



apma >

Advancing foot and ankle
medicine and surgery

Report to OHFAMA Annual Business Meeting

James R. Christina, DPM
Executive Director/CEO

Staff Changes

Three Senior Directors:



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

Staff Changes

New Director:



Will Scott

Director, Communications and Digital Resources

Membership: Operations & Engagement

- **Operations**

- Dues processing
- Data reporting
- Application processing
- Status Changes
- Loretta Hudson, Joyce Kubu, Brittney Lewis, Dominique Williams, Diane Yokum



- **Engagement**

- Strategic recruitment and retention plan
- Member segmentation and targeted communication
- Concierge customer service
- Peggy Tresky, Tiffany Kildale, Will Scott, Brandi Davenport, Keshia Robinson

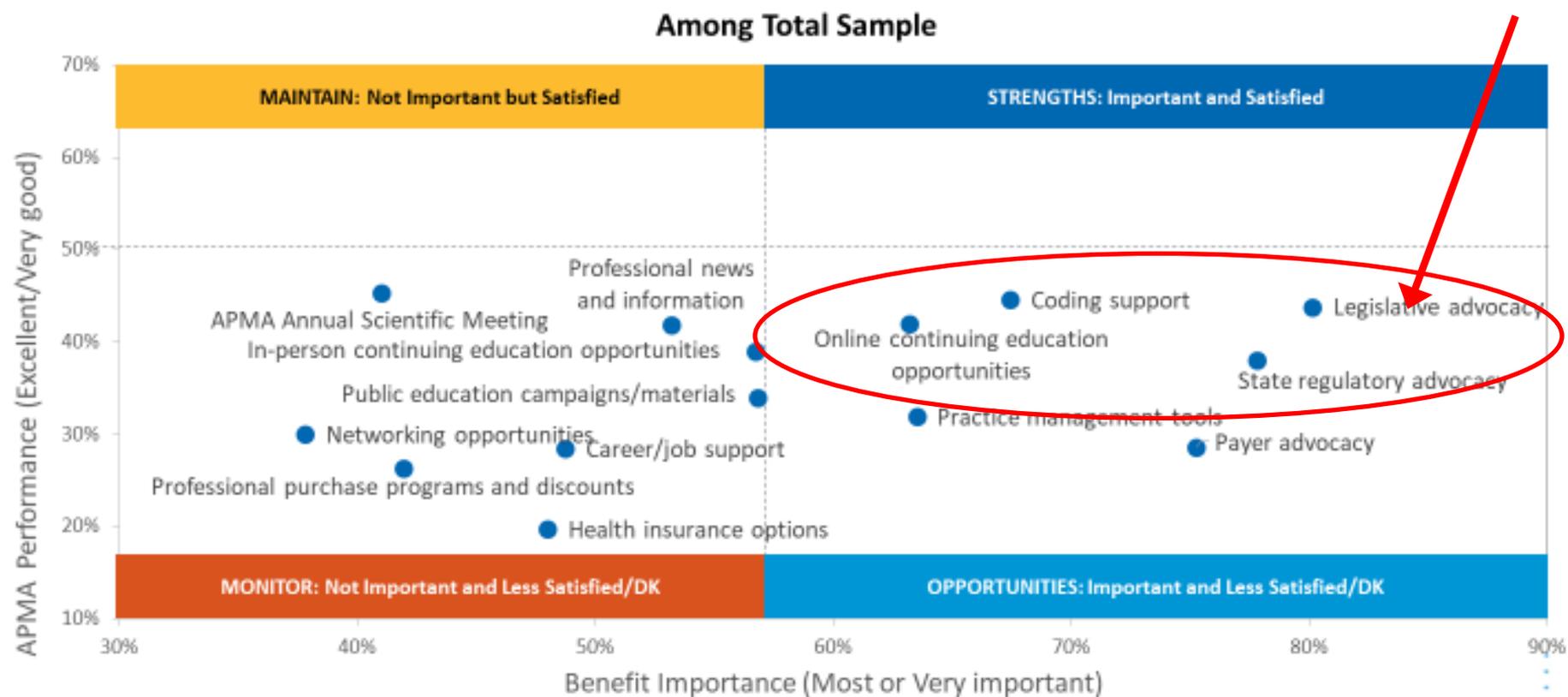


Our Commitment

- **APMA**
 - Improve our service and responsiveness to members and components
 - Enhance our data delivery
 - Provide strategic recruitment and retention planning, engagement scoring, and guidance for targeted messaging

Research Results

Podiatrists want APMA to focus on advocacy, coding, and online CE. Payer advocacy represents the greatest opportunity for APMA to move the needle



Advocacy

- **Anthem -59 Modifier Policy Victory and CMS Advocacy Update**
- **MIPS Resources 2022**
- **Surprise Medical Billing**
- **APMA Leads Effort to Address LCD/LCA Process**
- **New Guidance on Surgical Treatment of Nails for Those Who Serve Novitas and First Coast Beneficiaries**
- **APMA Advocates for Provider Nondiscrimination**

E-Advocacy



Current Campaigns

Stop the Medicare Fee Cuts (2023)

Send a letter to your members of Congress to urge them to stop cuts to Medicare Physician Fee Schedule (MPFS)

Write

The HELLPP Act

Contact your members of Congress to ask for their support on the HELLPP Act

Write

Medicare Orthotics and Prosthetics Patient-Centered

Coding Resource Center

(<https://www.apmacodingrc.org>)



Coding
Resource
Center

7-Day Free Trial



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FASTER. CLEANER.
SMARTER.
THE NEW CODING
RESOURCE CENTER

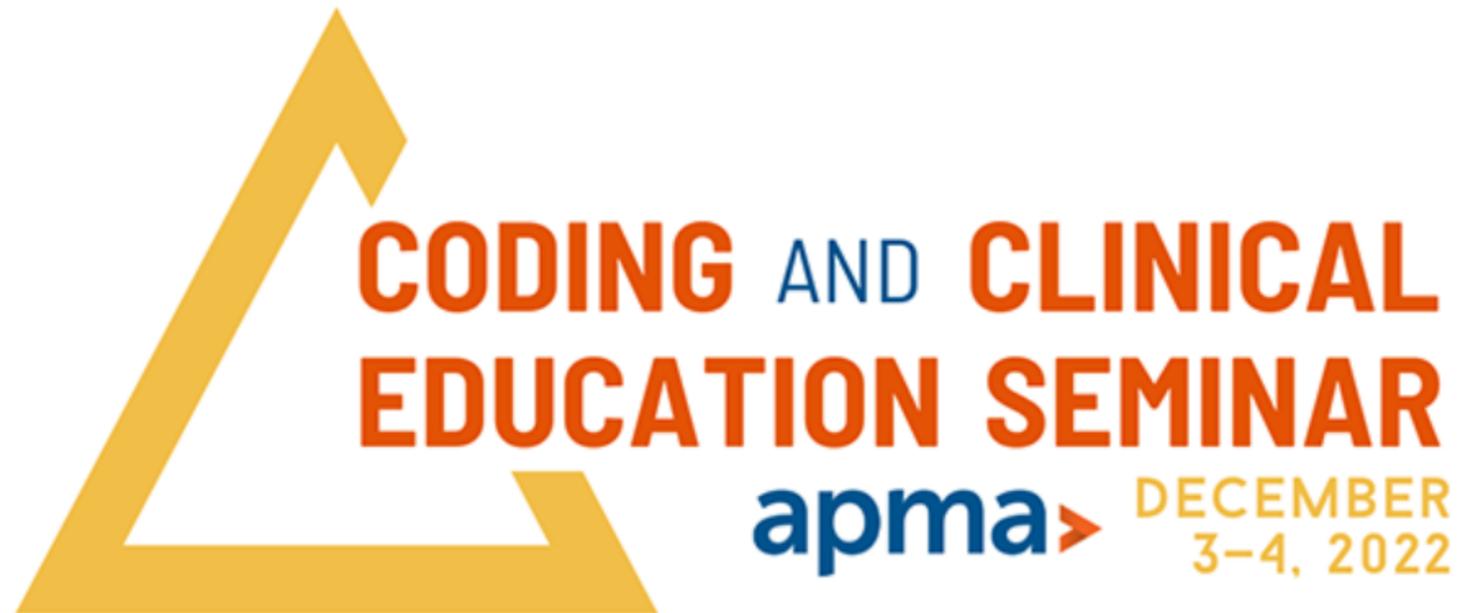
Subscriber Login

NOTE: Your log-in information for the CRC has changed to your APMA user ID and password. If you do not know your user ID or password, click the appropriate link on the log-in page. Once you log in you will be redirected to the CRC.

Log In

Dont have an account? [Subscribe here](#)

APMA Coding and Clinical Education Seminar



The 2022 APMA Coding and Clinical Education Seminar is a virtual education event to be held on December 3-4. The event will provide registrants with a total of 20.25 CECH through a combination of live instruction (four hours each on Saturday and Sunday) and on-demand courses. The event merges the popular Virtual Coding Seminar with additional clinical education to create a robust offering to meet the demonstrated need of virtual education.

APMA Online Learning Center

Path



THE NATIONAL
ONLINE CECH
APMA ANNUAL SCIENTIFIC MEETING
DENVER, CO • JULY 29–AUGUST 1, 2021

The National 2021 (Virtual)

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APMA Young Physicians' Institute

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SUMMER SERIES

APMA Online CECH Summer Series Weekend 2

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SUMMER SERIES

✓



the National
APMA ANNUAL SCIENTIFIC MEETING
Orlando | July 28–31, 2022



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Student Recruitment

**Become a mentor:
Log in to apma.org
Click on my account**

Dr. James R. Christina, DPM

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UPDATE CONTACT AND MENTOR INFO



Click the button above to **opt-in to the Mentor Network** to allow potential podiatric medical students to shadow you in your office, and to update all of your contact information, including additional practice addresses.

Mentorship Information

**Become a Podiatry
Mentor**

**I do not wish to be a
Mentor**

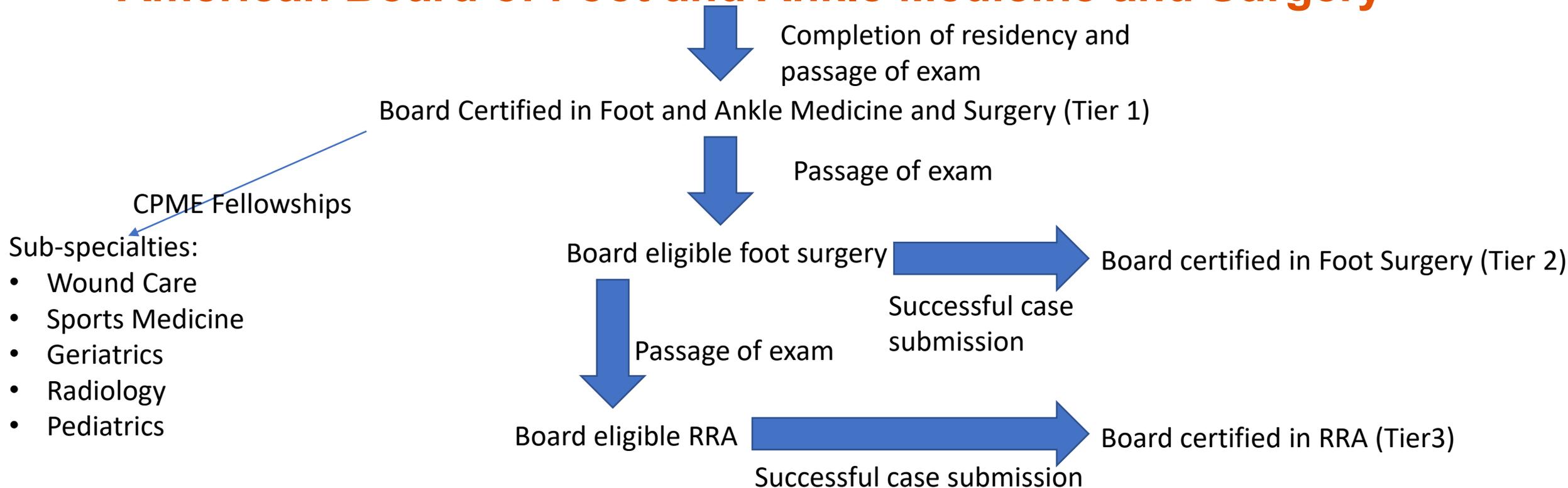
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Cancel

The Future

Single Certifying Board?

American Board of Foot and Ankle Medicine and Surgery



Parity

Change from 1865 R(3) in Medicare to 1865 R(1):

- R(1) would then be MD, DO, DPM
- No change in scope
- Would now be physicians in Title XIX (Medicaid)
- Solve diabetic shoe issue
- Other benefits

Uniform Scope of Practice:

Podiatric medicine and surgery is the specialty that addresses the diagnosis and treatment of pathologies and conditions of the lower leg, with special emphasis in the diagnosis and treatment of the foot, ankle, and their governing and related structures of the leg by any and all means. Osseous surgical treatment is limited to that part of the lower leg distal to the tibial tubercle.

DPMs are podiatric physicians and surgeons.



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