-Master software, or the 13th Edition Study Guide, and the original registrant will be the person who receives access to the raw videos of the lectures after the conclusion of the conference.

PLEASE NOTE: The Goldfarb Foundation is unable to assume risk or responsibility for the exhibitors' and/or registrants' time or expenses should an act of God, government action, aviation disruption, disaster, weather, or other force beyond the control of the Goldfarb Foundation make it inadvisable or impossible to conduct this event. The registrant may wish to consider purchasing personal travel insurance to insure his/her expenses. Registrants affected by the cancellation may be given the opportunity to switch to another version of this meeting, if available, at no additional cost to the attendee. Travel and any other attendee-incurred expenses related to the cancellation will not be reimbursed by the Foundation.

2018 PA-PPAC

2018 \$500 GIFT CARD RAFFLE: Remember with every \$100 contribution, your name will be entered at the end of 2018 in a raffle for a \$500 gift card. So FILL UP THESE BLANK SPACES and keep the profession in the forefront on the Hill in PA!!

BERKS

Berks Division	\$1,500
Paul C. LaFata	\$200
Kevin Naugle	\$100
I.E. Schifalacqua	\$200
Bradly Shollenberger	\$98
Joseph Smith	\$147
Michael Stevens	\$200
Vincent Zuwiala	\$100

BUCKS/MONTGOMERY

Bucks/Mont Division	\$2,000
Jeffrey Miller	\$250

CENTRAL

Central Division	\$150
Gary Raymond	\$500
Mark Tuccio	\$250

DELAWARE

Steven Chen	\$347
Jeffrey Lehrman	\$113
Alan Meshon	\$100

ERIE/N. WESTERN

LACKAWANNA

Jan Golden	\$282
John Scanland	\$125
Laura Virtue	\$135

LANCASTER

Jennifer Mulhern	\$45
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LEHIGH VALLEY

Jennifer Gross-Edwards	\$100
Lehigh Valley Division	\$1,000

LUZERNE/N. CENTRAL

Luzerne/N. Central Division	\$1,000
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PHILADELPHIA

Philadelphia Division	\$1,000
Michael Troiano	\$144

SOUTH CENTRAL

Jeff Dunkerley	\$39
R. Craig Martin	\$50
Thomas Ortenzio	\$205
Todd Zeno	\$41

WESTERN

Western Division	\$1,000
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TOTAL: \$11,498.64

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My Commitment to PENNSYLVANIA PPAC

To maintain and strengthen podiatry's involvement on the state health care scene, I pledge my support to PA-PPAC's 2018 Campaign. My voluntary political contribution of \$_____ is enclosed.

Name _____

Address _____

City/St/Zip _____

Make check payable to PA PPAC. PERSONAL FUND CHECKS ONLY Contributions are not deductible for income tax purposes. You may contribute any amount or no amount without concern of being favored or disadvantaged. Send to PA PPAC, 757 Poplar Church Road, Camp Hill, PA, 17011-2383.

Thomas R. Albright	\$50	Peter S. Holtz	\$100	Thomas J. Ortenzio	\$150
Lori A. Barnett	\$150	E. Douglas Hutson	\$44	Joseph D. Pasquino	\$150
Paul R. Barton	\$200	Warren S. Joseph	\$100	Philadelphia PPMA Div.	\$1,000
Gregory M. Bentzinger	\$10	Lawrence Kassan	\$50	Mark E. Pinker	\$300
Berks PPMA Div.	\$1,500	Melissa K. Knox	\$50	Jane Pontious	\$150
Nell V. Blake	\$150	Steven W. Kreamer	\$100	Gary A. Raymond	\$500
Central PPMA Div.	\$150	Paul C. LaFata	\$120	John L. Salahub	\$150
Larry Campoli	\$100	Jeffrey D. Lehrman	\$1,000	I.E. Schifalacqua	\$250
Alicia A. Canzanese	\$20	Richard L. Lizerbram	\$100	William J. Schlorff	\$150
Richard Chwastiak	\$250	Paul G. Lorincy	\$300	Rick Simon	\$250
Terry H. Clarke	\$150	R. Craig Martin	\$50	Peter E. Smith	\$50
John P. Dahdah	\$200	John A. Mattiacci	\$150	Joseph C. Smith	\$300
Kirk W. Davis	\$800	James B. McGuire	\$100	Michelle P. Sparks	\$300
Michael Q. Davis	\$301	Richard T. Meredick	\$150	Michael L. Stevens	\$150
David A. Edmonds	\$120	Alan L. Meshon	\$150	Richard G. Stuempfle	\$150
Joseph A. Gershey	\$150	Stephen J. Mills	\$100	Christina F. Teimouri	\$100
Jan M. Golden	\$150	Sabrina Minhas	\$50	William M. Urbas	\$200
Gerald E. Gronborg	\$239	Kevin T. Naugle	\$100	Laura P. Virtue	\$100
Edwin S. Hart	\$250	Jeffrey S. Nigro	\$100	Robert B. Weber	\$150
Maryann Hartzell	\$100	N. Central PPMA Div.	\$1,000	Vincent G. Zuwiala	\$150
Arthur E. Helfand	\$150	Anita A.C. Onufer	\$150		

TOTAL: \$12,805.50

Please note: Due to the delays in posting APMA contributor reports, it may take until the next issue to see your contribution.

My Commitment to APMAPAC - 2018

Check here if this contribution is drawn on: 12-Corporate Account

Enclosed is my voluntary, personal political contribution of:

\$25 (Student)
 \$75 (Young Physician)
 \$150
 \$300
 \$500
 \$1,000
 \$2,500
 \$5,000

Name _____ APMA# _____

Address _____

State _____ Zip _____ E-mail Address _____

Check
 Credit Card
 Other

Credit Card Number: ---

Expiration Date _____ Signature _____

IMPORTANT: These are suggested amounts. You may contribute more, less, or not contribute without concern of being favored or disadvantaged. This information is required for contributions of \$200 or more by the Federal Election Campaign Act. *Federal election law does not permit corporate contributions to be used for donation to candidates for federal office. Political contributions are not deductible for income tax purposes.

Mail your contribution to: APMAPAC, 9312 Old Georgetown Road, Bethesda, MD, 20814

Classifieds

NEW! PODIATRIST WANTED

CENTRAL PA: Full-time podiatrist needed for an established and rapidly growing practice. Candidate must be personable, self-motivated, and dedicated. Salary, malpractice, PTO, CME allowance, and 401 (k) available. Please e-mail CV to EmilyScholly@yahoo.com.

PART-TIME PODIATRIST WANTED

Seeking a part-time podiatrist in Northampton/Monroe counties. Our practice is seeking a very personable, well trained Podiatrist to work on a part-time basis. Our current need is approximately two-days per week and would include both office hours and house call/nursing home visits. Please send letter of interest with CV to Lsc922@verizon.net or call 570-406-5585 for an immediate interview.

X-CEL X-RAY UNIT FOR SALE X-Cel, X-ray unit for sale, fully inspected and licensed for Pennsylvania, manufactured 1984, excellent used condition, Chester County, contact BakerLinda31@gmail.com.

MEDICAL BUILDING FOR SALE:

Located in growing Bucks county area. Podiatric practice for 65 years. Contents and practice NOT included in sale. Currently occupied. Contact Mark Sommers at 267-772-0680 (cell).

PODIATRIST WANTED: Is your ideal practice opportunity one with all aspects of podiatry included? We are a group practice with six offices looking for the right surgically trained, board qualified/certified doctor to join our family. Forefoot and rearfoot surgery, as well as wound care and limb salvage, with privileges at two local hospitals are available. Partnership is certainly part of the long-term plan. We are looking for the right candidate with the position available as early as this spring or early summer. Please send all inquiries and CVs to sgrulke2002@yahoo.com.

PRACTICE FOR SALE PENN STATE

AREA: 31-year-old general podiatry practice with hospital within 1 mile. Small town (approximately 10,000 people) in central Pennsylvania (PSU Country!). Mifflin county has approximately 50,000 population. Time to retire!! Please contact Kathleen (office manager) at: 717-248-0821.

FOR SALE: THERABATH (Parafin Bath), Medical Electronics Inc., Complete Unit for \$55. Call (215) 680-7475.

PODIATRIST WANTED CENTRAL

PENNSYLVANIA: Highly reputable, family-owned practice is seeking a board-certified, motivated, professional, reliable podiatrist to join a very busy, two-office location practice. Schedule would be 3-4 days/week in our Berwick office, with the potential to practice in Lewisburg one day/week. Opportunities for general podiatric care, surgery, nursing home and house call visits are available. Surgical training/experience is a plus. Competitive salary and benefits offered. Perfect for a podiatrist winding down his/her career or wanting more time during the week to devote to other passions. Please forward letter of interest and CV to jzeller@albright-footcare.com or call 570.522.8637.

PART-TIME PRACTICE FOR SALE

BEAVER FALLS, PA: Long-established practice with a good reputation has been operating part-time and non-surgical for the past five years. Good growth potential with addition of surgical services or added office hours. Located on the main street with low rent and excellent visibility, this makes an ideal satellite office. Email gsteines@live.com if interested.

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CONTINUOUS

LOCUMS COVERAGE FOR ILLNESS, PREGNANCY LEAVE, AND VACATIONS: Self-insured, Diplomate of ABFAS, for Bucks, Chester, Delaware, Lehigh, Montgomery, Philadelphia counties; will consider other counties or locations. Call 267-221-6491 or email socksandshoes11@hotmail.com.

FEATURED

FOR SALE—QUALITY NEW & USED PODIATRY EQUIPMENT & NEW INSTRUMENTS: Most of our equipment is refurbished and comes with a one-year, 100% parts and labor or replacement warranty. Our instruments come with a life-time warranty so long as they are used for their intended purpose. Our chairs are almost all reupholstered in a choice of color; we have been told that it is as good as or better than the best new upholstery currently being sold by the leading chair manufacturers in the field in terms of fabric and workmanship. We also carry Mini C-Arms with Windows 7 computers that enable you to download images into your patient software. Let us equip your office for a fraction of the cost of new equipment. Phone: (440) 333-0007; Fax (440) 333-4902; parkhaven@hotmail.com; www.globalintermed.com. We also purchase name brand used equipment that is in good condition. (2019)



The *PPMA Update* is a publication of the Pennsylvania Podiatric Medical Association and the next issue will be January/February 2019. Advertising rates can be found on www.ppma.org.



www.goldfarbfoundation.org

2018

SEPTEMBER 2018 ONLINE COURSE Online Recert Prep Course

SEPTEMBER 1, 2018
For those Recertifying with ABFAS in 2019. Includes Online Lectures, Study Guide, and Boards by the Numbers.

NOVEMBER 2018 VALLEY FORGE 46th Clinical Conference

NOVEMBER 8-11, 2018
Valley Forge Casino Resort
King of Prussia, PA
26.75 CE Contact Hours

DECEMBER 2018 ANNAPOLIS Annapolis Meeting

DECEMBER 7-9, 2018
Historic Inns of Annapolis
Annapolis, MD
12 CE Contact Hours

2019

JANUARY 2019 PHILADELPHIA Board Review Course

JANUARY 23-26, 2019
Marriott Philadelphia Airport
Also Available Online Philadelphia, PA
28 CE Contact Hours

FEBRUARY 2019 JAMAICA FAPA 24th Scientific Seminar in the Sun

FEBRUARY 16-19, 2019
Iberostar Rose Hall Suites Resort
Montego Bay, Jamaica
16 CE Contact Hours
Contact FAPA directly at 516-520-0500

MAY 2019 ATLANTIC CITY Region Three

MAY 1-4, 2019
Resorts Casino Hotel
Atlantic City, NJ
25 CE Contact Hours



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Bianco Brothers Instruments

New Item



BB 007-S

7" Straight Nail cutter
Reg \$ 120.00 ea. Sale \$ 89.95
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Best Choice for Dystrophic Mycotic Nails

New Item



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BB 351



Spatula Packer
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EX 166 cut back or Fine Point
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BB B302
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BB B300
Straight



BB 4.5

4 1/2" Tissue Nipper
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Contact Don Friedman at 877.261.7622 ext.109 or email: dfriedman@yurconic.com



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PPMA Update

NOV/DEC 2018



717-763-7665 | info@ppma.org | www.ppma.org
757 Poplar Church Road | Camp Hill, PA 17011

Upcoming Events

46th Annual Clinical Conference
November 8-11, 2018 | Valley Forge

Annapolis Meeting
December 7-9, 2018 | Annapolis

Board Review Course
January 23-26, 2019 | Philadelphia

FAPA's 24th SEMINAR IN THE SUN
February 16-19, 2019 | Jamaica

Region Three APMA
May 1-4, 2019 | Atlantic City

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PPMA/APMA DUES PAYMENT REMINDER

- 1) THIRD QUARTER DUES PAYMENTS are due no later than **DECEMBER 1, 2018**. Please remit as soon as possible to avoid suspension of membership.
- 2) Remember to place your PPMA Member Number or full name on check if remittance stub not sent back with payment.
- 3) Don't forget to PAY ONLINE to assure payment is received on time!!!
- 4) Because APMA and PPMA engage in certain restricted lobbying activities, 5% of your National Dues and 10% of your State Dues are not deductible as an ordinary and necessary business expense, if otherwise deductible.

If you are having a problem paying your dues, please contact Jenna Clay at 717-763-7665, Ext. 213, or email Jenna@ppma.org to discuss possible payment options that may be available to you.

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