2015 Pedorthic Educational Program

PFA Scheduled Speakers - Detailed Session Synopsis

(NOTE: This shows the schedule of PFA ONLY program of events. Please see APMA website for the list of scheduled events.) Direct link: The National - Schedule of Events

Thursday July 23rd, 2015

Breakfast Symposium 1: The Diabetic Foot and Off-Loading

Meeting Room: Royal

6:30–8:00 a.m.

Moderator: Seth A. Rubenstein, DPM

Vickie R. Driver, DPM, MS, and James B. McGuire, DPM, PT, CPed

Detailed Session Description

This symposium will provide an overview of the diabetic foot and treatment modalities including off-loading. At the conclusion of the program, attendees will know the effects of hyperglycemia on the body and lower extremity; understand the progression of disease in the diabetic, understand the importance of early intervention in diabetes as it relates to the foot and wound healing; know the research supporting the various devices used in off-loading the diabetic foot; understand the concept of transitional off-loading and be able to apply it in practice; be able to substitute equivalent offloading devices and improve patient compliance; and be able to improve patient outcomes with better education and early intervention.
**Lead Presenter Short Biography**

Vickie R. Driver, DPM, MS of Providence, RI is the current president of the Association for the Advancement of Wound Care. Additionally, Dr. Driver is Professor, Orthopedic Surgery, Brown University School of Medicine; Chief, Podiatric Surgery, Providence VA Medical Center; and Director, Clinical Research, HBO and Wound Healing Center, Rhode Island Hospital.

James B. McGuire, DPM, PT, CPed of Philadelphia is a Diplomat of the American Board of Foot and Ankle Surgery and a Diplomat of the American Board of Podiatric Medicine. He is associate professor, Department of Podiatric Medicine and Orthopedics, Temple University School of Podiatric Medicine and Medical Advisor for the Pedorthic Footcare Association.

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**Opening Session**

*Meeting Room: Sago*

8:00–9:00 a.m.

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**Exhibit Hall Grand Opening**

9:00–10:00 a.m.
Session 1: Biomechanics

Meeting Room: Crystal J1-KL

10:00 a.m.–12:00 p.m.

*Podiatric and Pedorthic Camaraderie 2015

10:00–11:00 a.m.

Louis J. DeCaro, DPM

Detailed Presentation Description

This symposium focuses on how Podiatry and Pedorthics can work together towards a similar common goal: Successful Patient care. It will be illustrating ways in which both professions can complement each other. There are specialty specific techniques of foot care that we can share with each other, inevitably benefitting the patient. Learning how and why a DPM would consult a pedorthist and vice versa can be a successful addendum to each other’s practice. It is important for both professions to also get on the same page with regards to biomechanics and biomechanical principals. Understanding a common language is imperative in this endeavor. Come find out how we can all help each other become more successful!

Lead Presenter Short Biography

Louis J. DeCaro. DPM is a board certified Podiatric Physician who specializes in pediatrics with a special interest in sports medicine and biomechanics for both adults and pediatrics. Dr. DeCaro is President of the American College of Foot & Ankle Pediatrics (ACFAP). He is in private practice in West Hatfield and a member of the surgical & medical staff at Franklin Medical Center as well as Holyoke Medical Center. Dr. DeCaro is the Director and originator of the Adult & Pediatric Gait Labs Biomechanics Clinic, which takes place biweekly at his West Hatfield office. It is a multidisciplinary clinic, which evaluates the most challenging of biomechanics patients, and helps to find them answers through orthoses and therapy. Dr. DeCaro is an international lecturer on the topics of podopediatrics and biomechanics. Please visit decaropodiatry.com or email me at louisdecaro@decaropodiatry.com for further information and/or questions.
Understanding Applied Foot and Ankle Biomechanics

11:00 a.m.–12:00 p.m.

*Pam Haig, CPed, BOC PD

Detailed Presentation Description

Understanding applied foot and ankle biomechanics can be challenging. The differences of intrinsic posting and extrinsic posting will be defined utilizing props to illustrate that these two techniques do not achieve the same desired outcome(s) in regards to optimal functional position. Thus, the attendee will learn the affects of these posting techniques. A ten-step range of motion series will be incorporated into the discussion of intrinsic versus extrinsic posting, aiding the attendee to more effectually and accurately chose between various theories. The attendee will become more confident in choosing an OTC product, custom product or incorporating a more effective treatment modality to accomplish an intrinsic or extrinsic force within the foot and lower limb.

Lead Presenter Short Biography

Serving the industry with nearly four decades of clinical experience, specializing in advanced posting for chronic and unresolved pathologies. Using her career resources, she is past co-owner of OSI Labs; a nationally recognized podiatric manufacturing lab, the visionary founder of the first Pedorthic medical clinic in Indianapolis and The Robert M. Palmer, M.D., Institute Of Biomechanics - a Not-For-Profit Pedorthic Biomechanics School. Donating her expertise; serving on OSU-Okmulgee’s Pedorthic Advisory Board, past Treasurer to The Alliance of Educators and consultant, contributor / technical writer to several international and national footwear corporations and forensic expert.

Session 2: Equinus

Meeting Room: Canary 1

10:00 a.m.–12:00 p.m.
*Equinus: The Basics – Part 1

10:00–11:00 a.m.

Patrick A. DeHeer, DPM

*Equinus: Biomechanics - Part 2

11:00 a.m.–12:00 p.m.

Patrick A. DeHeer, DPM

Detailed Presentation Description

This session will be an in depth look at equinus, which has been called “the most profound causal agent in foot pathomechanics and is frequently linked to common foot pathology” and linked up to 96.5% of biomechanically induced foot pathologies. The first lecture is an examination of the basics of equinus including a discussion about the definition, anatomy, incidence, classification, and evaluation. The biomechanics lecture tackles the difficult concept of equinus biomechanics in a simplified, logical and practical approach. This understanding is critical for appreciating the importance of equinus and in the treatment of equinus. The non-surgical treatment lecture is a comprehensive look at the non-surgical treatment of equinus. This reviews all the current literature on non-surgical treatment of this deformity.

Lead Presenter Short Biography

Dr. Patrick A. DeHeer, DPM is a member of the American Podiatric Medical Association (APMA), and a fellow of American Society of Podiatric Surgeons (ASPS) and American Collage of Foot and Ankle Surgeons (ACFAS), Diplomat of American Board of Foot & Ankle Surgery, he is in private practice in Central Indiana, he is the team podiatrist for the Indiana Pacers and Indiana Fever, he is on the Editorial Board of Podiatry Today and a regular blogger for Podiatry Today, Guest Editor for Clinics in Podiatric Medicine and Surgery Pediatric Edition 2013, Guest Editor for Foot and Ankle Quarterly Clubfoot Edition 2014. Dr. DeHeer has had several published articles and is an international and national lecturer. He is the inventor of the EQ/IQ brace and several other medical inventions. He is the President and Founder of Step-By-Step Haiti and a medical missionary with over 20 trips worldwide. Dr. DeHeer won the 2014 International Federation of Podiatrist Humanitarian Award and the 2011 APMA Humanitarian of the Year Award. Dr. DeHeer is past President of the Indiana Podiatric Medical Association and serves as continuing education chairperson. Dr. DeHeer is on several committees for the APMA and has served a delegate to the House of Delegates. Dr.
DeHeer serves on the APMA PAC Board of Directors, the American Society of Podiatric Surgeons Board of Directors and the American College of Foot and Ankle Pediatrics Board of Directors.

Session 3: Pedorthic Retail Update

*Meeting Room: Crystal J1-KL

1:00–3:30 p.m.

*Pedorthic/Shoe Retail Market Today and Tomorrow

1:00–2:00 p.m.

Raymond J. Margiano, PhD

Detailed Presentation Description

This session will focus on where we are today in a rapidly changing business landscape and increasing customer demands and choices. It will focus on changes in retail, distribution, competition, medical insurance, Medicare and the increasing number of customers doing competitive shopping and comparisons on the web after using your business to identify problems and solutions. This will set the stage for directional changes to be made now to survive and thrive in the future. Vision and focus of the pedorthic/retailer for the next 3 years. Changes in marketing and outreach strategies. Using social media and web based marketing-going mobile. Adjusting your marketing spend and efforts for the future.

Who is your future customer? What will they be looking for? What is changing? How to cost effectively reach them? What to do with them once they come into your store? How to win their praises on the web? How to win their referrals? How to get them to come back?

Lead Presenter Short Biography

Ray Margiano started Foot Solutions at the end of 2000. Foot Solutions is an international franchise with over 150 locations focusing on a retail niche between comfort shoe stores and orthopedic facilities. He holds a bachelor’s degree in Business from the University of New Haven, a master’s degree in Business...
and Computer Science from Rensselaer Polytechnic Institute, and a Ph.D. in International Business from Canbourne University. Ray also studied pedorthics at Temple University.

He is a frequent speaker on international franchising, the footwear industry and pedorthics, and has worked with a number of franchising companies in an advisory role.

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**Retail Pearls Panel Discussion**

2:00–3:30 p.m.

*Moderator:* Benjamin Nebroski, CPed

Chris Stanley, Jeff Jacobs

A panel discussion on best retail practices. The panel will solicit written questions to generate discussion on the topic of retail pedorthics. These questions will be varied including OTC to marketing.

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**Welcome Reception in the Exhibit Hall**

3:30–5:00 p.m.
**Friday July 24th, 2015**

Session 4: Adolescent Pathology

*Meeting Room: Crystal J1-KL*

8:00–9:00 a.m.

*Common Preteen and Adolescent Pathologies*

8:00–9:00 a.m.

Roberta Nole, MA, PT, CPed

**Detailed Presentation Description**

One of the most commonly injured parts of the body in adolescents is the foot and ankle, particularly involved with sports. More than 206 million children are treated in the emergency department each year for sports and recreational related injuries. Therefore it is prudent to understand functional foot types that may predispose youths to particular pathological conditions and risk of injury. This session will educate the participants on an easy to learn 4 step method of identifying the 6 functional foot groups by examination of gait. It will also teach about particular musculoskeletal pathologies common to each group and how to biomechanically manage each group by using a foot and sport injury specific orthotic designs. Treating the pre-teen and adolescent (foot type) before the injury happens is the best form of prevention and can potentially eliminate the chance for repeated, chronic injuries that may have long term implications in adulthood.

**Lead Presenter Short Biography**

Roberta Nole is the owner of Stride™, Pedorthic Center (an ABC Accredited Orthotic Facility); and Nolaro24™, LLC. Maker of the littleSTEP and QuadraSTEP foot orthosis. She is a graduate University of
Scranton (Biology); of University of Connecticut (Physical Therapy and MS Sports Medicine) and is an ABC C.Ped. Nole is patented on a foot-typing algorithm that identifies 24 variations of the normal human foot (Patent 7,789,840), and teaches classes based on her original technology. She is a member of the PFA, the APTA and the American College of Foot and Ankle Pediatrics.

Exhibit Hall

9:00–10:00 a.m.

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**Session 5: Podiatric Medical Treatment**

*Meeting Room: Crystal J1-KL*

10:00 a.m.–12:00 p.m.

*Unraveling the Mysteries of the Mid-Tarsal Joint*

10:00–11:00 a.m.

James B. McGuire, DPM, PT, CPed

**Detailed Presentation Description**

The anatomy and the biomechanics of the mid-tarsal joint and its relationship to foot function will be discussed. Old and new theories of motion will be reviewed along with the concept of dynamic stabilization around a central axis of motion developed at Temple University. Orthotic implications derived from these theories and their influence on the management of the foot with custom devices and shoes will be explored.

**Objectives:**

1. Know the anatomy of the MTJ
2. Know theories of MTJ function

3. Apply understanding of the MTJ to the design and application of orthotics and footwear

**Lead Presenter Short Biography**

James B. McGuire, DPM, PT, CPed of Philadelphia is a Diplomat of the American Board of Foot and Ankle Surgery and a Diplomat of the American Board of Podiatric Medicine. He is associate professor, Department of Podiatric Medicine and Orthopedics, Temple University School of Podiatric Medicine and Medical Advisor for the Pedorthic Footcare Association.

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**Equinus: Non-Surgical Treatment - Part 3**

11:00 a.m.–12:00 p.m.

Patrick A. DeHeer, DPM

**Detailed Presentation Description**

This session will be an in depth look at equinus, which has been called “the most profound causal agent in foot pathomechanics and is frequently linked to common foot pathology” and linked up to 96.5% of biomechanically induced foot pathologies. The first lecture is an examination of the basics of equinus including a discussion about the definition, anatomy, incidence, classification, and evaluation. The biomechanics lecture tackles the difficult concept of equinus biomechanics in a simplified, logical and practical approach. This understanding is critical for appreciating the importance of equinus and in the treatment of equinus. The non-surgical treatment lecture is a comprehensive look at the non-surgical treatment of equinus. This reviews all the current literature on non-surgical treatment of this deformity.

**Lead Presenter Short Biography**

Dr. Patrick A. DeHeer, DPM is a member of the American Podiatric Medical Association (APMA), and a fellow of American Society of Podiatric Surgeons (ASPS) and American Collage of Foot and Ankle Surgeons (ACFAS), Diplomat of American Board of Foot & Ankle Surgery, he is in private practice in Central Indiana, he is the team podiatrist for the Indiana Pacers and Indiana Fever, he is on the Editorial Board of Podiatry Today and a regular blogger for Podiatry Today, Guest Editor for Clinics in Podiatric Medicine and Surgery Pediatric Edition 2013, Guest Editor for Foot and Ankle Quarterly Clubfoot Edition 2014. Dr. DeHeer has had several published articles and is an international and national lecturer. He is the inventor of the EQ/IQ brace and several other medical inventions. He
is the President and Founder of Step-By-Step Haiti and a medical missionary with over 20 trips worldwide. Dr. DeHeer won the 2014 International Federation of Podiatrist Humanitarian Award and the 2011 APMA Humanitarian of the Year Award. Dr. DeHeer is past President of the Indiana Podiatric Medical Association and serves as continuing education chairperson. Dr. DeHeer is on several committees for the APMA and has served a delegate to the House of Delegates. Dr. DeHeer serves on the APMA PAC Board of Directors, the American Society of Podiatric Surgeons Board of Directors and the American College of Foot and Ankle Pediatrics Board of Directors.

Session 6: Miscellaneous Topics in Pedorthics

Meeting Room: Crystal J1-KL

1:00–5:00 p.m.

*Advanced Pedorthic Techniques for Modern Athletic Footwear

1:00–2:00 p.m.

Jeremy Long, BOCPD

Detailed Presentation Description

1. Reveal structural and internal design changes in contemporary performance athletic footwear
2. Identify rates and occurrences of injury for modern team athletes
3. Provide pedorthic solutions in the treatment of lower extremity injuries, and expedite the return to athletic competition. Substantial changes in modern athletic shoe design and construction may be contributing to devastating injuries among team sport athletes of all levels. This lecture will identify what pedorthists can do to adequately protect the lower extremity, and return injured athletes back to active competition.

Lead Presenter Short Biography

Jeremy Long is a BOC Pedorthist, who has been in the footwear field since 1988, covering multiple settings and disciplines. He gained his pedorthic credential in 2005 after having spent years working both in Reebok’s Technical Services Division and performing specialty fitting work in the skate/snow sports fields. He has been working in podiatric and O&P facilities for the past 15 years, specializing in a broad...
spectrum of pedorthic care. Jeremy utilizes personal practice and clinical/research evidence in producing pedorthic strategies to create positive patient outcomes. He has extensive experience working with elite athletes and geriatric populations. His lectures cover all scopes within pedorthics, and presented to those in pedorthic, podiatric, and orthopedic audiences. Jeremy presently is on the Pedorthic Footcare Association Board of Directors, and serves on its Council on Pedorthic Education. He also practices clinical pedorthics with Orthotic Holdings, Inc., serving podiatric practices in the Mid-Atlantic region.

* Children and Their Feet: Preventing Small Problems from Becoming Big Ones!

2:00–3:00 p.m.

Patricia Ann Pande, PT, CPed

Detailed Presentation Description

This lecture will focus on foot development, possible abnormalities, and their evaluation and evidence-based treatment. Children’s health issues differ from those of adults. This applies also to biomechanical issues, especially of the feet. Children’s feet change continuously during development. Therefore, when to intervene for minor foot problems is widely debated. Children’s feet start without a defined arch. Arches usually develop between the ages of three and five. The timing is influenced by footwear, obesity and gender. Hypermobile and flexible flat feet should be monitored. Treatment may be necessary if the condition worsens or becomes symptomatic. Toe walking (equinus gait) is often seen in young children, particularly if they have just begun to walk, and most will outgrow it. However, it may signal the need for further evaluation as it may be due to neuromuscular conditions, hypermobility or developmental disorders. Novel approaches will be presented with case studies.

Lead Presenter Short Biography

Patricia Pande, founder of FootCentric, is a Physical Therapist, Pedorthist and Strength and Conditioning Specialist who most recently practiced as a foot and pedorthic expert at the University of North Carolina Physical Therapy Faculty Clinic. For over thirty five years, Patricia has educated professionals on topics related to sports medicine, fitness training, biomechanics and injury prevention.
*Diabetes: The Next Global Pandemic

3:00–4:00 p.m.

Katia Langton, DC, CPed

Detailed Presentation Description

We need to prevent the preventable in the global fight against diabetic foot ulcers and amputations. This is an overview of the burden and impact of the diabetic pandemic and peripheral neuropathy leading to the preventable loss of limbs and lives. The critical need for a paradigm shift in the area of prevention through comprehensive assessments and diabetic foot screenings to prevent foot complications. We need systemic adherence to best practice guidelines nationally and internationally: this will then reduce overall costs and make health care sustainable in the future as the disease progresses on a global level.

Lead Presenter Short Biography

Dr. Katia Langston, DC, C.Ped: certified and specialized in lower extremity amputation prevention and comprehensive management and treatment of the neuropathic foot. Certified in wound care L1-Canadian Association of Wound Care. Canadian Diabetes spokesperson for diabetic foot care. Dr. Langton regularly speaks with health care practitioners, policy-makers and patients on implementation of foot screening and comprehensive assessment of the high risk diabetic foot.

*SCFOs: When a Foot Orthosis Isn’t Enough and an AFO is Too Much

4:00–5:00 p.m.

Dennis J. Janisse, CPed

Detailed Presentation Description

Understand the limits of what a foot orthosis can do to control and exert forces on the foot. A brief review of the C.Ped scope of practice and the definition of a SCFO as it is particularly related to a SCFO within the scope. Review the many types of SCFO’s that are available as custom devices and understanding the diagnosis that are appropriate when using a SCFO.

Lead Presenter Short Biography

1610 East Forsyth Street, Suite D, Americus, GA, 31709
p:(229) 389-3440 | f:(888) 563-0945 | email: pedorthicsusa@gmail.com | www.pedorthics.org
Dennis Janisse is President and CEO of National Pedorthic Services, Inc., a national network of full-service pedorthic facilities with eight locations. In addition to his duties at NPS, Mr. Janisse is a Clinical Assistant Professor in Department of Physical Medicine and Rehabilitation at the Medical College of Wisconsin and consultant to OHI, Inc. Dennis is presently on the Board of Directors of American Board for Certification in orthotics, prosthetics, and pedorthics. He teaches pedorthics courses at Northwestern University Medical School and the Medical College of Wisconsin. He is past President of the Pedorthic Footwear Association and an honorary member of the American Orthopedic Foot and Ankle Society. He has written extensively on all aspects of pedorthics, with over 50 publications to his credit and has lectured throughout the United States and the world.
Plenary Lecture: Will Your Documentation Save You or Sink You? (Risk Management Program)

Moderator: Frank Spinosa, DPM

Thomas J. Chang, DPM

Detailed Presentation Description

Poor documentation is a major obstacle in the defense of podiatric medical malpractice claims. This program will focus on common documentation concerns noted in the medical records of podiatric physicians who have been sued for medical malpractice and offer suggestions for honing your documentation skills to create medical records that support the quality care you provide. At the conclusion of the program, attendees will understand the importance of proper documentation in patient medical records; appreciate the common documentation concerns noted in the defense of podiatric malpractice claims; apply general principles of documentation in medical records; and identify the components of proper documentation for history and physical, progress notes, wound care, referrals and consultations, informed consent, operative care, communications, complications and communications.

Lead Presenter Short Biography

Thomas Chang, DPM is a Diplomat of the American Board of Foot and Ankle Surgery and is in private practice in Santa Rosa, CA. He is a graduate of the Temple University School of Podiatric Medicine and completed his three-year residency at Emory/Northlake Regional Medical Center. Dr. Chang is Chief of the Department of Podiatric Medicine and Surgery at Santa Rosa Memorial Hospital. He is also a Clinical Professor in the Department of Podiatry Surgery at the California College of Podiatric Medicine. Dr. Chang

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**Session 8: Professional Development**

*Meeting Room: Crystal J1-KL*

*9:30 a.m.–12:30 p.m.*

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**Central Casting: A New Pedorthic Partnership through Podiatry**

*9:30–10:30 a.m.*

Jeremy Long, BOCPD, and Stuart G. Wittner, CPed

**Detailed Presentation Description**

For a variety of reasons, many podiatric practices fail to maximize pedorthic care options. OHI’s Central Casting Program fills in the gaps, especially in positive outcomes and increased reimbursements. Central Casting delivers outstanding ROI including:

- Greater practice revenue
- Improved patient outcomes
- Significantly increased practice efficiency
- Marketing and billing support
- Guaranteed Medicare compliance*

Learn how Central Casting is improving the relationship between pedorthics and podiatry, and how to implement its programs into your practice.

**Lead Presenter Short Biography**

Jeremy Long is a BOC Pedorthist, who has been in the footwear field since 1988, covering multiple settings and disciplines. He gained his pedorthic credential in 2005 after having spent years working both in Reebok’s Technical Services Division and performing specialty fitting work in the skate/snow sports fields. He has been working in podiatric and O&P facilities for the past 15 years, specializing in a broad spectrum of pedorthic care. Jeremy utilizes personal practice and clinical/research evidence in producing pedorthic strategies to create positive patient outcomes. He has extensive experience working with elite athletes and geriatric populations. His lectures cover all scopes within pedorthics, and presented to those
in pedorthic, podiatric, and orthopedic audiences. Jeremy presently is on the Pedorthic Footcare Association Board of Directors, and serves on its Council on Pedorthic Education. He also practices clinical pedorthics with Orthotic Holdings, Inc., serving podiatric practices in the Mid-Atlantic region.

* Podiatry and Pedorthics: A Win–Win for Everyone

10:30–11:30 a.m.

Dean Mason

Detailed Presentation Description

This session will serve as the interfacing of the Podiatric medical practice and that of the Pedorthist. Pedorthist fabricate and fit devices and treatment modalities as prescribed by the podiatric physician. A Pedorthist working closely with a podiatrist assists the physician in providing cost effective treatment options to the patient, in effect creating a “one stop” experience for the patient. This allows the physician to monitor their treatment protocols and provide better outcomes. Use of the Pedorthist as the podiatrist’s assistant allows a win-win situation. The physician wins with better patient satisfaction, the patient wins by having their needs met at one time in one place, and the Pedorthist wins by being an invaluable member of the direct treatment team.

Lead Presenter Short Biography

Dean Mason is the owner of North Shore Pedorthics in Loarain, OH. He has been in practice as a Pedorthist since 1998 and an orthotist since 2000. His practice is primarily home-based service, working with several home health agencies and home therapy operations, most notably the Cleveland Clinic. He is a guest lecturer at Temple University School of Podiatric Medicine in Applied Clinical Biomechanics, and currently serves as Vice President of the Pedorthic Footcare Association and the chairman of the Government Affairs committee. He is a frequent contributor to Current Pedorthics, O and P edge and other publications.

* How to Treat Employees Like a Dog

11:30 a.m.–12:30 p.m.
Russell J. Hornfisher, MBA, MSOD

**Detailed Presentation Description**

Dogs are like humans, they are pack animals, and both establish a hierarchy of leadership within their pack. The packs success, like a business organizations success, requires trust and communications between its members. This program will detail the leadership skills that are exhibited in both successful dog packs and human organizations. This program will provide techniques as to how highly productive packs, survive and thrive that can also be used by business organizations. Attendees will be shown the most effective techniques for building teamwork. Participants will learn the importance of consistency, training, and leadership toward building long term growing organization. By understanding how dogs respond to training and leadership we can better understand how to manage co-workers and staff. These same techniques work with spouses, children, and other family members as well as co-workers.

**Lead Presenter Short Biography**

Russell J. Hornfisher received his Bachelors of Science from Central Michigan University and a Masters in Business Administration and Organizational Behavior and Development from Eastern Michigan University. He has worked in O&P for more than 20 years, recently becoming Channel Manager for Orthopedic Holdings, Inc. Academy members know Hornfisher best for his ubiquitous presence at Academy Annual Meetings and his popular marketing courses like *Overhead Projectors and Golden Retrievers*, and *Seven Billion People on Earth, What Makes You Different?* He spent five years as Chair of the Marketing Committee for ABC, and eight years on AOPA’s board with six as chair of the National Assembly. He is adjunct instructor for the Marketing Departments in the Schools of Business at the University of Northern Iowa and Eastern Michigan University. Hornfisher is also a dog enthusiast and an AKC, UKC, ADPT, and C-WAGS performance judge.

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**Exhibit Hall**

**12:30–1:00 p.m.**

Lunch and Scanning in Exhibit Hall

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PFA Annual Membership Meeting

*Meeting Hall: Crystal Ballroom C*

2:00–3:00 p.m.

Rob Sobel, *President PFA*

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Session 9: ABC Update

2:00–3:00 p.m.

Advanced Social Media Workshop (Non-CEU) APMA Communications Department

*Meeting Hall: Canary 2*

2:00–3:00 p.m.

*Best Business Practices and Celebrating a Successful Accreditation Survey*

*Meeting Hall: Canary 2*

2:00–3:00 p.m.

Jim Lawson (*American Board for Certification in Orthotics, Prosthetics & Pedorthics, Inc.* [ABC])
Detailed Presentation Description

Learn and discuss best business practices and ways to help your practice be compliant with the ABC and CMS accreditation process you are required to follow. We’ll discuss ABC’s extended accreditation tools to help you become and remain the best business you can be.

Lead Presenter Short Biography

Jim Lawson is ABC’s Outreach Development Manager and in that role hedevotes his time to working with business owners and staff in navigating the accreditation process. Mr. Lawson also works with candidates preparing them for the certification exams, represents ABC by speaking at conferences and produces an educational video series. Mr. Lawson has over 16 years of experience in partnership building, outreach and business development.

Session 10: Orthotics

Meeting Room: Crystal J1-KL

2:00–4:00 p.m.

Evidence Based Medicine: A New Approach to Orthotics and Over the Counter Inserts

2:00–3:00 p.m.

Allan B. Grossman, DPM

Lead Presenter Short Biography

Dr. Grossman is a Diplomate of the American Board of Foot and Ankle Surgery and a Fellow of the American College of Foot and Ankle Pediatrics. Dr. Grossman is Associate Professor, Drexel University College of Medicine, Philadelphia. Harrisburg, PA
*Ground Reaction Force Modulation: A Kinetic Approach to Foot Orthotic Therapy*

3:00–4:00 p.m.

Raymond J. Anthony, FCPodS, DpodM

**Detailed Presentation Description**

A paradigm shift is taking place in biomechanics related to foot orthotic therapy. Research over the last decade has thrown doubt on the validity of "motion control" as the primary mechanical process through which foot orthoses provide symptom relief for musculoskeletal pathologies. Although a number of early research studies in the 1970s to 1990 demonstrated that foot orthoses have a kinematic effect on the foot and lower limb, the same studies (along with more recent research) show the actual degree of "motion control" achieved is relatively small—somewhere in the region of 2-4 degrees. Recent research provides evidence that, rather than restricting frontal plane joint motions (Classic Root Paradigm) or increasing joint motions (Sagittal Plane Facilitation Theory), foot orthoses provide their beneficial effects by modulating the magnitude and direction of ground reaction force (GRF) against the plantar surface of the feet, which in turn modulates the moments acting around the joints of the foot and lower-limb, which in-turn affects the stress and strain within the intra- and peri-articular soft-tissue structures. In summary, foot orthoses function primarily is a kinetic rather than a kinematic fashion. The Subtalar Joint Axis Location and Rotational Equilibrium Theory (Kirby, 2001); the proposed "muscle tuning" and "preferred motion pathway" paradigm (Nigg, 2001), and The Tissue Stress Paradigm (Kirby & Fuller, 2006) have encouraged practitioners of foot orthotic therapy to take a kinetic approach to foot orthotic therapy. Just last year, dovetailing studies on the Free Moment (Holden & Cavanagh, 1991 and Milner et.al., 2006) and Dr. Nigg’s Motion Pathway Paradigm, the Brooks Shoe Company announced a proposed change in their approach to "prescribing" running shoes. Interestingly, while most commercial prescription orthotics laboratories continue to offer products based upon the "old paradigms" of arch support and motion control, one retail consumer company has been ahead of the paradigm shift, offering insoles designed on the concepts of Sagittal Plane Facilitation and GRF Modulation since the 1995. Well respected researchers in biomechanics have proposed that foot orthoses may primarily function kinetically rather than kinematically. This lecture charts the development of the concept of *Ground Reaction Force Modulation* and discusses how foot orthoses may be designed to fit the emerging kinetic paradigm.
Lead Presenter Short Biography

Raymond J. Anthony, FCPodS, DpodM is the Owner RX Laboratories, UK (1990-2003). He has authored, The Manufacture & Use of the Functional Foot Orthosis, Karger AG, Basle (1991). Mr. Anthony currently is the Chief Podiatrist, The Chrissie Tomlinson Memorial Hospital, George Town, Grand Cayman, Director, The Gait and Posture Centre, George Town, Grand Cayman, Director, Cayman Orthotics, George Town, Grand Cayman, Director, Helix Healthcare, George Town, Grand Cayman and works a consultant to Spenco Medical Corporation, TX, USA.