Don’t Let Stress Overwhelm You Practicing During the Pandemic

Moving Forward with Purpose in 2021

—By Michelle Sparks, DPM

Stress, fatigue, feelings of being overwhelmed: These are feelings we have all experienced in 2020 due to the ever-changing climate of practicing medicine during a pandemic. You may ask, how is this any different from before COVID? Physician fatigue is a common issue in medicine and appears to be getting worse. Burnout is at an all time high, due to new challenges in private practice, dealing with insurance companies, and continuing to keep up with regulations. Signs of burnout include physical and emotional exhaustion, lack of empathy, and feeling no sense of purpose. It may seem like you’ve forgotten your purpose. But I have found that there are things we can do on our own to fight back and remember why we decided to go to medical school in the first place.

Volunteering as a Way to Counteract Stress

Volunteering has always been an important part of my life. Growing up and being involved in organizations such as the YMCA and Pioneer Medical Corps, I found balance in my life with academics, sports, and giving back. I contin-
A PODIATRY-FOCUSED RELATIONSHIP
YOU CAN TRUST

The Podiatric Medical Assurance of Pennsylvania (PMAP) professional liability insurance program utilizes PICA as its underwriting insurer and services policies through The Yurconic Agency.

Benefits and features included within the PMAP program:

- Lowest responsible rates
- Administrative Defense Coverage
- Risk Management discount
- Sexual misconduct defense coverage
- Cyber liability coverage
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Members of PPMA receive a 15% discount through PMAP

Workers’ compensation? We can do that too!
The Yurconic Agency has an exclusive and competitive workers’ compensation program for PA Podiatric Practices.

- Potential group dividend opportunity
- Supported by PMAP
- Coverage provided by A+ financially rated insurance*

Additional Insurance Products available through The Yurconic Agency*

- Business owners policy
- Health insurance
- Life and disability insurance
- And more!

*Additional insurance products and workers’ compensation are available through The Yurconic Agency and are not underwritten by PICA
President’s Message

Maintaining Connections During & After Pandemic

As I write this Message to our membership, we have successfully completed our first and second virtual conferences through the Goldfarb Foundation. As you know, the Foundation is a critically important component of your membership benefits received through our Association. With the advent of the COVID restrictions, our Foundation made the very difficult decision to abandon the 50-year tradition of face-to-face meetings and move the delivery of continuing medical education hours to a “virtual” platform.

The staff of the Foundation, led by Lara Beer-Caulfield, sought out and analyzed the Internet platforms that were available for this transition. The report that the staff made to the Foundation allowed the Board to choose what turned out to be the most effective platform for our meetings. We registered well over 400 members, residents, and (unfortunately for them) non-members. We successfully delivered 26.75 CE Contact Hours at the 48th Annual Clinical Conference, along with the APMA Coding Seminar and Risk Management Update, in the same program profile that is presented in our face-to-face meetings for almost five decades.

The experience was not without the expected hick-ups, which arose out of the platform and first time use by our members, the Foundation, and the Exhibitors. But by and large, the program was a great success.

However, the one thing that our virtual programs lacked is that face-to-face experience with our exhibitors. We have enjoyed a long and mutually beneficial relationship with our exhibitor community. The translation of the exhibitor participation in the virtual platform is a challenge that we are still attempting to work out.

As we work on this issue, we are initiating a classic “work around.” In this issue of the PPMA Update newsletter you will see our first Foundation EXHIBITOR MARKETPLACE on pages 12–15. This MARKETPLACE will appear in all of our newsletters this New Year. It is populated by the exhibitors that participated in the Clinical Conference Exhibit Hall in 2019.

The MARKETPLACE gives you the exhibitor’s name, website, and telephone number, under an appropriate product/service category.

This MARKETPLACE gives you the one-stop shopping that our normal exhibit hall presents. Remember, you are on restricted travel also, and we want you to use this convenient resource. Establishing this MARKETPLACE is an extension of the “sourcing” that we had initiated in the inaugural months of the COVID crisis.

We also want you to use this MARKETPLACE because it maintains the connection that we have established between our membership and our loyal exhibitor-base over the years.

In effect, this new MARKETPLACE is a manifestation of the fact that our Foundation is adapting to the field conditions we are all facing. When we all go back to whatever is defined as normal after this crisis is behind us, we want to ensure that we are still together (our Members, the Association, the Foundation, and the Exhibitors), and that we all recognized the importance of maintaining our connections during this challenging time.

Be well, keep your masks up, and accept our wishes for a Healthy and Happy New Year! UPDATE

Sabrina Minhas, DPM

“When we all go back to whatever is defined as normal after this crisis is behind us, we want to ensure that we are still together... and that we all recognized the importance of maintaining our connections during this challenging time.”
Moving Forward with Purpose

CONTINUED FROM PAGE 1

ued this through college, and eventually with the Albert Schweitzer Fellowship program during podiatry school. Despite being incredibly busy during podiatry school, I managed to fulfill the requirements of the Fellowship program, all the while working with other medical and law students in the Chicago area in a team environment. This experience gave me more confidence in myself, as well as showed me how I can advocate for parity for our profession within the medical community.

I was the only DPM student in the Fellowship program and was able to take the opportunity to prove to others how we are equals when it comes to taking care of people. The opportunities given to me during this time also helped me realize how important it was to become a service-minded health professional, and I made it one of my goals to continue to fulfill this purpose throughout my career.

When I graduated from residency and started my first job, I was solely focused on work. Coming right out of training, this initially did not bother me, because it felt remarkably like the last few years of my life. However, over time, I reflected on my weeks of work while catching up over the weekend, and really not see anything else in my life. I had a wonderful family and was able to enjoy them in the evenings and weekends, but the part of me that wanted to live a life with more purpose was not being fulfilled.

Finding Balance

When feelings of burnout started for me, being young in my career, this was concerning. I realized I lost that part of me focused on serving others and having a balance in my life. I let the stress overwhelm me, and it made me lose focus of what was important to me. Due to many reasons, I decided to move on from my first job out of residency and begin a new phase of my career in 2016.

One of the goals I created for myself during this transition was to find more of a balance in my life and cultivate different experiences. At first, this was difficult due to transitioning jobs, which simply took a lot of time and energy, and I did not feel I could prioritize. After a few months, I decided to start reaching out to some organizations I would be interested in getting involved. I had read that volunteering has been shown to counteract the effects of stress, anger, and anxiety we feel in our daily lives, and has also been shown to increase happiness, self-confidence, and provide a sense of purpose in life.

Around the same time I was looking for something else to do in my free time, and since my daughter decided she was interested in Girl Scouts, we went to a meeting in our local area. I found out that Girl Scout troops do not always “just happen,” parents must volunteer to get a troop up and running.

Another parent approached me at the meeting asking if I was interested in starting a troop together, but my initial reaction was “No, I’m too busy.” Of course I had a million reasons to say that: I own a solo practice; I was on call for my patients and the hospital; and could not possibly make an additional commitment in my life. Only after thinking about my desire for balance, did I decide to say yes. Lucky for me, the other two parents that volunteered to lead were on the same page as myself, with similar levels of commitment. We were able to figure out that one meeting and one activity per month was a good place to start.

Step Out of Your Comfort Zone

The hardest part for me was to justify leaving my office early once a month for Scouts. What would my patients think? How will this affect me financially? Looking back, these were all just the excuses I used for years to NOT step out of my comfort zone. I must admit, as I suspected, I have not gone bankrupt yet from taking one afternoon off a month to teach girls about outdoor first aid.

What I have personally gained from Girl Scouts is even more than spending time with my daughter, it has helped me work towards work/life balance.

In addition to volunteering with the Scouts, I wanted to find an opportunity that involved podiatry. In 2017, I decided to volunteer for the first time at the Special Olympics Summer Games at Penn State University. After committing, the same questions started running through my head: Should I be taking the time out of the office to do this? Will I be losing money? However, after my first two-day event, I knew I was hooked. Working with other physicians in a team environment was fun and reminded me again why I chose to go into the field of podiatry.
I found that having opportunities to speak with other physicians across Pennsylvania about changes in practice, how they run their businesses, or treat their patients is invaluable. Working with adults with developmental disabilities has also been a passion of mine and is very fulfilling. I have continued to volunteer with this organization since then and am hopeful that the state SO games will happen for 2021.

Taking the Time Out of Your Schedule

Benefits Professional Life

Taking time out of your schedule can also be a benefit for your professional life. We, as physicians, are not always the best at self-promotion, but the community around you will certainly start to recognize your efforts:

- I have been recognized several times by the local newspaper for volunteering and have had a stream of new patients come to my office because of the press.
- Because of the efforts I had made in 2019, I was approached by the medical staff president of Armstrong Center for Medicine and Health (ACMH) to chair a committee and become the chairperson of the ACMH Medical Staff Foundation. This Foundation has been providing grants to local nonprofits in the area that our hospital has served for years, and the previous chairman had recently decided to step down. I was approached because of my experience with volunteering, and I had expressed interest in wanting to be more involved at the hospital.

In the past two years, I have been leading this ACMH committee, it has provided more than $35,000 in grant money. Some examples include projects that provide first-aid, mental health training; wheelchair ramps for people in need; funding for Veterans’ court; three-days worth of healthy meals after discharge from the hospital; and funding for a lending closet for kids with medical needs, to name a few.

I have had the opportunity to lead a committee of my peers—MD and DO physicians from all specialties—which as a DPM would not have been an opportunity years ago. This position also has given me additional marketing opportunities for my practice. There have been several articles and features regarding the Foundation in local media, and through the hospital’s own marketing department. I have cultivated new referral patterns through other members of my committee and medical staff through my leadership. However, the most important thing is that this has given me a sense of fulfillment in my career, and helps balance my world of the daily stress with the feeling of doing something good.

In conclusion, there are many reasons to take the extra time out of your personal schedule to do something new. Personal and professional development, as well as the opportunity to help others will encourage life balance. With all the craziness of 2020, I think we can agree that finding a balance in life is the only way to get through the stress. Right now with the pandemic, there may be some roadblocks to finding volunteer opportunities in-person, but there are still places in need of support. Perhaps it is a monetary donation, or volunteering to give a Zoom lecture to a local nonprofit. I encourage all of you to start the New Year with a new purpose, and I suspect you will not regret it!  

**UPDATE**

Dr. Michelle Sparks, pictured left, graduated from Dr. William M. Scholl College of Podiatric Medicine and Rosalind Franklin University of Medicine and Science in 2009. She completed a three-year Podiatric Medicine and Surgery Residency with a credential in Reconstructive Rear-foot/Ankle Surgery (PMSR/RRA) at Mercy Suburban Hospital/Suburban General Hospital in East Norriton, PA, in 2012. She is currently in private practice in Kittanning, PA, and is the owner of Ankle and Foot Care. Dr. Sparks is a Diplomate of the American Board of Podiatric Medicine, and a Fellow of the American College of Foot and Ankle Surgeons. She is a 2006-2007 Albert Schweitzer fellow alumni from the Chicago chapter. For more information on the Schweitzer Fellowship Program, please visit https://schweitzerfellowship.org/.
Tracie started running to overcome PTSD.

She just finished her first 10K.

This is her SOLO moment.

Help your patients achieve their personal best with custom orthotics from SOLO Labs.
If you have a coding question that has you stumped, PPMA Members can fill out the Peer Review Committee Form and send to judy@ppma.org or fax it to 717-761-4091, Attention: Judy Aumiller.

**Q: What CPT code should I use for initial nursing home encounters? Can podiatrists use CPT 99304?**

**A:** CPT codes 99304–99306 describe initial nursing facility care. Yes, podiatrists can absolutely submit initial nursing facility evaluation and management (E/M) codes for Medicare patients.

Medicare does not recognize consultation codes. When Medicare stopped recognizing consultation codes on January 1, 2010, it then instructed specialists, including podiatrists, to use the initial nursing facility CPT codes when seeing a nursing facility patient for the first time during that patient’s admission.

Podiatrists should use initial nursing facility codes for Medicare patients if that encounter qualified for what the facility would consider a “consult,” even if the specialist was not the admitting/primary doctor. Since there are now multiple doctors using those initial encounter codes, the admitting/primary doctor must use an “AI” modifier on the initial E/M encounter.

This change did not alter the fact that in order to submit any E/M code, one must meet the thresholds of complexity for that code. Complexity refers to the key elements of E/M coding (history, exam, decision-making) in what you performed; what you documented; and what was medically necessary for that level. If counseling and coordinating dominate the visit, time may be used to select the appropriate level.

These thresholds and time requirements are relatively high for the lowest level initial nursing facility E/M (CPT 99304). Therefore, CMS clarified that it is appropriate for specialists to use the subsequent nursing facility E/M codes for initial encounters that do not meet the complexity thresholds for CPT 99304. This is an important point. Even though podiatrists can use initial nursing facility E/M codes for Medicare patients, every initial encounter does not automatically qualify for the use of an initial encounter E/M.

For Non-Medicare payers that still recognize consultation codes, podiatrists should still use consultation codes for nursing home consults.

—*Jeffrey D. Lehrman, DPM, FASPS, MAPWCA, CPC*  

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*UPDATE*
At first glance, something you may have read seems too hard, not valuable, makes no sense for YOU or your practice. Look again. Always look again. You may see something you didn't see before.

I have selected six excerpts from my previously published 2020 articles worthy of a second look. Maybe this time, it’s a call to action.

(1.) Finding Optimism in the Wake of Coronavirus

What a great opportunity to work on a more robust marketing plan! Bring your patients back! Make educating your patients a team effort and use the technology you already have. Staff can set up and manage a routine mail merging system for mass emailing, and doctors can write informative content. Some ideas:

- Inform them of the changes you’ve made in the practice FOR THEIR SAFETY.
- Broaden their understanding by clarifying various podiatry conditions that you treat. (Change the perception that corns, calluses, and nail-care are the only things DPMs see!)
- Perhaps your patients (or their loved ones) have Diabetes. Explain that now is not the time to be neglecting their feet and educate them on how to examine both feet daily; and call the office immediately should they discover any changes in skin color, temperature, pain, drainage, etc.

(2.) Start or Revive a Long Forgotten Patient Recall Project

Recall is NOT a dentistry-only service! Consider a general recall program by groups of alphabetized patient last names, orthotic recall, Diabetic shoe recall, surgical recall, pediatric recall … sky’s the limit.

(3.) Meeting the Challenges of Staff Working from Home

There are certain podiatric staff job descriptions that simply cannot convert to a “work from home” option. These same valuable employees can be surprisingly productive in their home environment. Use this new found free time to focus on completing projects that have been placed on the back burner, i.e., patient contact and education; updating those dusty manuals; patient recall; improving website content; developing an inventory tracking program; or modernizing a Facebook/Social Media Practice Page. Remote meetings (Zoom) and online learning also offer opportunities to update staff training and knowledge base.

(4.) Give Staff Constructive, Honest Feedback

Say this five (5) times fast: “Nix the notion that performance reviews are useless face-to-face confrontations that compel you to increase salary under pressure and with resentment to underserving staff.” Nothing could be further from the truth. First of all, giving raises when they aren’t earned is on you. By the same token, if justified, don’t avoid giving raises. The true purpose of having written job descriptions, clarifying expectations, and giving constructive feedback (see aforementioned performance review) are for staff improvement and building on their strengths.”

“The true purpose of having written job descriptions, clarifying expectations, and giving constructive feedback (see aforementioned performance review) are for staff improvement and building on their strengths.”

Lynn Homisak, PRT, CHC, SOS Healthcare Management Solutions, LLC
**5.) Stop the Staff Door from Spinning Out of Control**

Staff incentives can lead to job longevity with the help of a few simple acts that cost absolutely nothing!—

- Treat them fairly, be kind, and say “thank you” every night when they leave the office.
- Support their growth within the office AND the profession, listen to their concerns and suggestions, praise their work, trust and have faith in them, and don’t reprimand, ridicule them, or criticize them in front of others.
- Have a sense of humor, respect their opinions, allow flexibility (when necessary) to leave for personal matters; don’t MICROMANAGE their work, and most importantly, treat them like teammates and not “just employees.”

**6.) One Nice Deed Can Lead to Another**

There is no denying that we live in a selfie culture, where even photographs these days revolve around “me, me, me.” Maybe instead of thinking of “ourselves” for a change, we need to think more about others; i.e., how they feel and how we can help them. There is a lot to be said for paying it forward when it comes to our actions, words, and thoughts. The consequence of just one nice deed or compliment can actually end up touching or impacting the lives of many others in a very positive way. In fact, what might appear to be a trivial effort on your part to create a brighter day for just one person, can actually bounce-back to you greater than you might imagine. Now multiply that by many people. Being nice is a very small investment to make that often leads to a generous return; an ROI none of us could afford to pass up. Niceness is priceless. Use it lavishly.

2021: May it bring all of us new hope and promise, health, happiness, and KINDNESS. My best wishes to all!! **UPDATE**

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**PPMA Member Benefits Go Beyond Just the Member!**

**GUILD 45/OPEIU HEALTH PLANS**

- Health Plan through the Guild 45/OPEIU
- Fully Insured Health Plan in three designs written through Highmark Blue Cross Blue Shield.
- Blue Cross Blue Shield “Blue Card” plan recognized in all 50 states and most European Countries.
- Care through Blue Cross Blue Shield PPO panels and hospitals
- Plans cover the PPMA Member and their family
- Plan designs and plan prices are contained by clicking [2021Plans](#)
- Eye and Dental coverage is available at the election of the PPMA Member
- Medicare Advantage plan is available for PPMA members and is available in two plan designs.
- Medicare Advantage plan pricing is contained by clicking [MedicareAdvanRates](#)

The response from PPMA Members enrolled in the OPEIU Health and Welfare Plan has been overwhelmingly positive. The Plan has saved members substantially on their premiums, while, at the same time increasing their coverage and decreasing their deductibles.

**PPMA FAMILY MEMBER SCHOLARSHIP**

**AMOUNT OF SCHOLARSHIP TO BE AWARDED:** $1,000 ($500 underwritten by PPMA and another $500 matched by The Yurconic Agency). [Click Here for Application](#)

**IN ORDER TO QUALIFY:**

1) Applicant must be a Child of an active PPMA member in good standing.

2) The PPMA Member must have professional liability insurance supplied through the Podiatric Medical Assurance of Pennsylvania (PMAP) program.

3) Applicant must be a High School Graduate currently accepted to or in an accredited four-year College, an accredited two-year college or an accredited trade school.

4) Applicant’s GPA must be 3.0 or higher.

**DEADLINE:**

**AUGUST 13, 2021**

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**Patient Information Pamphlets Can Help to Shed Some Light**

- Arthritis of the Lower Extremity
- Bunions & Bunionettes
- Cuidado Del Pie Diabetico (Spanish Diabetic Foot)
- Diabetic Foot Care
- Digital/Toe Deformities
- Heel Pain
- Metatarsalgia
- Nerve Entrapment
- Orthotics
- Plantar Warts
- Toenail Problems
- Your Aging Feet

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For more info about these benefits, call 1-877-737-1086 or go to http://opeiu.org

Reference Guide for Members: http://tinyurl.com/y3ck6987
Pro Support Systems: Uniquely Fabricated Devices that Improve Control

After Pro Support Systems recognized that many podiatric patients weren't being properly served by prescription orthotics, PSS President and Owner, Simon Small, DPM, FACFS, FAAPSM, collaborated with inventor Alan Whitney to expand the types of orthotics available to better serve the specific needs of these patients. “So a niche was created for a uniquely fabricated device that improved control in all three planes, particularly the sagittal plane,” says Dr. Small.

Since 1988, Pro Support Systems has continued to make a variety of specialized orthotic devices catering to heavy-labor Union workers to high-intensity athletes, as well as injured and rehabilitating patients, in order to manage their treatment and improve support, balance, and shock absorption.

PSS Orthotics, multi-layered devices formed from the exact shape of the foot, are crafted at their lab in Pennsauken, NJ:

- Each layer is designed to serve a special purpose.
- This unique orthotic is the highly technical combination of thermo-plastic-cast molded materials providing the ultimate in efficient foot control.
- Their most popular orthotic is the CMO—a multi-layer assembly with a center layer of a plastic-like material.
- Also popular is the AMO—with a softer, non-plastic, center layer at its core.

The company’s success with its Custom-Molded Orthotics and positive word-of-mouth has established ongoing relationships with organizations such as the NFL Alumni and the Stan Smith Tennis Academy; as well as amateur and professional tennis and golf athletes participating at events, which include the U.S. Open and Wimbledon. PSS also has decades-long relationships with the largest workers Unions in Philadelphia, such as PA and NJ Carpenters, Steamfitters Lo. 420, and the Laborers District Council.

PSS plans to continue making a variety of specialized devices catering to a diverse patient-load, uniformly satisfied with the results of wearing PSS orthotics.

Its Doctor Network currently includes six states: PA, NJ, DE, NY, OH, and WV, with offices conveniently located for a wide range of patients for orthotic evaluation and dispensation. PSS is currently looking for doctors to join its network, and to assist with its ever-expanding patient base. Contact Pro Support Systems at 610-664-0848 or prosupport@comcast.net for more information.

UPDATE

There’s HOPE!!
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THE PHYSICIANS RECOVERY NETWORK
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### Exhibitor Marketplace

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<td><a href="http://www.theimagingservices.com">www.theimagingservices.com</a></td>
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<tr>
<td>610-543-2233</td>
<td>800-679-3309</td>
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<tr>
<td>949-825-5080</td>
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<td>Web Power Advantage</td>
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<tr>
<td>215-662-3000</td>
<td>732-996-0619</td>
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Medical Supplies

DocShop Pro LLC
www.docshoppro.com
888-677-0306

PediFix Medical Footcare
www.pedifix.com
800-424-5561

Smith & Nephew
www.smith-nephew.com
800-876-1261

Orthotics/Shoes/Socks

8sole
https://www.8sole.com

Advent Medical Systems
www.adventms.com
800-598-5420

Anodyne
www.anodyneshoes.com
844-637-4637

Dia-Foot
www.dia-foot.com
877-405-3668

Dr. Comfort
www.drcomfort.com
800-556-5572

Forward Motion Medical/JM Orthotics
www.fdmotion.com
800-301-5835

Frankford Leather Co., Inc.
www.frankfordleather.com
800-245-5555

Orthofeet, Inc.
www.orthofeet.com
800-524-2845

PediFix Medical Footcare
www.pedifix.com
800-424-5561

Powerstep
www.powersteps.com
888-237-3668

Precision Orthotic Lab
www.precisionorthotic.com
856-848-6226

Redi-Thotics
www.redi-thotics.com
877-740-3668

Richey Lab
434-978-1788

SOLO Laboratories, Inc.
www.sololabs.com
800-765-6522

STS Company
www.stssox.com
800-787-9097

SureFit
www.surefitlab.com
800-298-6050
Exhibitor Marketplace

Practice Support/Software/EHR/Billing

Legally Mine  
www.legallymineusa.com  
801-477-1750

Providence Management, Inc.  
www.providencebilling.com  
856-753-0913

Sammy Systems  
www.icssoftware.net  
516-766-2129

The CORE Group  
www.coregroupmedical.com  
800-650-4234

Weave  
www.getweave.com  
888-579-5668

Pharmaceuticals/Topicals/Therapeutics

Horizon Therapeutics  
www.horizontherapeutics.com  
610-805-5815

Melinta Therapeutics  
www.melinta.com

Pedicis Research  
www.pedicis.com  
800-748-6539

Primus Pharmaceuticals, Inc.  
www.priumusrx.com  
480-483-1410

Sebela Pharmaceuticals Inc.  
www.sebelapharma.com  
678-736-5200

SteriWeb Medical, LLC  
www.syzmed.com  
618-567-9014

The Podiatree Company  
www.thepodiatreecompany.com  
855-763-8733

The Tetra Corporation  
www.thetetracorp.com  
800-826-0479

Transdermal Therapeutics, Inc.  
www.transdermalinc.com  
877-581-5444
Professiona Liability Insurance

PMA/Thy Yurconic Agency
www.yurconic.com
877-261-7622

Surgical Instruments

Bianco Brothers Instruments
www.biancobrothers.com
718-680-4492

Delta Surgical Instruments
www.deltasurgicalinstruments.com
886-390-2226

gSource
www.gsource.com
201-599-2277

Medix Instruments
www.medixinstruments.com
201-714-7003

Surgical Procedures

Treace Medical Concepts, Inc.
www.treace.com
904-373-5940

Wounds

SeaGlass Medical
www.seaglassmedical.com
443-831-6899
Podiatry in Pictures 2020

2020 Zoom Meeting
House of Delegates

Alicia Canzanese, DPM, pictured, was one of many PPMA Members featured on Facebook to “Spotlight” our Members.

15th Annual Montana Meeting Attendees

PPMA Bucks/Mont Division Meeting on Sept. 17, 2020, at the Blue Bell Inn, Blue Bell, PA.

Virtual 48th Clinical Conference

The Goldfarb Foundation
48th Annual Clinical Conference
Dear Colleague:

As you prepare to register for the Virtual 72nd Annual Region Three Meeting, Thursday, APRIL 29 to Sunday, MAY 2, 2021, please be aware of multiple adjustments due to the nature of the virtual platform:

- Registration for this event closes on April 22, 2021. No registrations (and no exceptions) can be made to this policy.
- Registration is Now Open and must be done online at www.goldfarbfoundation.org.
- Fees Remain the Same as 2019:
  - APMA Members (in good standing) Early Registration
    - Before MARCH 26, 2021
    - $175
    - APMA Members (in good standing) Standard Registration
    - MARCH 27, 2021 and After
    - $225
  - NON-APMA Members Early Registration
    - Before MARCH 26, 2021
    - $600
    - NON-APMA Members Standard Registration
    - MARCH 27, 2021 and After
    - $650
  - APMA Life Members*
    - $0

*Life Members who require CE Contact Hours Must Register at Member Rates

- Early Bird Registration Cutoff date is Thursday, MARCH 26, 2021; after that prices increase by $50.
- Attendance Verification for CECH: You can earn up to 25 CE Contact Hours. All verification times are approximate and based upon the lecture schedule. Should the lectures run off schedule, the verification times will be appropriately adjusted to allow for the stated amount of time to verify your attendance. During the presentation of the virtual event, the Goldfarb Foundation reserves the right to perform an unscheduled attendance verification at any time.
- PICA Risk Management Program is scheduled for Sunday Morning, May 2. NOTE: YOU MUST BE REGISTERED FOR REGION THREE TO ATTEND THIS PROGRAM; NOT OFFERED SEPARATELY.
- There will be no Exhibitor Participation this year and no Assistants Program.

I look forward to your participation in this virtual Region Three Meeting,
Harvey S. Karpo, DPM, FACFAOM,
Registration Chairman for Region Three

Region Three Recognizes these Sponsors of the R3 Meeting as a Way to Keep Registration Fees at Reasonable Rates:
## 2020 End of Year PA-PPAC Contributions

### Congratulations to PPMA Member Jeffrey Miller, DPM winner of the 2020 PA-PPAC Raffle!

<table>
<thead>
<tr>
<th>Region</th>
<th>Division</th>
<th>Contributions</th>
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<tr>
<td>BERKS</td>
<td>Berks PPMA Div.</td>
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<td>Kevin Naugle</td>
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<td>BUCKS/MONTGOMERY</td>
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<td>Jeffrey Miller</td>
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<td>Rick Simon</td>
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<td>CENTRAL</td>
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<td>Gerald Gronborg</td>
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<td>Laura Virtue</td>
<td>$135</td>
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<td>LACKAWANNA</td>
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<tr>
<td>LUZERNE/N. CENTRAL</td>
<td>Christine Nolan</td>
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<td>William Schlorff</td>
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<td>Tracey Vlahovic</td>
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<td>SOUTH CENTRAL</td>
<td>Thomas Ortenzio</td>
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<td>WESTERN</td>
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**TOTAL:** $8,091.88

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### My Commitment to PENNSYLVANIA PPAC

To maintain and strengthen podiatry’s involvement on the state health care scene, I pledge my support to PA-PPAC’s 2021 Campaign. My voluntary political contribution of $_______ is enclosed.

Name______________________________________________________________________________

Address____________________________________________________________________________

City/St/Zip_________________________________________________________________________

Make check payable to PA PPAC. PERSONAL FUND CHECKS ONLY Contributions are not deductible for income tax purposes. You may contribute any amount or no amount without concern of being favored or disadvantaged. Send to PA PPAC, 757 Poplar Church Road, Camp Hill, PA, 17011-2383.
TOTAL: $14,191.00

Please note: Due to the delays in posting APMA contributor reports, it may take until the next issue to see your contribution.

My Commitment to APMAPAC - 2021

Check here if this contribution is drawn on: ☐ 12-Corporate Account
Enclosed is my voluntary, personal political contribution of:

☐ $25 (Student)  ☐ $75 (Young Physician)  ☐ $150
☐ $300  ☐ $500  ☐ $1,000  ☐ $2,500  ☐ $5,000

Name______________________________________________________ APMA# _____________________
Address________________________________________________________________________________
State_________________Zip________________E-mail Address__________________________________

☐ Check    ☐ Credit Card    ☐ Other

Credit Card Number:  □□□□ □□□□ □□□□ □□□□

Expiration Date___________ Signature______________________________________

IMPORTANT: These are suggested amounts. You may contribute more, less, or not contribute without concern of being favored or disadvantaged. This information is required for contributions of $200 or more by the Federal Election Campaign Act. *Federal election law does not permit corporate contributions to be used for donation to candidates for federal office. Political contributions are not deductible for income tax purposes.

Mail your contribution to: APMAPAC, 9312 Old Georgetown Road, Bethesda, MD, 20814
PODIATRISTS WANTED

PODIATRIST POSITION AVAILABLE: Multi-doctor, multi-office practice seeks a full-time Doctor of Podiatric Medicine trained in all aspects of podiatry and surgery. We currently have four doctors with four office locations around the Pittsburgh area. Qualifications:

• Graduate of 3-year surgical residency program
• Board certified or board eligible
• Have a Pennsylvania state license or be able to obtain one
• Need to work Saturdays
• Available 7/1/21

Benefits (first year):

• Competitive salary with production bonus
• 401k + Pension
• Individual Health Insurance

If you wish to apply, please forward a CV to: drkmol2@gmail.com.

ASSOCIATE WANTED/LEBANON COUNTY: Great opportunity in thriving practice located in Lebanon county. Option to take over practice. Email johnsalahub@gmail.com.

FULL-TIME PODIATRIST NEEDED SOUTH CENTRAL AREA: Seeking a Full-time Podiatrist for an established and rapidly growing practice with 4 office locations within a Tri-county area in South Central PA. The candidate must be personable, self-motivated, dedicated, and board qualified or certified. Salary, malpractice, PTO, CME allowance, and 401(k) available. Please e-mail a CV to denise.baranik@gmail.com.

PODIATRIST NEEDED PART-TIME PHILADELPHIA AREA: If you are interested in making extra income, I need help with doing house calls. Flexible hours. Please contact me at ssstein1818@gmail.com.

FULL-TIME/PART-TIME PODIATRIST WANTED: Seeking either a Full-Time or Part-Time Podiatrist to work primarily in our Northampton/Monroe County locations, with a possibility of one-day per week in our Luzerne County location, if possible. Our practice is seeking a very personable, well-trained Podiatrist to work in both the office and nursing home/house-call settings. Please send letter of interest indicating salary request along with your CV to Lsc922@verizon.net.

ASSOCIATE WANTED/CUMBERLAND/YORK COUNTIES PA: Multi-office practice seeks PMSR-36 trained associate for all phases of podiatry—RF/FF surgery, wound care, general podiatry. We value people skills as highly as surgical skills, and are looking for someone geared towards growth and ethical practice. Please send cover letter and CV to CentralPaPods@gmail.com.

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PODIATRY INSTRUMENTS/EQUIPMENT
NEW! PODIATRY EQUIPMENT FOR SALE: 2 PDM Chairs; Excel X-Ray Unit; All Pro Tower with Tiger View 8 software. Best offer. Call 724-853-9896 and leave message. Serious inquiries only.

FOR SALE: COMpletely Equipped Podiatric Practice:
This solo podiatry practice is located in a beautiful suburban town close to the Pennsylvania Turnpike and downtown Philadelphia. Annual revenue exceeds $200,000 with excellent referral base and volume. Additional amenities include an orthotic lab, digital X-ray, surgical suite, and plenty of free parking. Please send curriculum vitae and requests for pictures or a virtual tour of the office to: podiatry.mhersh1984@gmail.com.

PODIATRY INSTRUMENTS AND DISPENSING ITEMS FOR SALE:
Miltex instruments in unfurnished condition at 50% or less of new cost. Assortment of gel tubes, caps, gel straps, and leather toe crests. E-mail yeager2@ptd.net for list and prices of instruments and dispensing items. Will consider offer for lot of dispensing items.

CONTINUOUS
LOCUMS COVERAGE FOR ILLNESS, PREGNANCY LEAVE, AND VACATIONS: Self-insured, Diplomate of ABFAS, for Bucks, Chester, Delaware, Lehigh, Montgomery, Philadelphia counties; will consider other counties or locations. Call 267-221-6491 or email socksandshoes11@hotmail.com.

FEATURED
FOR SALE—QUALITY NEW & USED PODIATRY EQUIPMENT & NEW INSTRUMENTS: Most of our equipment is refurbished and comes with a one-year, 100% parts and labor or replacement warranty. Our instruments come with a life-time warranty so long as they are used for their intended purpose. Our chairs are almost all reupholstered in a choice of color; we have been told that it is as good as or better than the best new upholstery currently being sold by the leading chair manufacturers in the field in terms of fabric and workmanship. We also carry Mini C-Arms with Windows 7 computers that enable you to download images into your patient software. Let us equip your office for a fraction of the cost of new equipment. Phone: (440) 333-0007; Fax (440) 333-4902; parkhaven@hotmail.com; www.globalintermed.com. We also purchase name brand used equipment that is in good condition. (spr2021)

The PPMA Update is a digital publication of the Pennsylvania Podiatric Medical Association and the next issue will be March/April 2021. Advertising rates can be found on www.ppma.org.
1. What in your opinion helped you make the decision to become a podiatrist?

Becoming a podiatrist was a very easy decision. My father is a podiatrist [William Urbas, DPM] as well, so I always knew I wanted to go into medicine. I grew up going to my father’s offices and meeting his patients. The patients seemed to love their podiatrist and get instant relief from pain in one visit. Once I was in college, I started to get more serious about my career path and really started to shadow my father during office hours and surgery. Once I observed my first surgery, I was hooked! I got into Temple University School of Podiatric Medicine, which made me fall more in love with the profession. After I graduated from Virtua Residency in South Jersey, I knew this was the career for me. I now work with my father, which has been so rewarding.

2. How has your transition been from Residency to Practice?

The transition from residency to private practice has been quite easy. The best part of my residency was that it was busy, very surgically heavy, and let us as residents be independent thinkers. We always were able to treat our in-house and outpatient patients as our own, and come up with our own treatment plans so it really prepared me to practice on my own without hesitation.

3. Give a glimpse into how you see podiatry’s future.

Podiatry continues to grow, which is amazing to see how it has changed throughout the generations. I do feel as if small group private practice will start to transition into large podiatry groups or multispecialty groups. Podiatrists will also see an increase in being hired by hospital systems.

4. What would you say to someone who questions why you belong to PPMA?

It is great to be a part of an organization that can advocate not only for podiatry, but for you as a practitioner and continue to take podiatric practices to a higher level.

5. How have you been handling working during this pandemic?

The pandemic still poses many challenges that we as podiatrists and private practitioners are continually trying to overcome. Being part of a private practice at this time, it is important to not only keep our patients safe, but our staff and other doctors as well. We continue to follow CDC guidelines in keeping everyone safe as well as continuing to see our high-risk patients in the office. UPDATE

Dr. Urbas is an Associate with Keystone Foot and Ankle Associates in Darby, PA. She completed her three-year residency in June 2020, and is an Associate Member of the American College of Foot and Ankle Surgery.
Better coverage is afoot.

Complete Voluntary Benefits for Qualified PPMA Members

During this **SPECIAL VOLUNTARY ENROLLMENT** period you can prepare for the unpredictable with guaranteed issue, employee-owned, **whole life, disability, critical illness, and accident insurance** policies for both doctors and employees.

- Get Group discounted benefits paid through payroll deduction
- Ensure financial protection
- Customize your policy based on age and need
- Prepare for the unpredictable

Contact Don Friedman at 877.261.7622 ext.109 or email: dfriedman@yurconic.com

We also provide health insurance to qualified members of PPMA

**CALL FOR A FREE QUOTE ON:**
- Fully insured plans
- PPO plans
- Qualified HSAs
- Electronic enrollment & billing

*This program is currently offered to practices located in Pennsylvania.

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**DPM SNAPSHOT**

Tracey Vlahovic, DPM

Dr. Vlahovic graduated from TUSPM in 2000 and completed her residency at St. Luke’s University Health Network in Allentown, PA, in 2003. Now she is a Clinical Professor at TUSPM in Philadelphia. Her background in dance inspired her to pursue podiatry. She began dancing at the age of 3, continued to dance all the way through podiatry school, and today she is still dancing! She trains in the International Latin style of Ballroom Dancing and takes classes weekly.

Dr. Vlahovic was the FIRST podiatrist to complete a fellowship in podiatric dermatology at St. Luke’s. She has many specialized dermatologic procedures: laser for various skin conditions, Keryflex for nail conditions, and Swift microwave for wart therapy. She has completed many clinical research trials in her 17 years at Temple, and continues to perform clinical research in addition to seeing patients and teaching classes. She has written two books and too many journal articles and book chapters to count.

Her favorite part about being a DPM is the ability to impart her excitement for podiatric dermatology to her students daily at TUSPM—She loves what she does! During this crisis of COVID-19, Dr. Vlahovic is maintaining her wonderfully positive attitude and spreading it among all of those around her.

Dr. Vlahovic’s fun fact is that her ethnic background is half-Syrian and half-Slovak, a really good combination when it comes to ethnic food!

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**UPDATE** —Emily Cziraky, PPMA TUSPM Student Rep

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**PPMA/APMA DUES PAYMENT REMINDER**

**COVID 19 Dues Payment Schedule**

FOR RENEWING MEMBERS: June–August 2020: Dues payment waived for renewing members*

September 1, 2020: First payment was due for renewing members

December 1, 2020: Second payment will be due for renewing members

March 1, 2021: Third payment will be due for renewing members

FOR NEW AND REINSTATING MEMBERS:

June 1, 2020: First payment was due for new/reinstating members

September 1, 2020: Second payment was due for new/reinstating members

December 1, 2020: Third payment will be due for new/reinstating members

March 1, 2021: Third payment will be due for new/reinstating members

*The Board has waived the first quarter of dues for the 2020/2021 in response to the financial hardship visited upon the membership by the COVID-19 virus.

Remember to place your PPMA Member Number or full name on check if remittance stub not sent back with payment. Don’t forget to PAY ONLINE to assure payment is received on time!!!

Because APMA and PPMA engage in certain restricted lobbying activities, 5% of your National Dues and 10% of your State Dues are not deductible as an ordinary and necessary business expense, if otherwise deductible.

If you are having a problem paying your dues, please contact Jenna Clay at 717-763-7665, Ext. 213, or email Jenna@ppma.org to discuss possible payment options that may be available to you.

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