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
Advocacy Campaign

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

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

We Need Your Help!
- Campus Visits

Mentor Network
- 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 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!