



apma 

Advancing foot and ankle
medicine and surgery

**APMA Update:
Laura J. Pickard, DPM
President**

APMA Vision and Mission

Vision:

- Improving lives through universal access to patient-centered, comprehensive lower-extremity care.

Mission:

- Defend member podiatric physicians' and surgeons' ability to practice to the full extent of their education and training to best serve the public health.

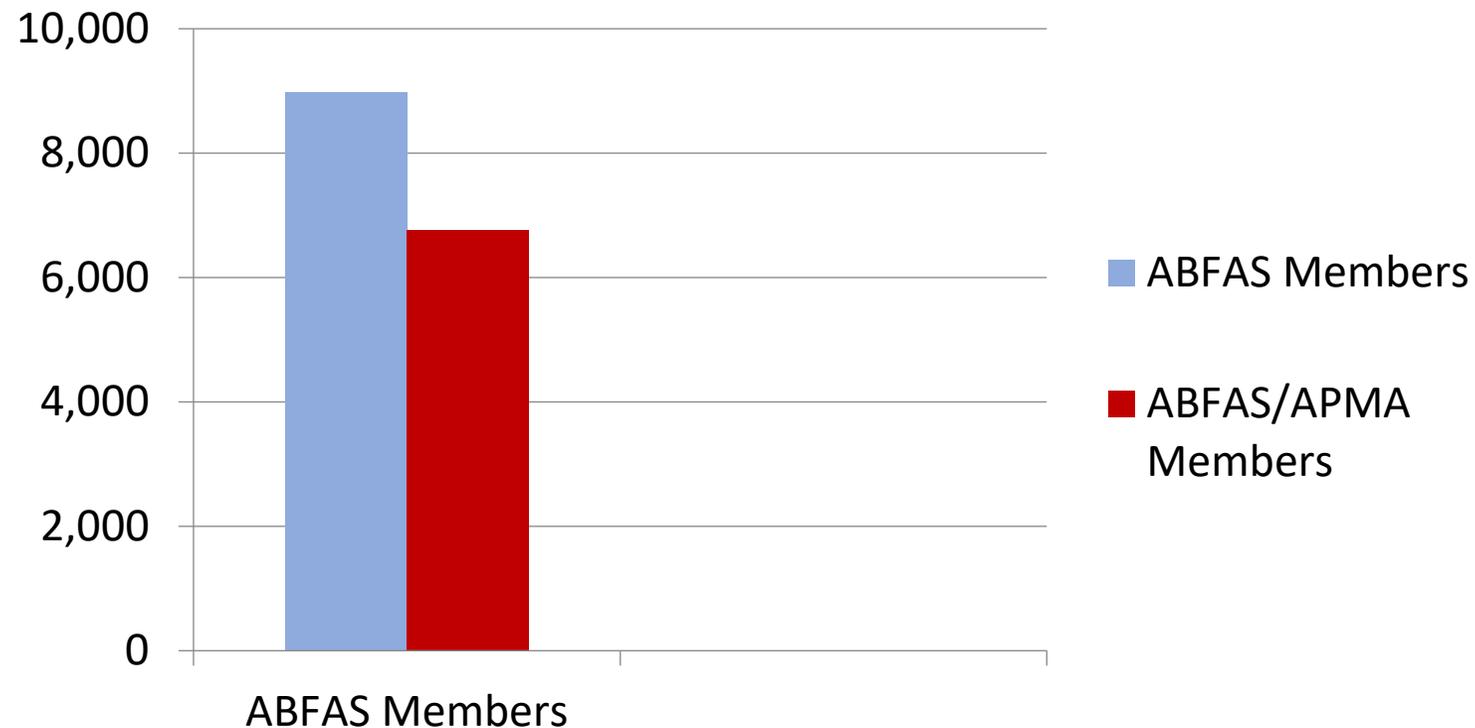
Facts and Figures



- Approximately 12,000 members
- 53 component societies
- 10 affiliated organizations—clinical education affiliate and non-clinical related organizations

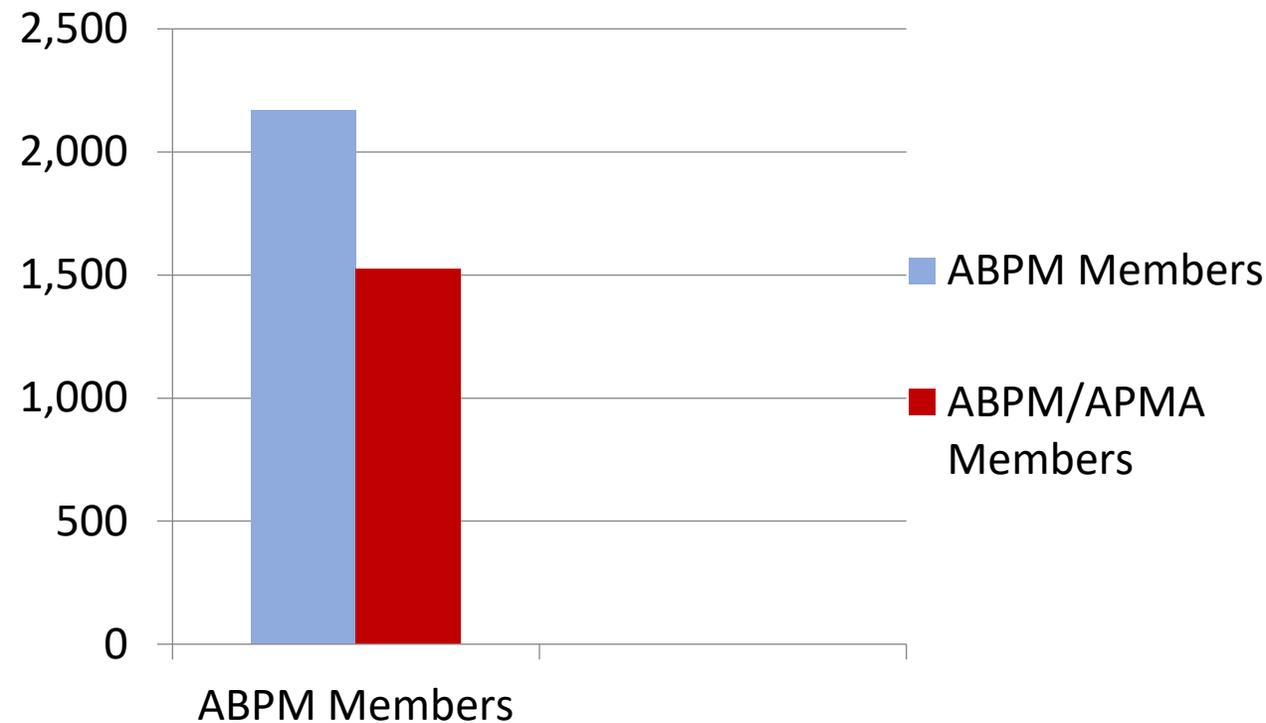
Facts and Figures

- **75 percent of American Board of Foot and Ankle Surgery members are APMA members**



Facts and Figures

- **70 percent of American Board of Podiatric Medicine members are APMA members**



Board of Trustees



Laura Pickard, DPM
President



Sylvia Virbulis, DPM
President-Elect



Lawrence Santi, DPM
Treasurer



Jeffrey DeSantis, DPM
Immediate-Past President



David Alper, DPM



Brooke Bisbee, DPM



Alan Block, DPM



Leslie Campbell, DPM



Patrick DeHeer, DPM



Scott Hughes, DPM



William Long, DPM



Rebecca Sundling, DPM,
MPH



Jane Andersen, DPM

Organizational Structure



James R. Christina, DPM
Executive Director and CEO



Denis Russell, CPA, CAE
Deputy Executive Director and CBO



Dyane Tower, DPM, MPH, MS
Senior Medical Director and Director, Clinical
Affairs



Peggy Tresky, MA
Senior Director,
Communications &
Marketing



Scott Haag, JD, MSPH
Senior Director,
Health Policy &
Practice and CPA



Ben Wallner
Director, Legislative
Advocacy & APMAPAC



Acting
Director, Development
& APMA Educational
Foundation



Kathy Balderson
Director, Continuing
Education & Programs



Will Scott
Director, Communications and
Digital Resources

Governance

- **2020 APMA House of Delegates (HOD) meeting** was cancelled due to pandemic; virtual meeting was held to conduct elections and other vital functions.
- **2021 APMA HOD meeting** was held virtually.
- **2022 APMA HOD** was held on March 12–13 in Washington, DC, face-to-face for the first time since 2019. Reference committee meetings were held virtually the week before the HOD.

Governance



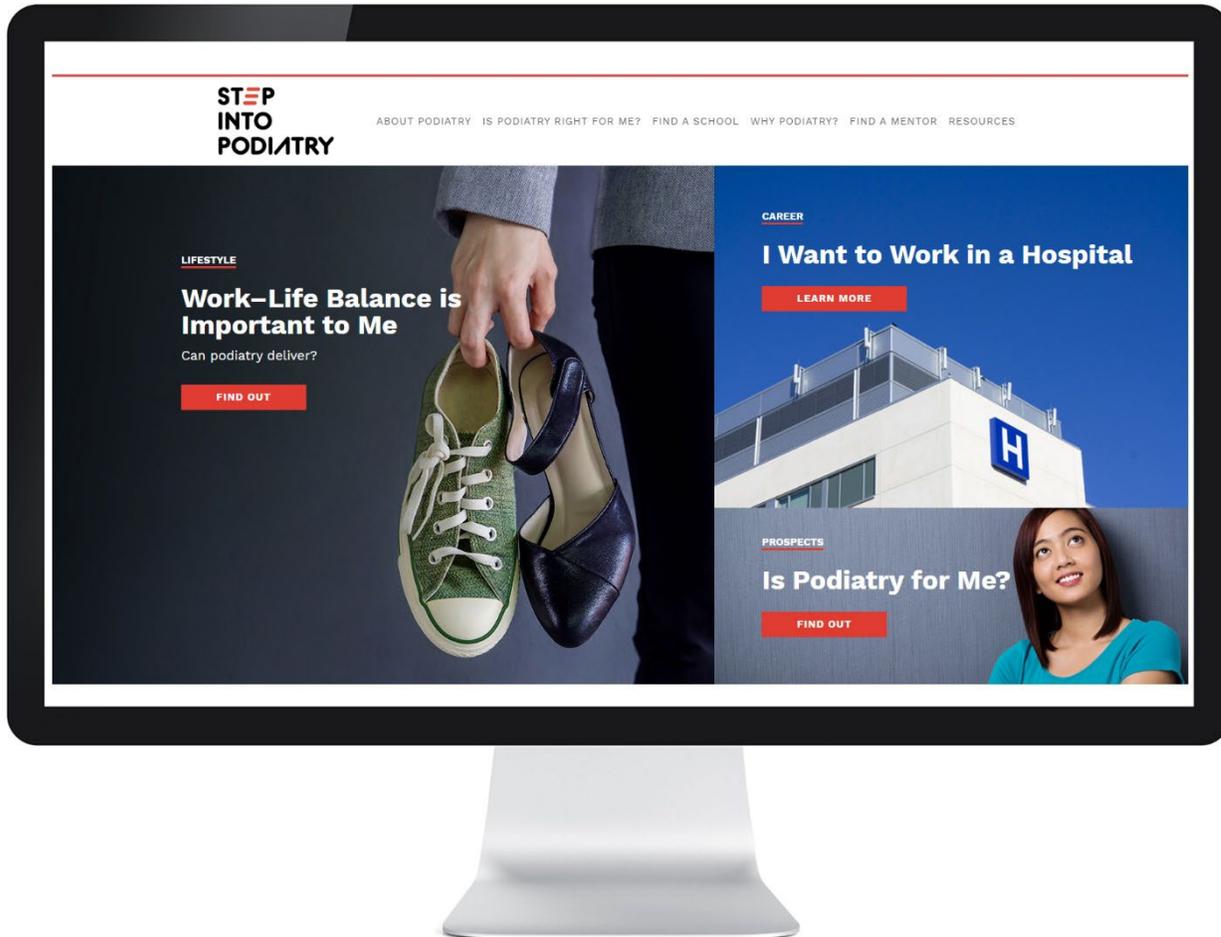
2022 HOD HIGHLIGHTS

- Jerry Ferritto, DPM, received the Distinguished Service Citation (DSC)
- Policy Proposition 2-22: Recognition of Physician Parity and its companion Budgetary Action Item 2-22 were adopted
- Complete revision of Code of Ethics, including recommendations from the Diversity, Equity, and Inclusion (DEI) Task Force, was adopted along with changes to the Bylaws and HOD Operations Manual



Student Recruitment

www.StepintoPodiatry.com



Foundation to all other recruitment efforts



Developed based on research results and feedback from stakeholders



Received network data and integrated Mentor Network



Shared with stakeholders mid-December 2019; launched to the public and profession in early January 2020

Key Campaign Outcomes

STEP INTO PODIATRY



Reached more than 18 million prospective students



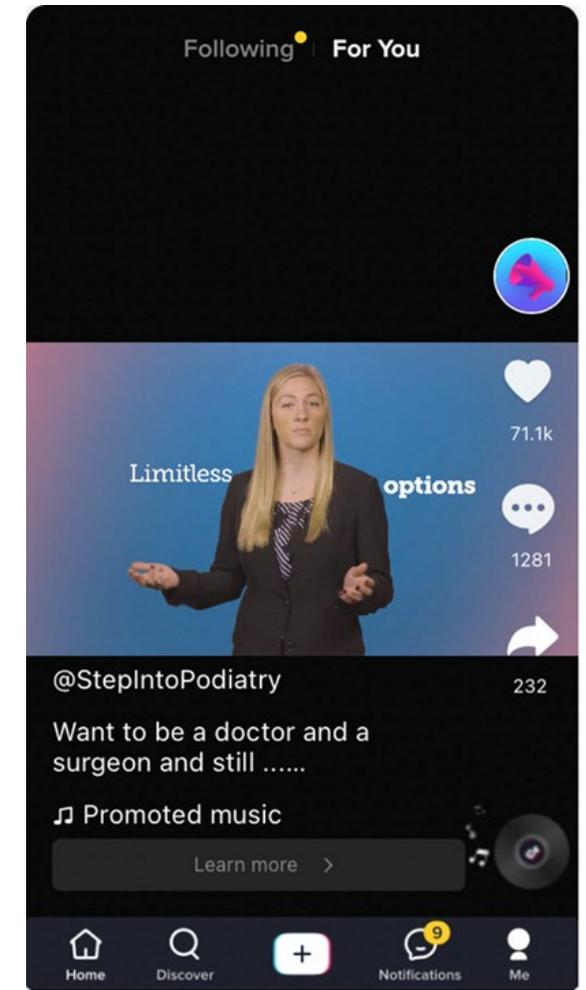
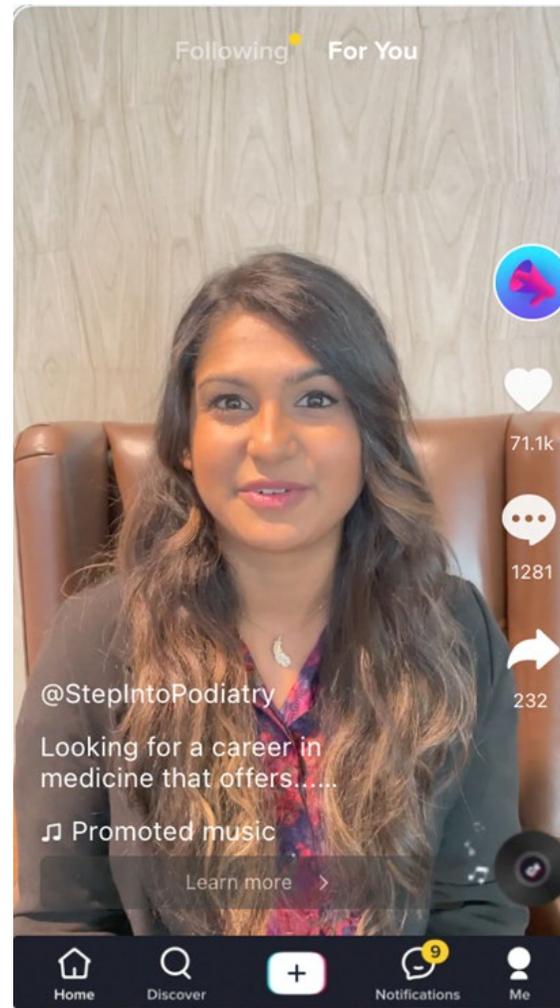
Generated more than 350,000 visits to StepintoPodiatry.com



Produced more than 1,400 mentor requests

Digital Marketing & Social Media Promotion

- Conducted several digital marketing and social media advertising campaigns on platforms like Facebook, TikTok, Instagram, and Twitter.
- Include videos and content from current podiatric medical students and residents.
- Exclusively target prospective student audience and have consistently delivered outstanding results.



Five Things to Know About Student Recruitment



- APMA'S Step into Podiatry campaign targets high school students.
- AACPM targets undergrad students and works with pre-health advisors.
- 4–8 year matriculation period—the current applicant data is not reflective of APMA efforts.
- Research tells us targeting undergrad students is too late to be impactful.
- All stakeholder funding is invested in campaign advertising and promoted social media.

Get Involved!

Recruitment Resources for all DPMs: apma.org/recruitmenttoolkit

PowerPoint template for career presentations

Printable hand-outs for events/share in office

Ready-to-share recruitment social media content

Access to recruitment video to share on practice website or display in office waiting room

Sign Up to be a Mentor in the Mentor Network:

Log in to APMA.org

Click on “My Account” in top right corner of the window

Select “Update Contact and Mentor Info”

Scroll down and check box that reads “Become a Podiatry Mentor”

Available to ALL DPMs—not just APMA members!

TASK FORCE ON STUDENT RECRUITMENT

- **Chair – Patrick DeHeer, DPM, APMA Board of Trustees**
- **APMA BOT liaison – Scott Hughes, DPM**
- **APMA President – Laura Pickard, DPM**
- **AACPM - Kevin Smith, DPM**
- **AACPM - Stephanie Wu, DPM**
- **AACPM – Mori North**
- **ACFAS - Alan Macgill, DPM**
- **ABFAS - Michael D. Dujela, DPM**
- **ABPM - Lee Rogers, DPM**
- **ACPM - Jarrod Shapiro, DPM**
- **ASPE - Derek Dalling**
- **APMSA - Marit Sivertson, JD**
- **Industry - Ross Taubman, DPM**
- **APMSA Student – Elizabeth Cook**
- **Resident – Blake Wallace, DPM**

- **Staff liaisons – James Christina, DPM; Tiffany Kildale ; Peggy Tresky**

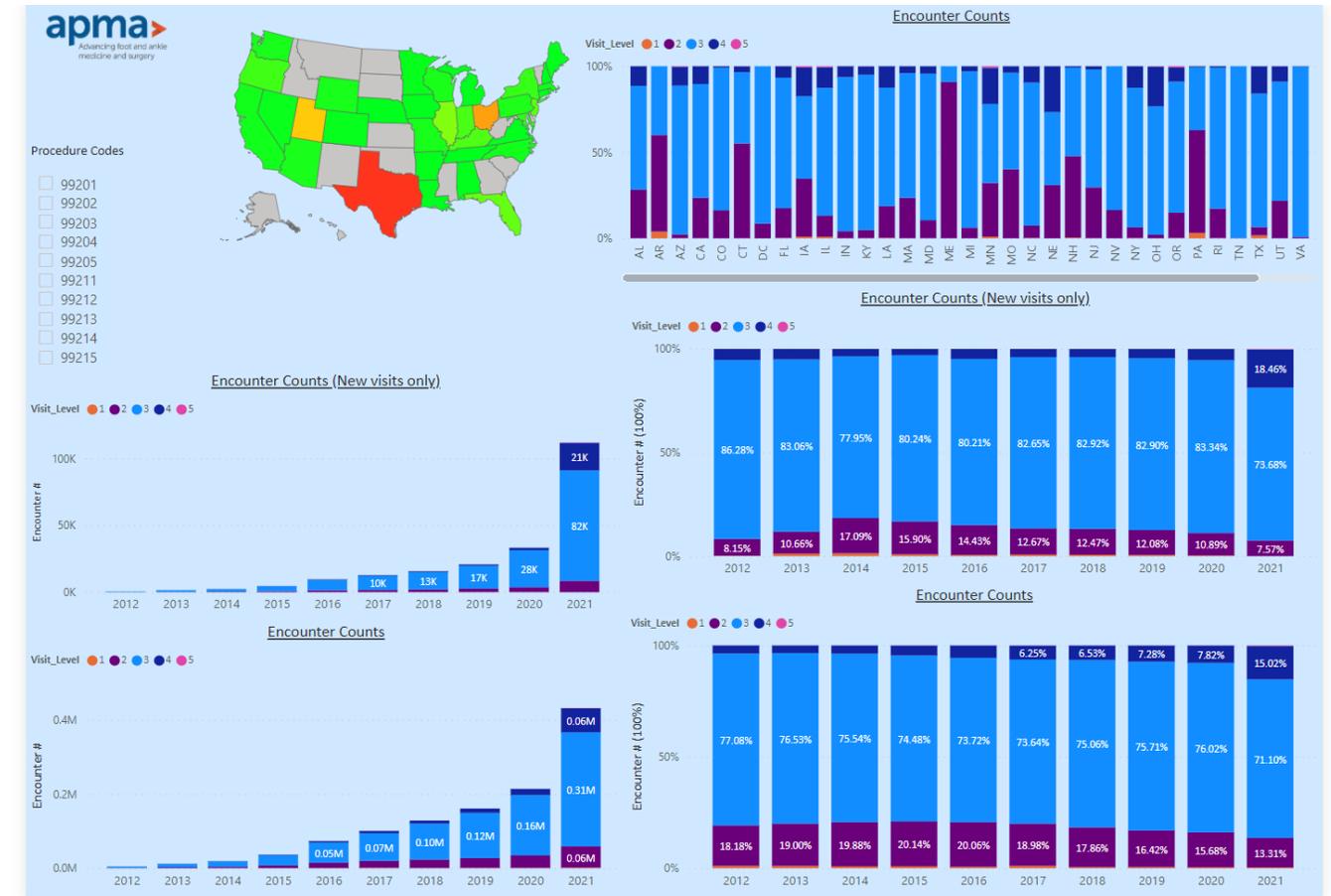
- **First meeting on November 7, 2022**



Research & The Registry

Research Workgroup & The Registry

- **Leading researchers coming together to discuss future research efforts to demonstrate the value of podiatric medicine and surgery.**
- **NextGen Office is integrated with the APMA Registry and MIPS app.**
- **Sending clinical data seamlessly for APMA to use for research and advocacy efforts.**





Member Education

The National

APMA ANNUAL

SCIENTIFIC MEETING

NASHVILLE | JULY 13-16, 2023

Annual Scientific Meeting (The National)

- **World's largest meeting of podiatric physicians and surgeons**
- **Best offering of continuing medical education programs**
- **Networking opportunities**
- **Exposure to current and future student leadership**
- **Best venue to increase brand and product visibility, and to demonstrate a company's commitment to podiatric medicine**



APMA Online Learning Center

- **Launched in August 2020**
- **Home to a variety of live and on-demand content, including The Virtual Coding Seminar, YPI: Online, and more**
- ***Coming soon:* The new home of the Residency Education Resource Center (REdRC)**



Online
Learning
Center

DYK ...

The Online Learning
Center has more than
4,800 registered users?

APMA Online CECH

- **Growing catalog of FREE, 1.0 CECH on-demand courses**
- **Essentials Bundle offers 6.0 CECH on a variety of non-clinical topics**



Earn CECH *when you need it, where you want it.*

apma > | Online
CECH

Check out APMA's catalogue
of on-demand courses at
www.apma.org/onlinecech.



Advocacy Victories

Read More at www.apma.org/victories

- COVID-19 Relief Legislation Includes Victories for Podiatrists
- Palmetto to Reimburse DPMs for RPM Services
- TRICARE Regulations Updated to Allow DPMs to Refer for PT/OT Services
- Biden Signs Bill Delaying Medicare Sequester Cuts through End of 2021
- DPMs May Order Non-Invasive Vascular Arterial Studies for TRICARE Patients
- CPT Win for Novitas Providers
- NCCI Updates Policy Manual for Medicare, Use of -59 Modifier!
- Major Victory for First Coast Providers
- Huge Victory for Noridian Medicare Providers and Patients
- Biden Administration Authorizes DPMs, Students to Administer COVID-19 Vaccine



APMA Health-Care Solutions

APMA Health-Care Solutions

**Is the cost of health insurance
draining your wallet?**

We can help.

www.apma.org/healthcaresolutions



Key Takeaways

Keep in mind ... most brokers may have the same or similar products available, and most brokers just write Group Medical ... they tend to seek the path of least resistance.

If The Ark Group can provide better care for the same or or a lower premium, they will. If they can't (which is rare), they will be transparent and let the member know they are in the best product(s) for their situation.

www.apma.org/healthcaresolutions



Other Resources

APMA Member Benefits and Services

Are you
maximizing
your membership?

From residency to retirement, APMA's ever-growing suite of services is designed to support DPMs at every stage of their career.

www.apma.org/maximize



www.apma.org/memberbenefits

Categories of Services:

1. For Students
2. For Residents
3. For Young Physicians
4. Practice Management
5. Patient Education
6. Advocacy
7. Education
8. Component Services
9. Special Services

APMA Resources

apma > | Registry

apma > | Residency
Education
Resource Center

apma > | Coding
Advancing foot and ankle
medicine and surgery

apma > | Coding
Resource
Center

10th ANNIVERSARY

apma > | Young
Physicians

apma > | Center for
Professional
Advocacy
Advancing foot and ankle
medicine and surgery

APMA Publications



Contact
ask@apma.org if
you are not
receiving your
APMA
publications!

APMA Social Media

Follow us so we can better serve you!



Member Facebook:
@APMAmembers



Twitter:
@APMA



LinkedIn:
apma-official



Instagram:
@official_apma



Public Facebook:
@theAPMA

APMA Members
Posted by Hootsuite
20h · 🌐

Missed yesterday's Monday Minute email? Take a minute to get caught up on the latest podiatry news with APMA Executive Director and CEO James R. Christina, DPM. Dr. Christina invites you to the can't-miss Spring Virtual Coding Seminar, taking place this weekend! Watch now to find out more, and visit www.apma.org/thecodingseminar to register!



APMA @APMA

I scream, you scream, we all scream —for calcaneal apophysitis? This injury presents itself as heel pain from an inflamed growth plate in kids, caused by sports like soccer or basketball. Save the screaming for ice cream, #keepkidsactive by seeing a DPM: apma.org/keepkidsactive

8:01 AM · 4/20/22 · Hootsuite Inc.

American Podiatric Medical Association (A...)
7,973 followers
16h · 🌐

The New York times spoke with APMA member podiatrists about the impact the pandemic has had on our feet. Read more to learn about the common pandemic-related conditions DPMs are seeing in patients, including children as they re-enter spring sports for the first time in two years: <http://ow.ly/i6fZ50IMxHQ>

The Pandemic Has Been Hard on Our Feet
nytimes.com · Subscription may be required

3 likes · 1 comment · 1 share

Like Comment Share Send

Reactions

official_apma

286 Posts · 2,539 Followers · 317 Following

APMA
Podiatrist
Official Instagram of the American Podiatric Medical Association. #TodaysPodiatrist #OperateLikeaDPM #discoverpodiatricmedicine #stepintopodiatry www.stepintopodiatry.com
9312 Old Georgetown Rd, Bethesda, Maryland

Edit Profile

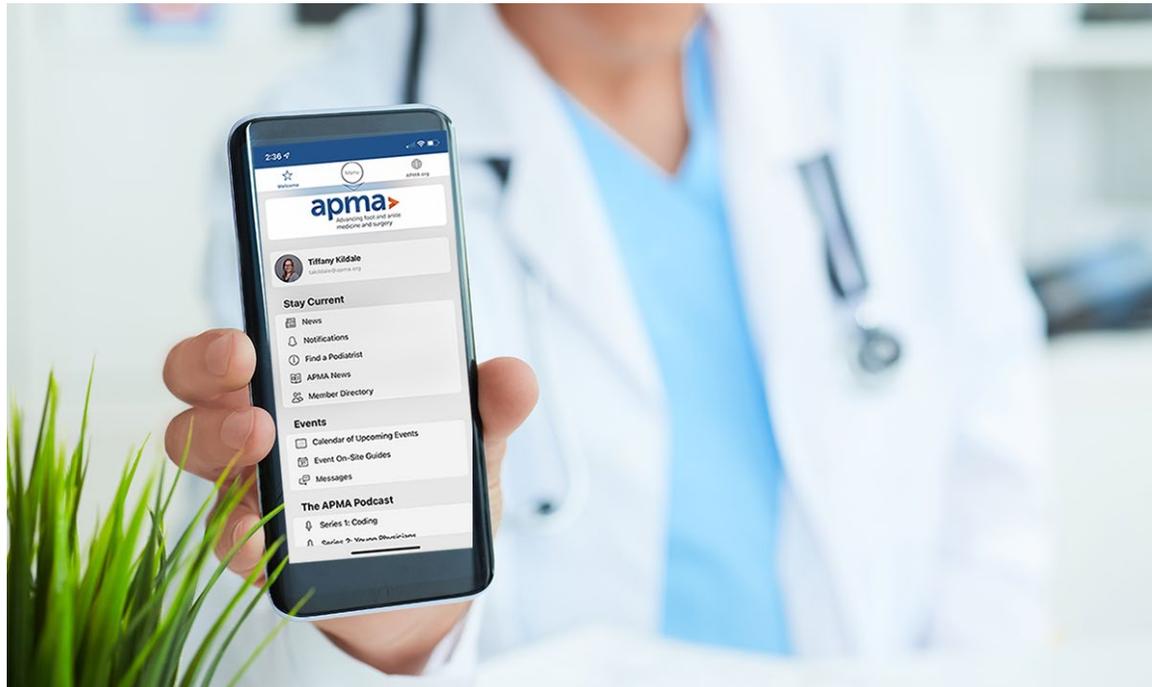
Ad tools Insights Contact

The National Residency... New

American Podiatric Medical Association (APMA)
Posted by Hootsuite
1d · 🌐

Podiatrists are expertly trained to treat several foot and ankle injuries and conditions in children, they #keepkidsactive! Oftentimes they can provide immediate relief of pain and discomfort. Explore some of the most common conditions our member podiatrists are seeing in children, and the action you can take to prevent them: apma.org/keepkidsactive

APMA Engage—The NEW APMA Member App



- Available for iOS and Android devices
- Instant access to news, Seal products, Find a Podiatrist, and more
- Listen to the APMA Podcast and read *APMA News*
- Receive alerts when you need to take immediate action on legislation

Patient Education

- Two public education campaigns per year:
 - Diabetes in November
 - Foot Health Awareness Month in Spring
- Materials are free to members—including suggested social media content, video, materials for patient portals and practice websites, press releases, and more



Spring 2022 Foot Health Campaign
www.apma.org/KeepKidsActive



Fall 2022 Diabetes Campaign
www.apma.org/diabetes

Physician Recovery Network

Are You Addicted?



**APMA's Physician
Recovery Network**

IMPORTANT DISCLAIMER:
PRN does not provide professional counseling, therapy, or treatment.



Listen: Good listener

Empathy

Attitude: Positive attitude

Dream big

Effective

Resilient



apma >

Advancing foot and ankle
medicine and surgery

Thank you!

ljpickard@apma.org