



OHIO

**FOOT AND ANKLE
MEDICAL ASSOCIATION**

Report of the Executive Director

November 4, 2023

Mike Mathy, CAE

Background

Joined OHFAMA on
June 1, 2020

Ohio Resident for 7
Years (Cleveland,
Columbus)

15+ Years of
Association
Management
Experience

Certified Association
Executive

Worked in
Medicine/Research
Since 2009

Key Advocacy Victories

- ✓ Partnered with KSUCPM to secure \$6.8 million in state funding to reduce tuition for students
- ✓ Secured 5% increase in Medicaid reimbursement rates for Ohio podiatrists



KSUCPM Legislative Outreach

Advocacy Campaign

- ▶ Organized campus visits from key policymakers
- ▶ Conducted research on podiatry workforce
- ▶ Met with key lawmakers and staff
- ▶ Coordinated legislative outreach campaign



80.2%

Ohio Licensed Podiatrists Who
Graduated from KSUCPM

75.7%

Residents Training in Ohio Who
Attended KSUCPM

30%

Projected Decrease in Debt for
Ohioans if State Funding is Approved

50.7

Average Age of a Licensed
Podiatrist in Ohio

KSUCPM Legislative Outreach

July 14 Event

- ▶ Thanked State Sen. Jerry Cirino for his support of SSI Funding for KSUCPM students
- ▶ Showcased KSUCPM campus



Dean Allan Boike, DPM, provides State Sen Jerry Cirino (R-Kirtland) a tour of the KSUCPM Integrative Microbial Dynamics Lab July 14 with third-year students Austen Miller (left), Drake Lohanes, and Josie Galinis.

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 ▾

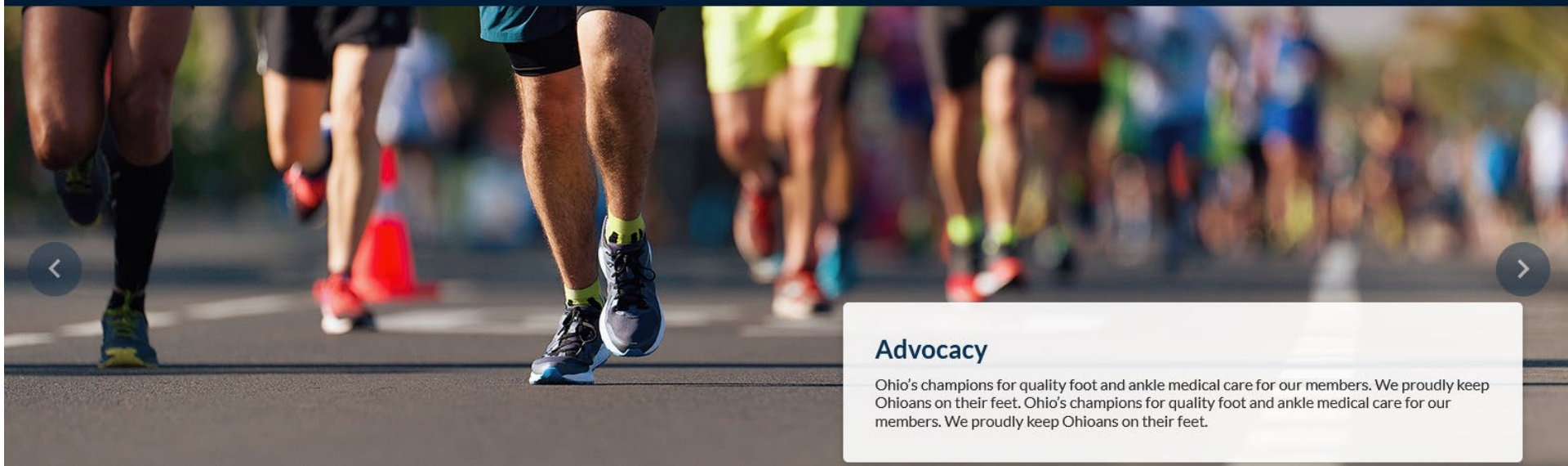
RESOURCES ▾

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.

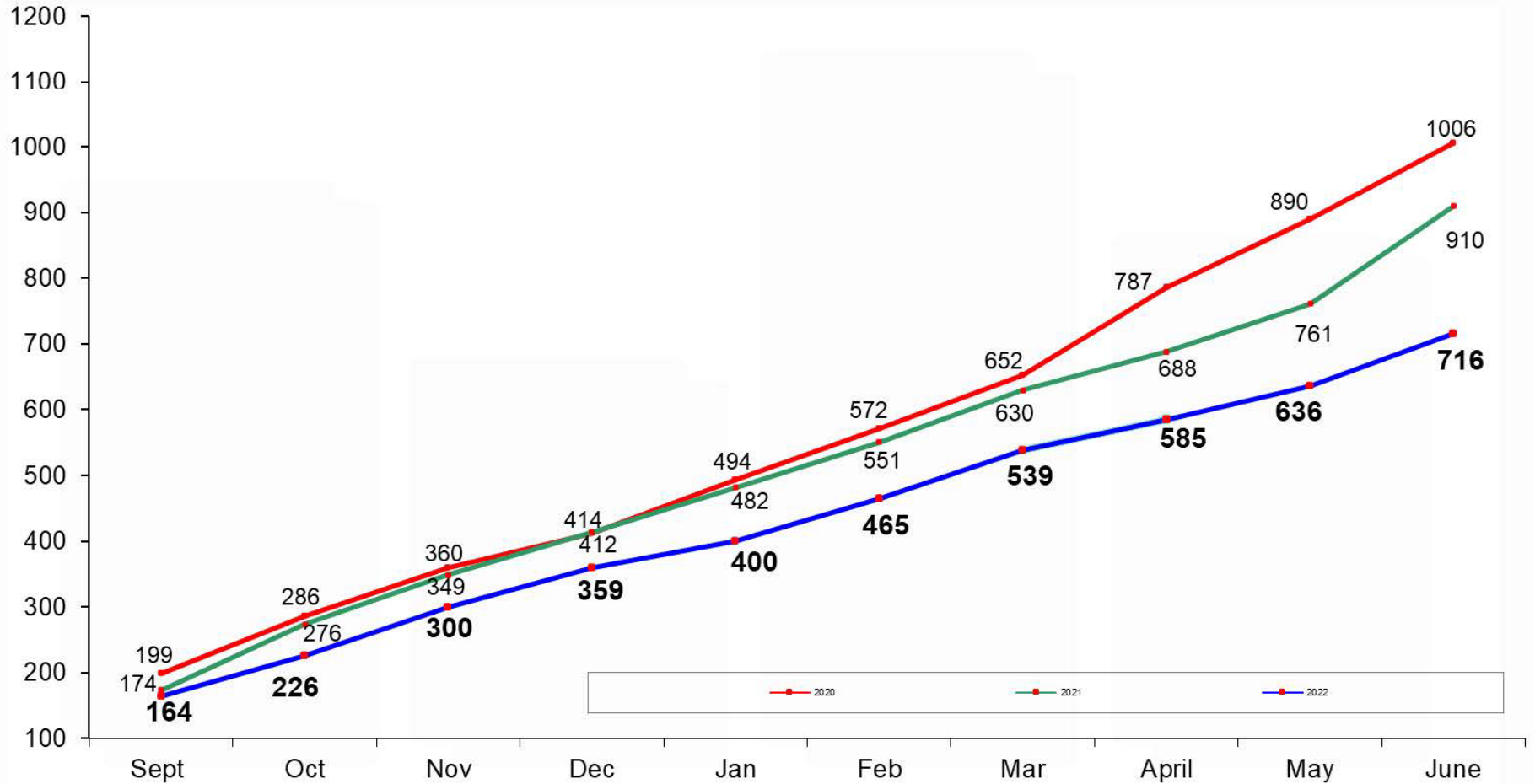
Student Recruitment

- ▶ 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.

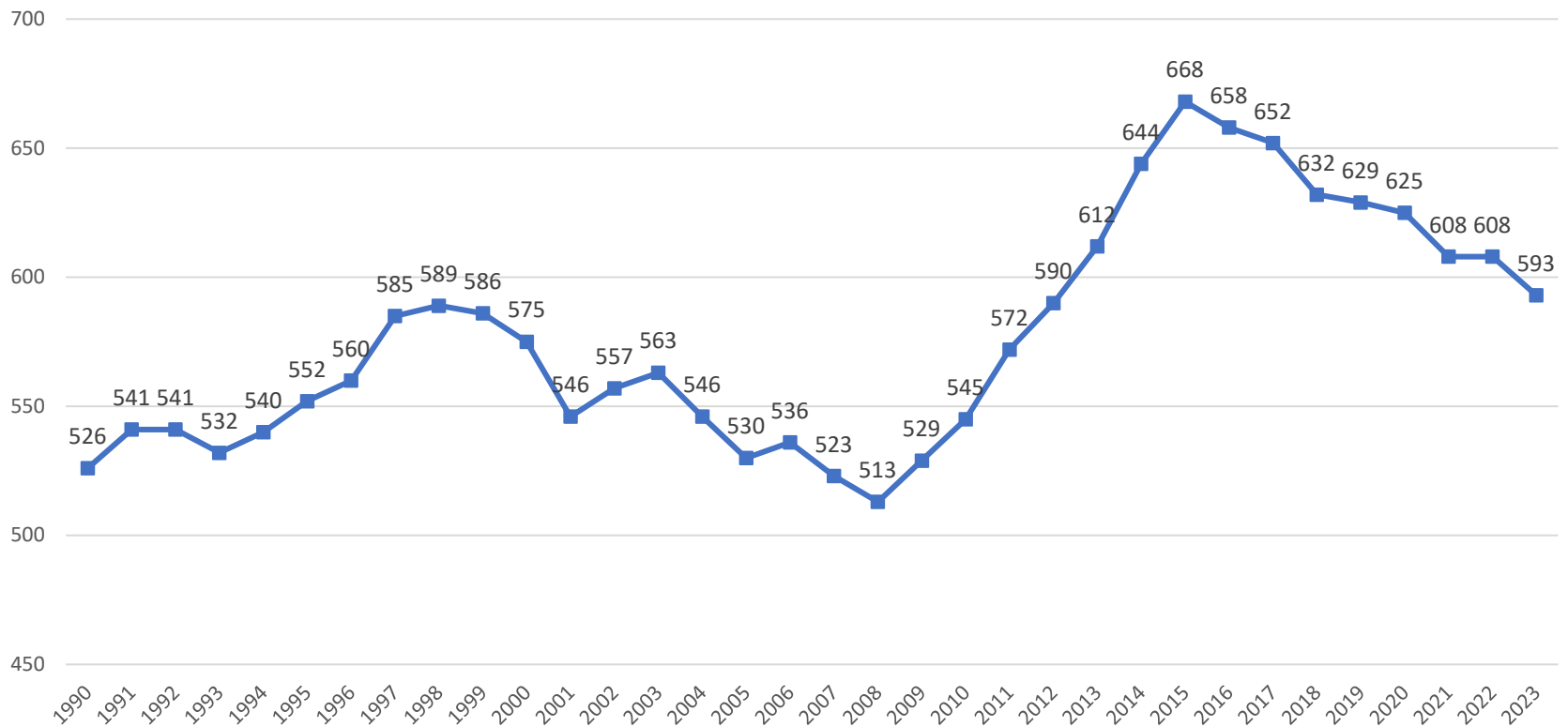
- ▶ Click on “My Account” in the top right corner.

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



OHFAMA Membership

OHFAMA Membership - 1990 - 2023



The Year Ahead

1

Monitor Legislation and Rules

2

Defend, Expand Podiatry
Scope of Practice

3

Implement Membership
Recruitment and Retention
Campaign

Your Team



Luci Ridolfo,
CAE

- Assistant Executive Director
- 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" are the words "FOOT AND ANKLE" and "MEDICAL ASSOCIATION" in smaller, bold, black, sans-serif capital letters, stacked on two lines.

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