



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.

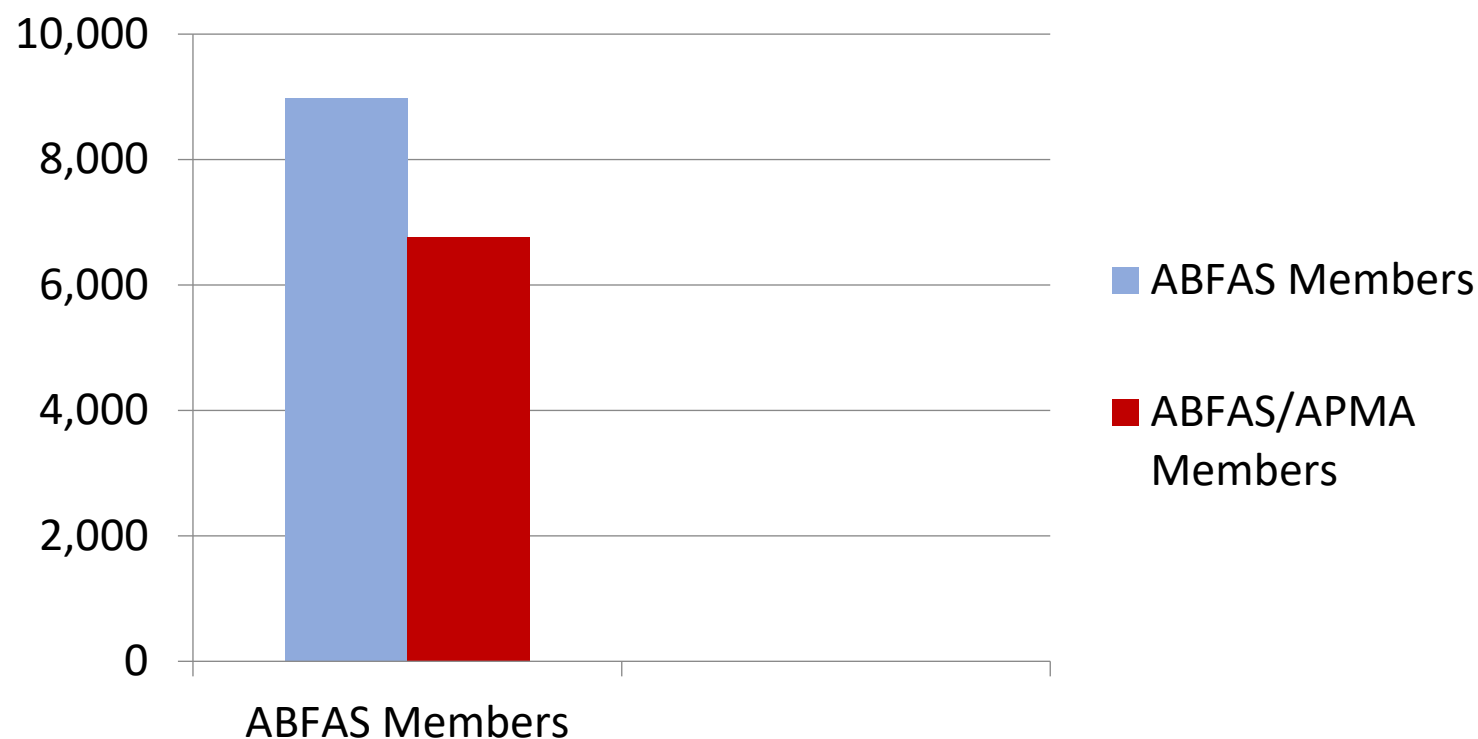
# Facts and Figures



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

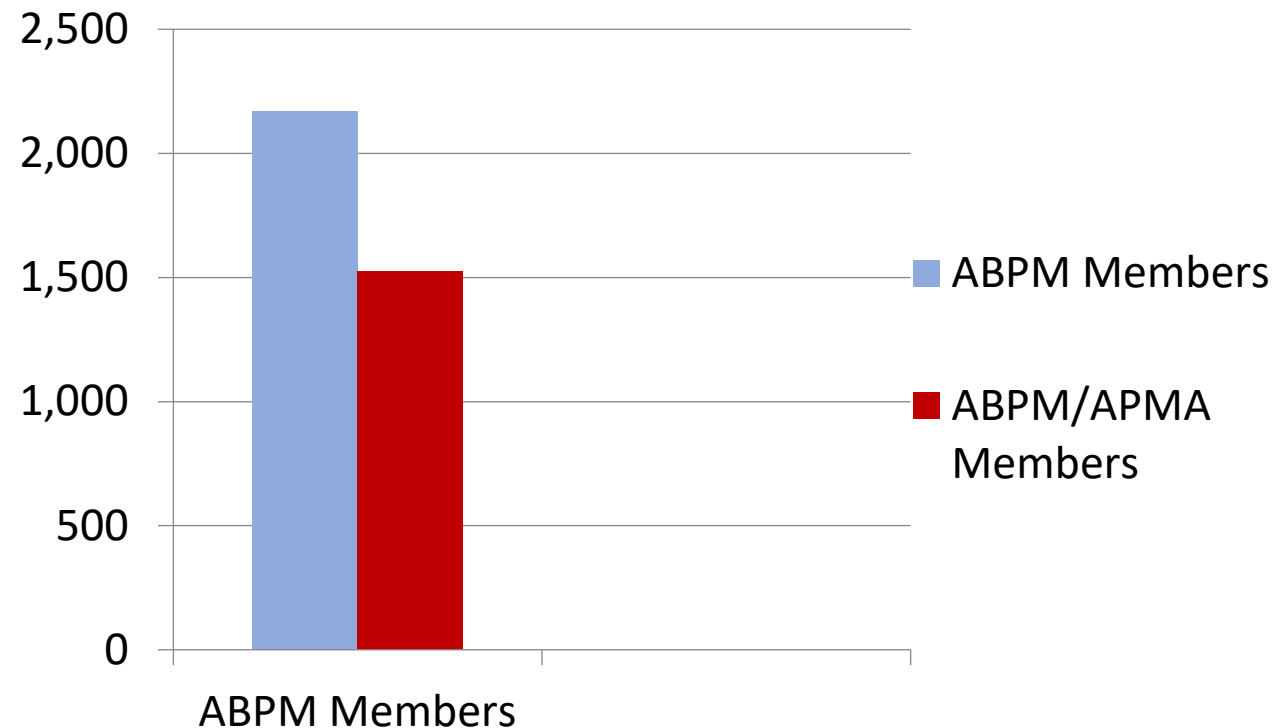
# Facts and Figures

- **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



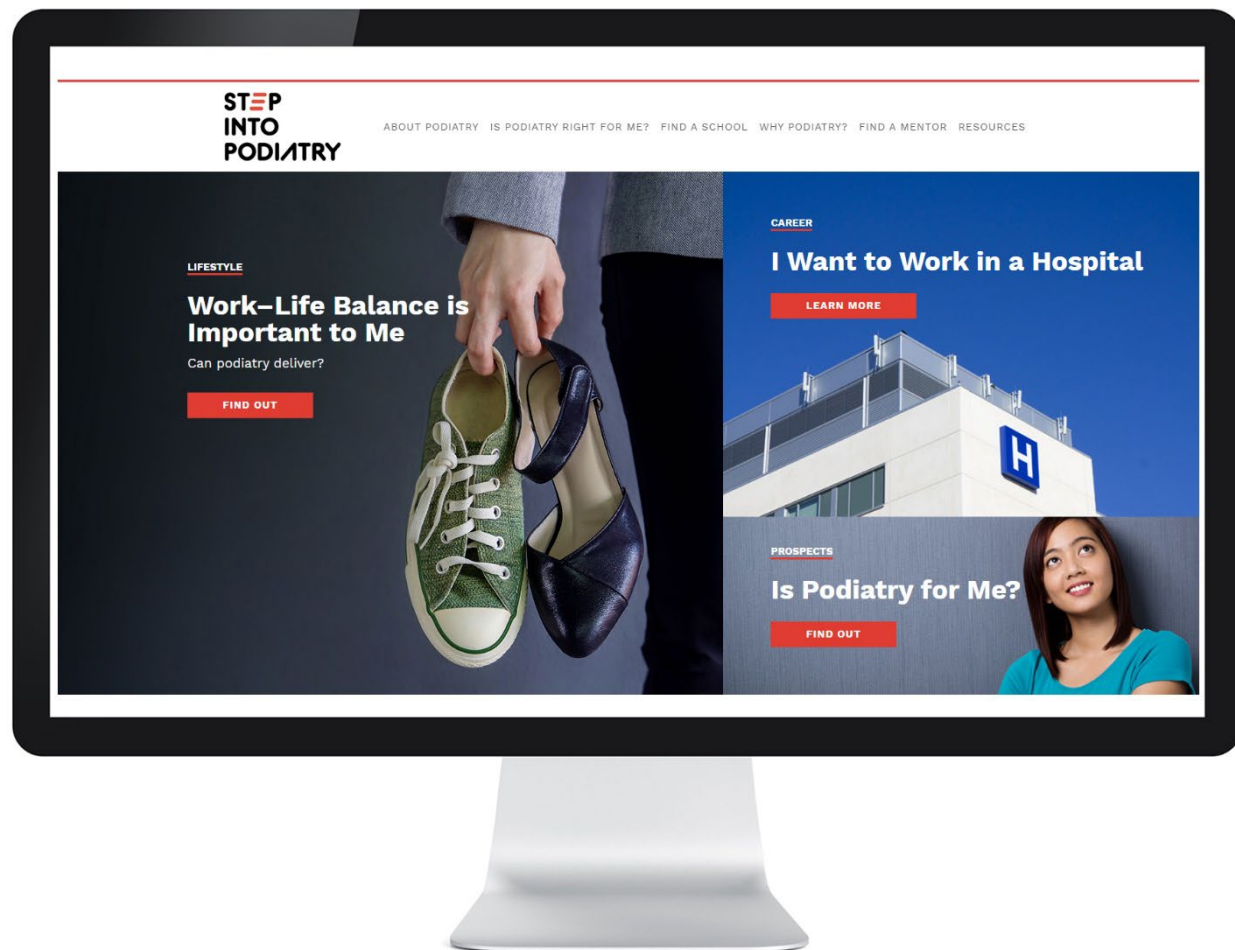
## 2022 HOD HIGHLIGHTS

- 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**



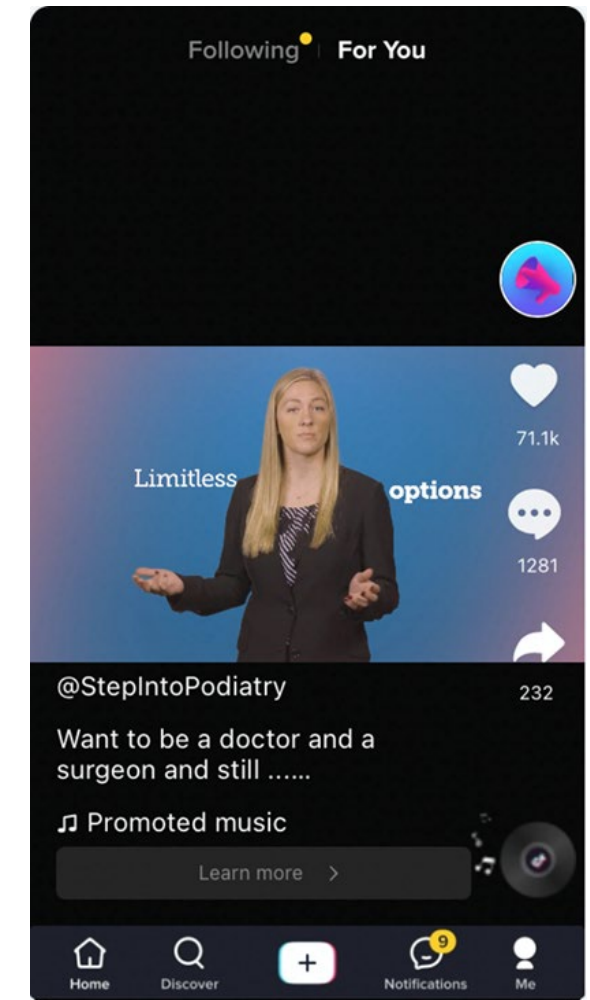
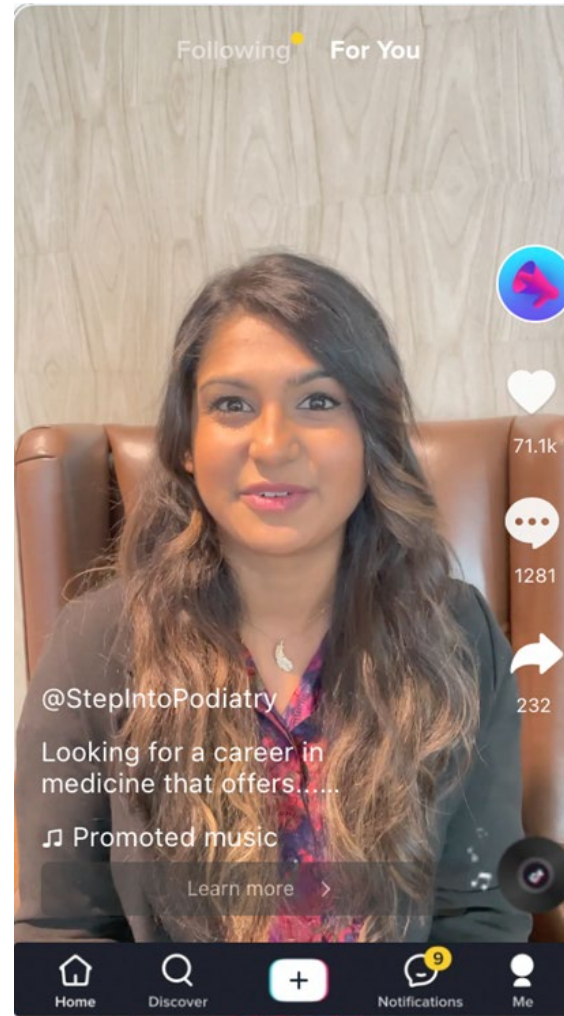
**Generated more than 350,000 visits to [StepintoPodiatry.com](https://StepintoPodiatry.com)**



**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](https://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

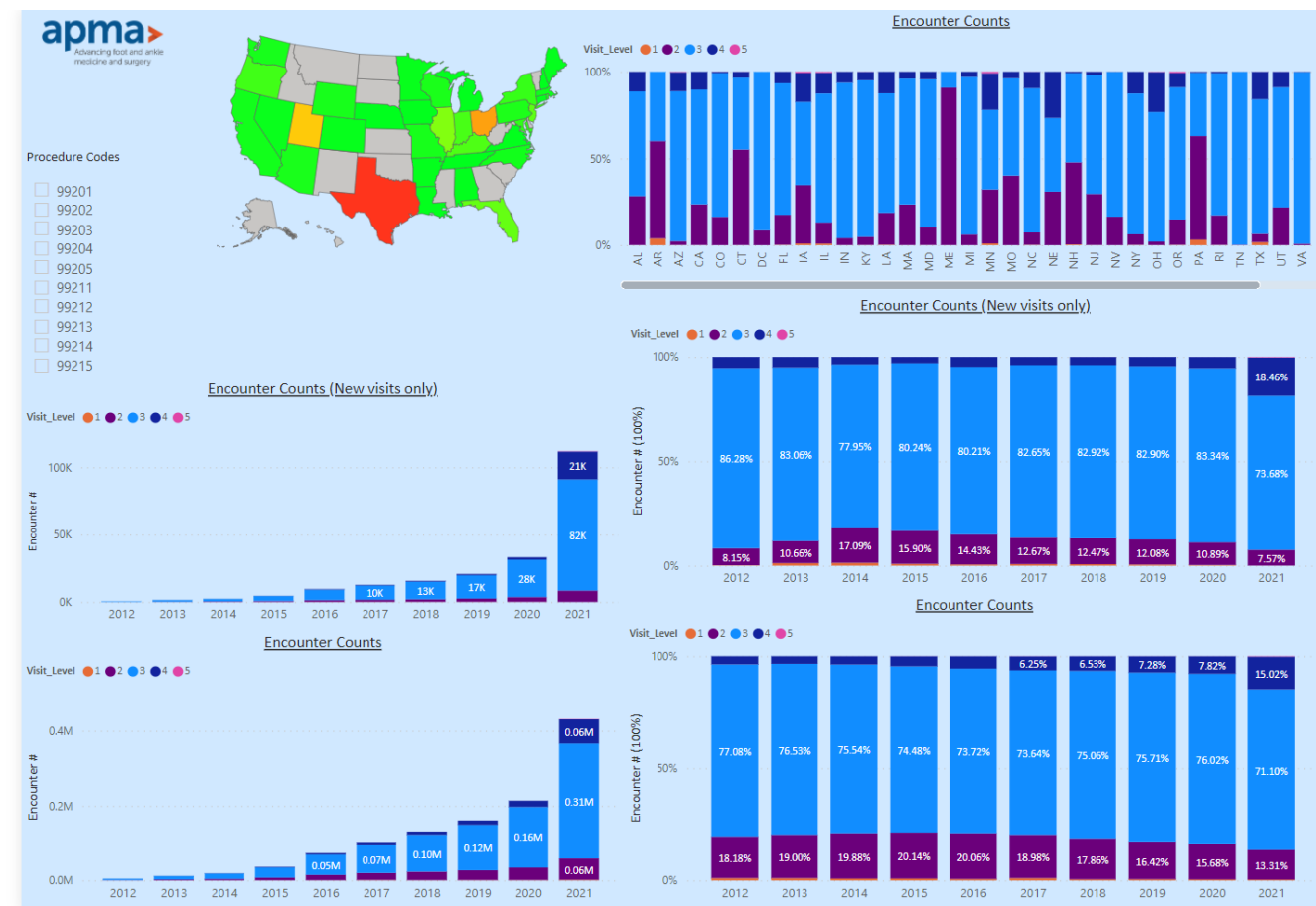
- Chair – Patrick DeHeer, DPM, APMA Board of Trustees
- APMA BOT liaison – Scott Hughes, DPM
- APMA President – Laura Pickard, DPM
- AACPM - Kevin Smith, DPM
- AACPM - Stephanie Wu, DPM
- AACPM – Mori North
- ACFAS - Alan Macgill, DPM
- ABFAS - Michael D. Dujela, DPM
- ABPM - Lee Rogers, DPM
- ACPM - 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)**

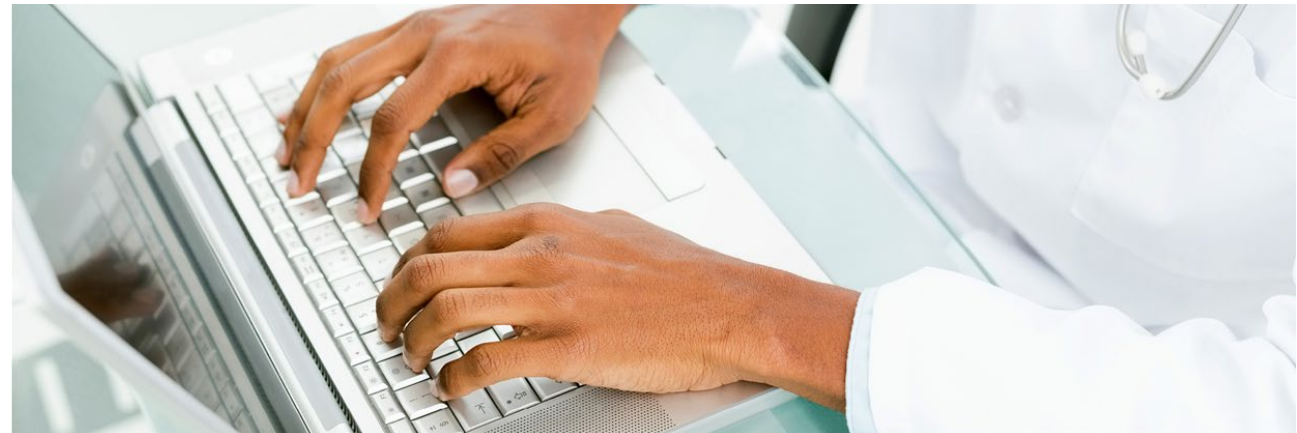


**DYK ...**

**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](http://www.apma.org/onlinecech).



# Advocacy Victories

# Read More at [www.apma.org/victories](http://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](http://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](http://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](http://www.apma.org/maximize)



# [www.apma.org/memberbenefits](http://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](mailto: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](http://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](http://apma.org/keepkidsactive)



8:01 AM · 4/20/22 · Hootsuite Inc.

**American Podiatric Medical Association (APMA)**  
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 · 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](http://www.stepintopodiatry.com)  
9312 Old Georgetown Rd, Bethesda, Maryland

Edit Profile


Ad tools Insights Contact

The National Residency... New

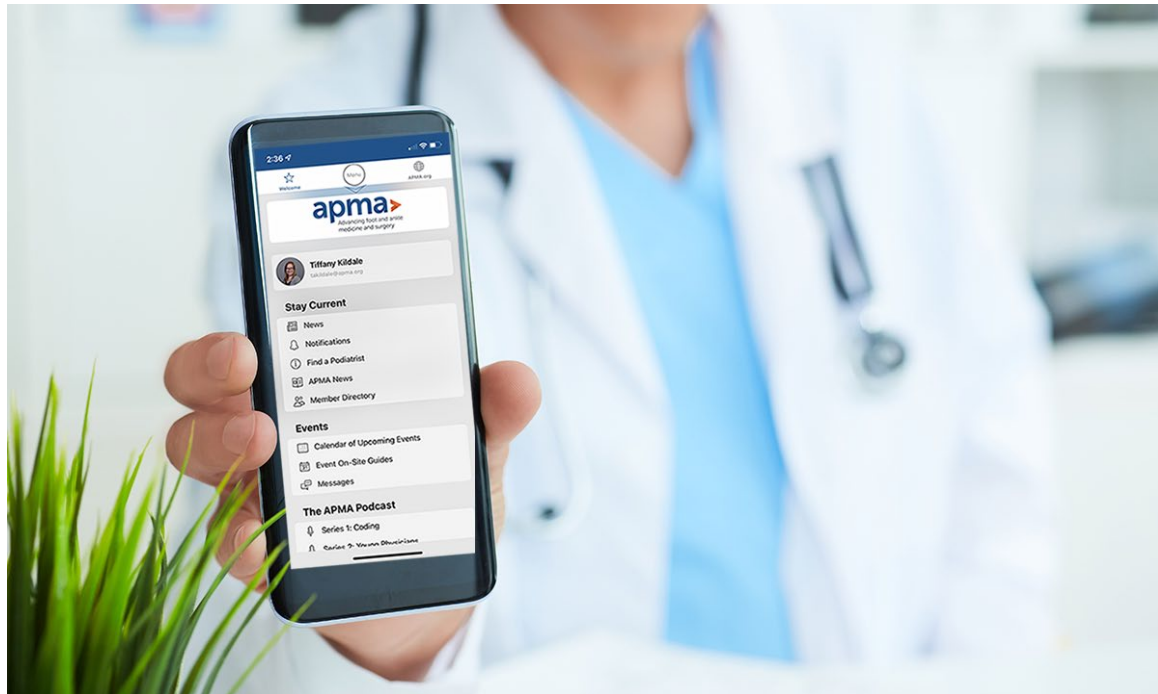


**American Podiatric Medical Association (APMA)**  
Posted by Hootsuite  
1d · 🌐

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](http://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](http://www.apma.org/KeepKidsActive)



Fall 2022 Diabetes Campaign  
[www.apma.org/diabetes](http://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.



**L**isten: Good listener

**E**mpathy

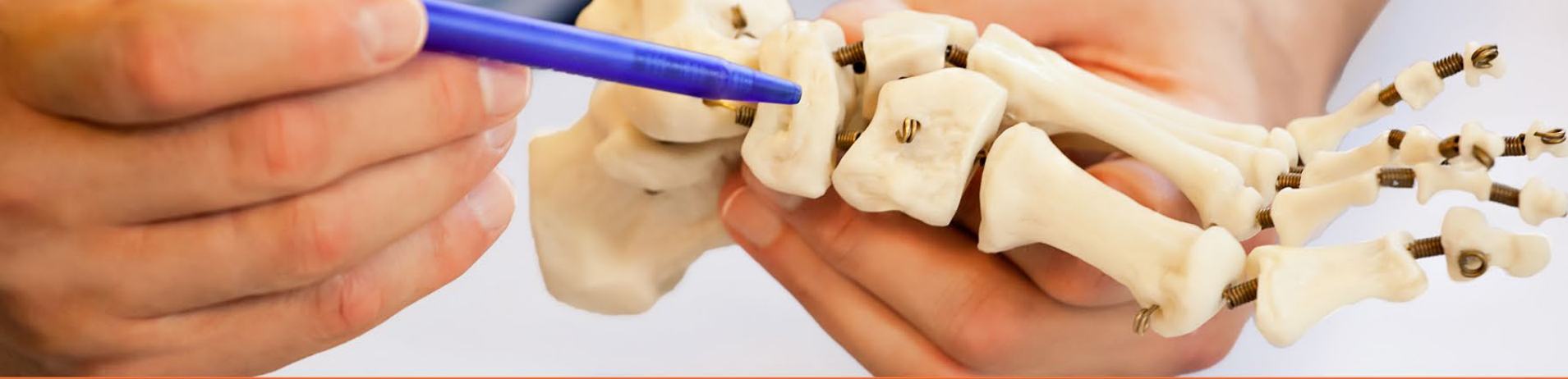
**A**ttitude: Positive attitude

**D**ream big

**E**ffective

**R**esilient





**apma**➤

Advancing foot and ankle  
medicine and surgery

**Thank you!**

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