



**OHIO**

**FOOT AND ANKLE  
MEDICAL ASSOCIATION**

# Report of the Executive Director

**November 19, 2022**

**Mike Mathy, CAE**

# Background

Joined OHFAMA on  
June 1, 2020

Ohio Resident for 6  
Years (Cleveland,  
Columbus)

15+ Years of  
Association  
Management  
Experience

Certified Association  
Executive

Worked in  
Medicine/Research  
Since 2009

# OHFAMA Strategic Priorities

## EDUCATION

- Provide quality educational opportunities
- Promote high professional competency, ethics

## LEGISLATIVE ADVOCACY

- Improve and protect our profession via legislative and regulatory activities

## MEMBERSHIP

- Enhance and engage the podiatric community to advance our profession

## PUBLIC OUTREACH

- Increase public recognition of foot and ankle medicine and surgery in Ohio





## OUTREACH CAMPAIGN

Engage Non-Members Who Attend  
OHFAMA, Academy Events

1

## LEADERSHIP PIPELINE

Educate Students, Residents about  
OHFAMA Benefits, Services

2

## MEMBERSHIP GROWTH

Boost Membership by 3% Annually

3

## MEMBER ENGAGEMENT

Work with Academies to Boost  
Member Participation

4

## INSURER RELATIONSHIPS

Build Relationships with High-Level  
Insurance Company Contacts

5

# MEMBERSHIP

- Enhance and engage the podiatric community to advance our profession

# PUBLIC OUTREACH

- Increase public recognition of foot and ankle medicine and surgery in Ohio

1

## OUTREACH RESOURCES

Share Sample Columns and Advertisements with Members

2

## PR CAMPAIGN

Update Messaging for Association's Advance Ohio Media Campaign

3

## SOCIAL MEDIA

Amplify Podiatry Content Creators on OHFAMA Platforms

4

## SPEAKERS BUREAU

Create Speakers Bureau of DPMS, Promote to Related Professions

5

## LOCAL OUTREACH EVENTS

Task Academies with Participating in a Local Public Outreach Event

# KSUCPM Legislative Day

## October 10 Event

- ▶ Partnered with KSUCPM

## Objectives

- ▶ Highlight Importance of Podiatric Medicine to Wellbeing of Ohioans
- ▶ Showcase KSUCPM Campus
- ▶ Inform Policymakers about Podiatric Education, Training, and Scope of Practice

## Attendees

- ▶ Randy Gardner, Chancellor of Ohio Department of Higher Education
- ▶ State Sen. Matt Dolan
- ▶ State Rep. Phil Robinson



Alycia Lewis, MS-III, gives a tour of KSUCPM to Chancellor Randy Gardner (right), Sen. Matt Dolan (second from right), Bruce Blank, DPM, and Rep. Phil Robinson (left)

# Key Advocacy Victories

- ✓ Secured Governor DeWine's signature on bills that enable podiatrists to administer the flu, COVID-19 vaccines to patients
- ✓ Advocated to make permanent Medicaid telemedicine rules that helped podiatrists care for patients during the pandemic
- ✓ Protected podiatrists from civil liability and disciplinary actions relating to the COVID-19 pandemic
- ✓ Ensured new Medicaid rules included ankle privileges in our scope of practice and authorized payment for vaccinations

# Scope of Practice Challenge

- ▶ Preserved podiatrists' ability to:
  - ▶ Perform supramalleolar osteotomy of the tibia or fibula to correct a deformity
  - ▶ Harvest bone marrow aspirate from proximal tibia
- ▶ State Medical Board of Ohio withdrew pro-podiatry letter
- ▶ Decisions on credentialing and privileging podiatrists moved to hospital level



OHFAMA Executive Director Mike Mathy (left) and Past President Richard Schilling, DPM, testify in favor of the flu shot bill.

# Promoting Podiatry

## Associations Advance Ohio Campaign

- ▶ Radio Campaign
  - ▶ 13,455 radio commercials
  - ▶ Aired on 69 affiliates across all 88 counties
- ▶ Digital Impressions
  - ▶ 250,000 digital impressions
  - ▶ Split over desktop computers, mobile phones
- ▶ Social Media Campaigns
  - ▶ Sports Injuries
  - ▶ Heal Pain/Foot
  - ▶ Diabetes Month
- ▶ Over-the-Top Video
  - ▶ Edited portions of Stepping into a Better You commercial
  - ▶ Television commercials across the state on streaming services



# New OHFAMA Website



**OHIO**  
FOOT AND ANKLE  
MEDICAL ASSOCIATION



LOGOUT



MY PROFILE

ABOUT ▾

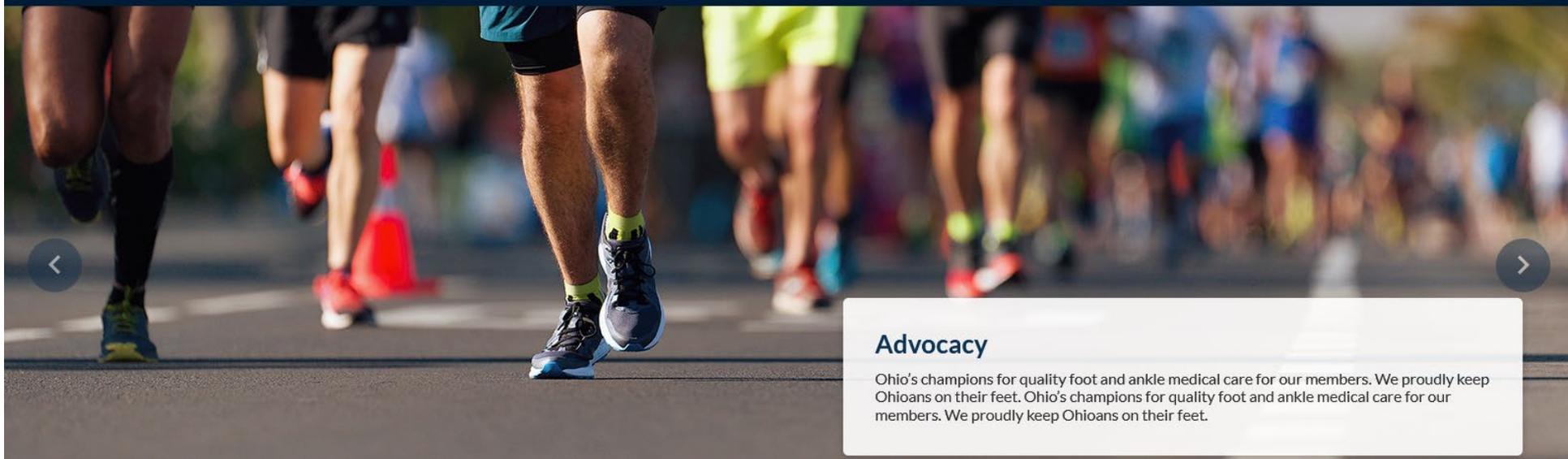
RESOURCES ▾

ADVOCACY ▾

EVENTS ▾

CONSUMER INFO ▾

FOUNDATION ▾



## Advocacy

Ohio's champions for quality foot and ankle medical care for our members. We proudly keep Ohioans on their feet. Ohio's champions for quality foot and ankle medical care for our members. We proudly keep Ohioans on their feet.

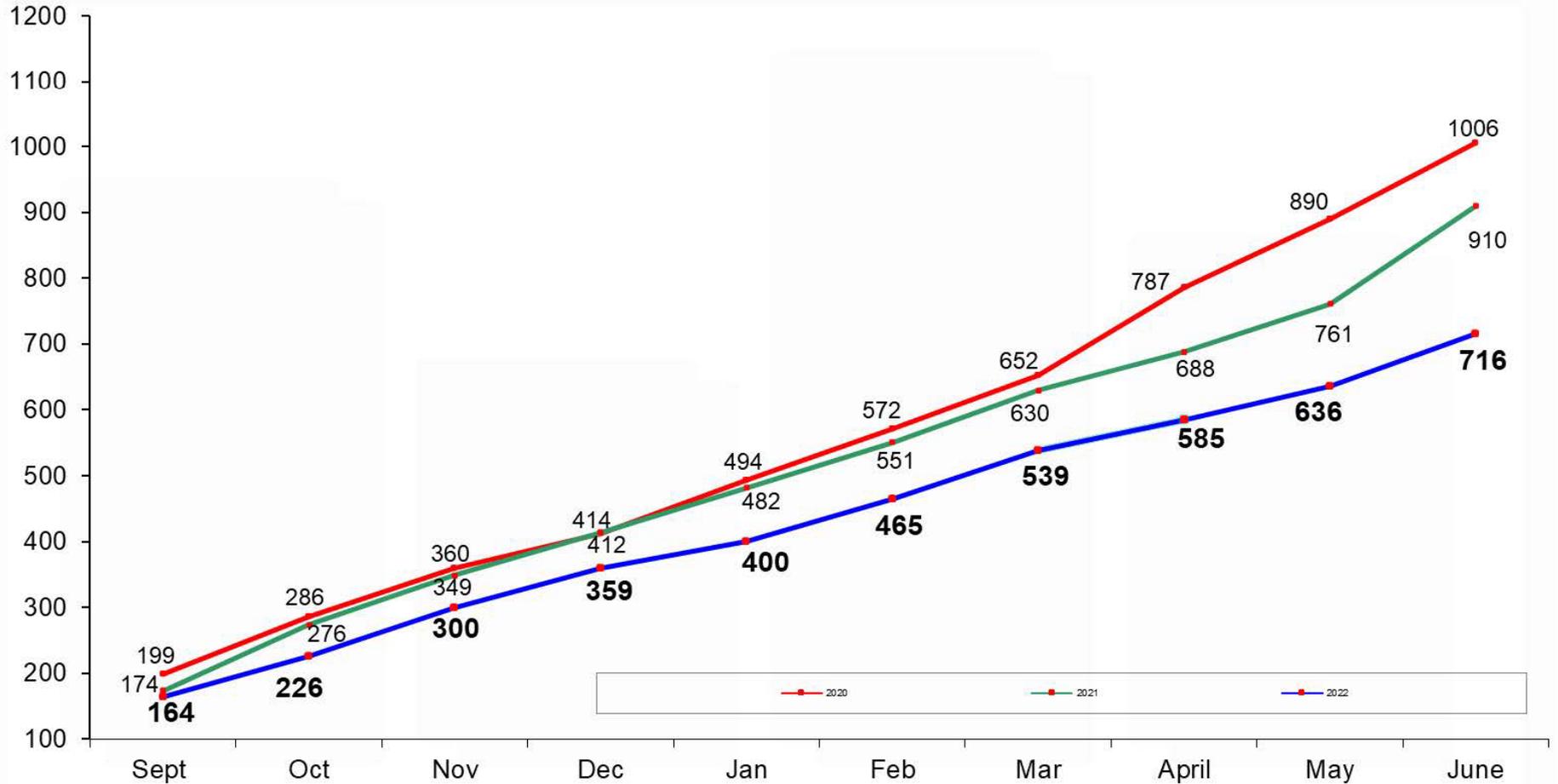
# Student Recruitment

- ▶ In 2022, there was a 21% decrease in applicants to podiatric medical school
  - ▶ 716 applicants for 697 positions at nine podiatric medical schools
- ▶ Applications to allopathic medical schools increased 18% in 2022 compared to 2021

**STEP  
INTO  
PODIATRY**



## AACPMAS Applications 2020 - 2022



# Student Recruitment

- ▶ We Need Your Help!

- ▶ Campus Visits

- ▶ Mentor Network

- ▶ Log into [www.apma.org](http://www.apma.org).

- ▶ Click on “My Account” in the top right corner.

- ▶ Scroll to “Update Contact and Mentor Info.”



# The Year Ahead

1

Monitor Legislation  
and Rules

2

Defend, Expand  
Podiatry Scope of  
Practice

3

Implement Strategic  
Plan

4

Launch Updated  
OHFAMA Website

# Your Team



Luci Ridolfo,  
CAE

- Assistant Executive Director and OFAMF Executive Director



Carol Patch

- Membership Coordinator

Cyndi Colburn

- Director of Finance

**Thank You!**

**Working with  
You to Advance  
Podiatry in Ohio!**

The logo features a large, stylized outline of the state of Ohio in the background. Inside the outline, there is a faint image of a caduceus (a staff with two snakes and wings). Overlaid on this is the word "OHIO" in large, bold, black, sans-serif capital letters. Below "OHIO", the words "FOOT AND ANKLE" and "MEDICAL ASSOCIATION" are stacked in smaller, bold, black, sans-serif capital letters.

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