A Cautionary Tale

Putting on Your Best Public Face: Politics, Social Media, and Your Practice

—By PPMA Board Member John Keenan, DPM

Social Media can be a great way to advertise and get new patients to come into your office, but you have to have some guidelines on how to use them. They are the public “face” of your business, as is your staff that interacts with the patients. Make sure that face is what you want the public to see.

“A Fictional Tale of a PA Podiatrist

Let’s explore a fictional podiatrist here in Pennsylvania. We’ll call him Dr. Edward Xavier (E.X.) Ample. He’s been in practice for 20 years, is well liked by his patients, and is popular in the community. He owns a successful practice, and is thinking about bringing on an associate who will want to buy his practice when he retires in 10 years.

As part of his business advertising, he maintains a basic Facebook page with a few pictures of the business, some happy times with the staff, and the contact information for the practice. He doesn’t do any personal social media. If someone submits a friend request to the business, he automatically accepts.
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
- Claims-free discount
- Medical waste legal expense coverage

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
Foundation’s Clinical Conference Goes Virtual

I am writing this message as we are all getting back to some semblance of what had been our practices. By a broad survey, very few of us are back to 100 percent, but many of us are approaching 70 to 80 percent. The office protocols have changed, and as we have found out from meetings with our other medical associations, patient concerns also have changed.

We have spent three months telling our patients to postpone their regular visits, and we now have spent three months convincing them that it is safe to come back. Safety is the watchword that will guide us all back to a full complement of patients.

All patients, and especially those in COVID-targeted age groups, need to understand that we are operating our offices in compliance with CMS and Pennsylvania Department of Health guidelines. Use your websites and advertising to promote your scheduling and office tactics in handling the COVID challenge. Make the patient aware that you take this threat to their health as seriously as they do. Go to the PPMA website for resources on recommended office organization as well as PPE sourcing. If we all continue to fight this virus with the dedication that we have shown to date as a profession, then we will get through this with our practices, our patients, and our mental health intact.

We have made the decision to hold the Goldfarb Foundation’s Clinical Conference virtually. That means you can attend the Conference using your computer, laptop, tablet, or phone from the office or in the comfort of your home. Instructions on how to register for the Conference are below and on page 15. For many of us, this will be the first time experiencing a major event run on a virtual platform.

The registration process for the event remains the same:

- Visit www.goldfarbfoundation.org directly, or go to www.ppma.org and click on the Goldfarb Foundation’s logo at the top of the homepage.
- On Goldfarb’s homepage, click on STORE in the navigation bar and then click on EVENT. You will have the same registration options and pricing fees that you always have for the event. The APMA Coding Seminar and Risk Management Update are also included in your choices.
- ALREADY REGISTERED: Those who have already registered for this year’s Clinical Conference will automatically be registered for the virtual event per the Register Risk-Free* Guarantee.
- The Conference will be on the same schedule as if presented face-to-face, per the lectures listed on page 13; page 14 contains detailed answers to questions you may have about the Conference going live-stream.
- Speakers will be available for questions and discussion.
- Attendance will be verified and CE Contact Hours issued in a manner very similar to what you’ve seen at Clinical Conferences of the past.

Be assured this will be a unique but complete experience. We still submit that face-to-face education is easier and more rewarding than virtual experiences, but we anticipate that COVID will still be with us in November, and we are presenting the highest quality virtual experience available.

By now, you have all received your membership dues invoice. As you can see, if you are a renewing member, we have waived the first quarter of your dues. Our Board hopes this relief has been of service to you. During the waived period, we have continued to serve the members by getting out important PPMA information in my "Message to Members" emails: answering coding and call-in questions; updating legislative initiatives on the ACA Section 6407, as well as preparation for our annual meetings.

One of the changes that we made in an effort to maintain “non-contact contact” with our membership was to go to a digital format for our newsletter, the PPMA Update. While the presentation and platform of the new format is of the highest quality, our open rate is below 50 percent. Please look for the header, “Learn How to Put on Your Best Public Face for Social Media Posts in this Issue of the PPMA Update.” Open that e-mail and read the newsletter. It is a valuable resource for your practice.

Finally, as we see our membership return, I want to say Thank You. All that we have done for you and for our patients could only have been possible through the strength our Association has in its numbers. I cannot wait to be able to see each of you again and shake your hands. Enforced absence has only strengthened my belief in, and commitment to, the value of our Association!

UPDATE

“We have made the decision to hold the Goldfarb Foundation’s Clinical Conference virtually. That means you can attend the Conference using your computer, laptop, tablet, or phone from the office or in the comfort of your home.”

Sabrina Minhas, DPM
One day, he's logged into Facebook and sees a post by one of those friends supporting the “Black Lives Matter” movement and subsequent protests. Dr. Ample had just seen an advertisement that stated: “All Lives Can't Matter Until Black Lives Matter.”

So to show his support for “Black Lives Matter,” he posts that he agrees with “All Lives Matter,” without thinking about the politics of the moment or that someone may find the post culturally insensitive. He logs off and goes about his business.

The next week he has a large number of new patients on the schedule, but none of them show up. His staff is taking calls asking, “Why is he so racist?” Someone tells him that there are a lot of bad reviews on Google, Yelp, etc., about his business. He looks, and he's pretty sure they are from people who have never been a patient. One of the reviews calls him a Racist and gives his home address.

Dr. Ample didn't even realize that his simple post on Facebook could cause so many problems for his business and even his personal life. Unfortunately for Dr. Ample, things like this are becoming more common, and there are even terms for the kind of response he is seeing: such as “Cancel Culture” (intentionally targeting someone so as to damage their reputation or livelihood because of a public stance on something); and “Doxxing” (releasing personal information on someone to target them).

Individuals have been fired for saying All Lives Matter—TV broadcaster Grant Napear (NY Post, June 4, 2020); Leslie Neal-Boylan, the dean of the nursing school at the University of Massachusetts (Washington Examiner, June 2, 2020); and others, because someone took offense to their comment and pressed the issue with their employers.

Consider the damage done to Dr. Ample's reputation by such an unassuming post. It may take a long time to build that reputation again. The damage to his practice, with the no-show appointments draining revenue from the practice, and even the bad reviews, which can be hard or impossible to get removed, potentially driving away new patients. He may not be able to hire an associate until the business recovers, and might even have to put off retiring.

The best way to avoid problems like that is to keep politics out of the office and off your social media accounts.

Most importantly, before you post something, think it through! Some suggestions:

- Limit access to your social media accounts.
- Designate someone in the office, or do it yourself, to be in charge of your professional social media accounts.
- Check them occasionally.
- Pictures related to podiatry or “politically neutral” events are ideal. A good example could be something along the lines of “We are a sponsor of and participating in a breast cancer walk to raise funds to fight cancer.”
- Posting pictures of members of your staff or yourself protesting something political or even at a political event is not a good idea.
- Learn the politics of the moment and avoid any buzzwords that might get you into trouble.
- Don’t use your Social Media accounts for anything other than business advertising.
- It is better NOT to comment/reply to something than it is to generate issues for yourself and your business with a random comment.

**Setting Goals for Your Social Media Accounts**

For most podiatrists, the goal is going to be the standard outreach showing the office in the best light. It shouldn't be
a way to interact with patients (HIPAA notwithstanding), or especially to answer any medically related questions. For example, if someone posts, “My heel hurts when I get out of bed in the morning, do I have Plantar Fasciitis?” on your Facebook Page. A proper response would be along the lines of: “We’re very happy to take a look at it and diagnose your problem to come up with a treatment course to get you feeling better. Please call the office to get a prompt appointment.”

The same goes for your physical practice. Set a policy of No Politics in the Office. No flyers related to any kind of political action in the office. Our office has a few for spaghetti dinners, etc., for local nonprofits or churches, but no political literature is allowed to be posted. These days even Masks can be politicized; make sure the staff is aware that their masks should be neutral—no logos of political movements, support for a candidate, etc.

Any political viewpoint is going to have a counter viewpoint, so openly displaying support for one side will turn off someone that agrees with the opposite side. To avoid the pitfalls of politics, your best option is to keep your practice politically neutral so no one is offended.

Social Media can be a great outreach to new or existing patients. It can show them the services we provide as podiatrists, and put a great public face to your practice. However, it can also create headaches for you and your practice if not used correctly. Hopefully this article gave you some guidance on how to use social media more carefully. UPDATE

Aimee Lipkis, Esq., was quoted in a 2019 PPMA newsletter article highlighting the Clinical Conference’s upcoming Risk Management lecture, “Everything Electronic and the Impact on Your Practice” saying: “Physicians need to be very mindful of the substance of their posts on social media.” Lipkis, who is a Partner with Cray, Huber, Horstman, Heil, & VanAusdal, LLC, Chicago, IL, gives cadence to why staying neutral in regards to politics, social media, and your practice is so important:

“The American College of Foot and Ankle Surgeons (ACFAS) released a position statement on social media in 2013 and advocated for separate personal and professional access and content on social media sites in order to maintain appropriate professional boundaries. In order for podiatrists to appear neutral on social media, their professional social media sites should be limited solely to matters dealing with the foot and ankle.

“Podiatrists can use their private, personal social media pages to discuss their opinions on controversial topics if they so choose. If podiatrists choose to maintain a professional presence on social media sites for marketing purposes, they still need to be cautious about what they post. For instance, if a podiatrist wishes to post a video from a surgical procedure, he/she needs to obtain the patient’s consent before videotaping and certainly, before publishing the video on social media sites such as Facebook or Instagram.”

Lipkis stresses that HIPAA applies in the social media environment:

• “HIPAA still applies and a patient could sue his/her podiatrist for posting a photo/video from the patient’s surgery where the patient did not provide consent. Moreover, podiatrists should certainly not speak negatively about patients online.
• Merely omitting a patient’s name does not ensure that the patient cannot be identified.
• It is not just patients who can take action against podiatrists. State Disciplinary Boards can also take action against a podiatrist’s license for a HIPAA violation depending on the circumstances and extent of the HIPAA violation.

“Social media can help or harm a podiatrist’s career, so podiatrists need to take precautions to ensure they are using social media to their benefit and not to their detriment.” UPDATE

Do We Have Your Most Current Email?
If your email address has changed or other vital contact information—Take a minute and go to your secured Member Profile page at www.ppma.org any time to update your information and make dues payments.

(Sign-In Required)
Tracie started running to overcome PTSD.

She just finished her first 10K.

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Help your patients achieve their personal best with custom orthotics from SOLO Labs.
Coding Questions Answered

If you have a coding question that has you stumped, PPMA Members can send them to susan@ppma.org with “Coding Question for Dr. Lehrman” in the subject line.

Q: Good morning. I just have a question. I know for MIPS we must do a minimum of 3 vitals in reporting for each patient. Must it be blood pressure? OR may we switch that out and do temperatures instead? We’ve always taken height/weight/BP.

A: There is no component of MIPS that requires vital signs. You may be thinking of the Meaningful Use program, which was retired at the end of 2016. If you want to learn more about MIPS, everything you need to know is at apma.org/mips2020.

And, hopefully you already saw this, but in case you missed it, last month CMS announced the option for a COVID-related MIPS exception for all of 2020. If that is of interest to you, you can learn about that here (including the link to apply): https://www.apma.org/PracticingDPMs/content.cfm?ItemNumber=%2040089.

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

UPDATE

If you want to learn more about MIPS, everything you need to know is at apma.org/mips2020.”

Need More Contact Hours Before the End of 2020?

Sign Up for the Foundation’s Live-Stream Format of the 48th Annual Clinical Conference, Nov. 5–8, for 26.75 CECH, register online at www.goldfarbfoundation.org

Sign Up (Sept. 1 Registration Opened) for the Foundation’s Annapolis Meeting, Dec. 4–6, for 12 CECH

Also check out the Foundation’s online contact hours, go to https://www.goldfarbfoundation.org/Store/Lecture
Secrets of Success

Finding Optimism in the Wake of Coronavirus

By Lynn Homisak, PRT, CHC, SOS Healthcare Management Solutions, LLC

I doubt any of us thought we would wake up six months ago to internal emergency alarms and confronting the worst pandemic in over a century. And yet, here we are. Of course, it feels like a personal battle for each one of us, but we are not alone. Generally, people are struggling to cope all around us—some financially, some emotionally, some physically—all trying to weigh options.

Here in healthcare, thriving practices in many places have come to a full stop. Some turned to Telehealth visits, with the understanding that the handicap of virtual-only evaluation, diagnosis, and appropriate medical care can be somewhat of a challenge. Sadly, other practices will no longer have the necessary resources to survive. The number of patients seen per day dropped significantly along with revenue. Meeting payroll was difficult. Staff were furloughed until further notice, others let go indefinitely. Full-timers reduced to part-time, part-timers laid-off, and in some cases, staff working from home became a viable option. So did delegating clinical duties to administrative staff and vice versa in an effort to keep them employed.

While some offices have fully re-opened, it's not to the extent that they were pre-pandemic. And they did so only after necessary alterations and added expenses were incurred to help stop the spread of the virus and assure patient safety, e.g., enhanced PPE, reception area restructuring, sanitizing, and new training techniques on patient handling. Let’s face it. Healthcare as we know it, temporary or permanent, is different.

If ever there was a need for optimism, the time is now. But what will it take?

Of course, the promise of a vaccine is encouraging, provided it can convince skeptics that it is not “rushed through at warp speed” or “experimental” as tagged. This, accompanied by a unified implementation of necessary safety precautions (i.e., fast and accurate testing, contact tracing, hand-washing, masks, social distancing) sends a hopeful message. Until all the pieces come together, we need to refocus on more positive thoughts. If not, current circumstances, tedium, and feelings of despair are factors for a form of low-grade depression.

While more patients might be the ideal scenario, it’s just not happening right now. What we DO have more of, however, is free time! So why not be the optimist and use it wisely. Here are just a few ideas. And bonus—none are cost prohibitive:

1. What a great opportunity to work on a more robust marketing plan! 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 education by enlightening them on various podiatry conditions that you treat.
   - Change the mentality 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. Just say Hi! Increase patient correspondence with some fundamental patient letters—Birthday, congratulatory, sympathy, get well, or just a friendly “How are you doing?” These greetings go a long way in boosting patient attention and satisfaction. “Welcome to our office” and “Thank you for your referral letters” are also great ways to stay connected.

4. Get your house in order. Set up neglected, standard operational procedures:

“Optimism refuses to believe that the road ends without options. Optimism is a choice that will make you feel better.”

Lynn Homisak
5. **DIY. Roll up those sleeves and break out the tools.** Whether it be a paint brush or a mop, a hammer or a broom, a squeegee or a wrench. Do that deep cleaning you’ve been meaning to get to. Tidy up the parking lot. Fix that squeaking door, or wash the windows, address the dripping faucet, paint a wall or two. Purge—Clean out closets and drawers. Just eliminate “stuff” you don’t really need.

6. **Hold necessary training sessions** to assure that everyone in the practice is on the same page with how to properly manage patient visits and maintain adequate safety measures.

Optimism refuses to believe that the road ends without options. Optimism is a choice that will make you feel better. **UPDATE**
Have you seen Sammy lately?

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Call 888-680-5711 or send an e-mail to sales@icssoftware.net today.

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Call 888-680-5711
www.thesammysystems.com
Rebound Medical: Exceptional Care for Post-Surgical Recovery

Rebound Medical is in the business of post-surgical recovery, providing occupational care to reduce pain and therefore reduce the use of opiates with an added level of blood clot prevention, and overall better outcomes.

The company was founded in 2013 by Todd Piatnik and David Streit and offers exceptional care as validated by current doctors—

- Added level of protection against blood clots not only for at-risk but all patients;
- Overall better patient experience;
- Less pain and swelling;
- Reduction in use of opiates; and
- No cost to the doctor.

Recent studies have shown the “gold standard” of blood clot prevention is a combination of low-dose aspirin and mechanical prophylaxis, such as what Rebound Medical provides. There are many methods, but adding mechanical prophylaxis is a safe, effective way to help prevent the instance of DVT in all patients.

According to Rebound Medical, future products and services will be whatever it takes to help patient recovery post-surgery. This may include bone stem, interferential, and specialty bracing. For more information, visit www.reboundmedicalllc.com or 203-456-3931. UPDATE

“Recent studies have shown the ‘gold standard’ of blood clot prevention is a combination of low-dose aspirin and mechanical prophylaxis, such as what Rebound Medical provides.”

There’s HOPE!!
Make that Call—
THE PHYSICIANS RECOVERY NETWORK
1-800-488-4767
In response to the current situation in Pennsylvania with a cap of 25 participants at an indoor event, the Goldfarb Foundation's 48th Annual Clinical Conference will be presented in a virtual, live-stream format over the original event dates of Thursday, November 5 to Sunday, November 8, 2020.

This conference is intended for podiatric physicians and podiatric assistants. No prerequisite levels of skill, knowledge, or experience required of learners.
SCHEDULE FOR THE 48TH ANNUAL FOUNDATION CLINICAL CONFERENCE LIVE STREAM

THURSDAY NOV. 5 • 10:00 A.M.–8:00 P.M.
1) APMA CODING SEMINAR • 1:00 P.M. – 5:00 P.M.
  PRESENTED BY JEFFREY LEHRMAN, DPM

This seminar is targeted for DPMs and office staff who perform coding and billing.

Topics Covered:
- ICD-10 Changes for 2021 You Need to Know
- Coding, Compliance, and Documentation for Telemedicine
- Q&A
- CPT Changes for 2021 You Need to Know
- Appropriate-Use Criteria Becomes Mandatory in 7 Weeks: Be Ready!
- Remote Physiologic Monitoring is Here!
- Q&A
- Seven Weeks Away from Overhaul of Office E/M Coding: Be Ready!

3.75 CE Contact Hours
Separate Registration Fee Applies—
$130 APMA Member or Office Staff
$200 Non-APMA Member

2) RISK MANAGEMENT UPDATE—MY LIFE IS OVER! THE ANATOMY OF A MALPRACTICE CASE
6:00 P.M. – 8:00 P.M.
PRESENTED BY STEPHEN SHANNON, DPM
AND DOMINIC DELAURENTIS, JR. ESQ.

2.0 CE Contact Hours
Separate Registration Fee Applies—$95

FRIDAY LECTURE TOPICS
NOV. 6 • 8:00 A.M.–6:00 P.M.

MIND & BODY
Nutrition for Today’s Podiatrist
Drug and Neutriceuticals Interplay and Possible Adverse Effects
Medical Ethics

FOREFOOT
Who, What, and Where of Bunionectomies
The Use of Minimally Invasive Surgery in Your Practice
Digital Fractures: From Hallux to Pinky

RECONSTRUCTION I
Peroneal Tendon Pathology and How to Address It
Midfoot Arthritis: Lateral Column Considerations
Subchondroplasty and Bone Void Fillers in the Foot and Ankle
Hallux Rigidus and Different Treatment Options as the Literature Discusses
Non-Tibial-Block: External Fixation for Foot Deformity Correction

DERMATOLOGY
Nail Dystrophy Disease
Is This Cellulitis or Something Else?
Practical Topics for LGBTQ Patients

OPTIONAL EDUCATIONAL OPPORTUNITY: Mike Webb will present on Tax Reduction, Lawsuit Prevention, and License Protection
- NON-CECH
- PRE-REGISTRATION REQUIRED
- PRESENTED BY LEGALLY MINE

SATURDAY LECTURE TOPICS
NOV. 7 • 8:00 A.M.–6:00 P.M.

VASCULAR & WOUND CARE
Gastrocnemius Recessions for Surgical Offloading of Plantar Foot Ulcers
Advanced Arterial Endovascular Treatment for Limb Salvage
Advances in Endovascular Treatment of Venous Wounds

DIABETES/CHARCOT
A Drug Update on Diabetes Management
Diabetic Neuropathy
Total Contact Casting
Where do Deformity Principles Play a Role in Surgery?

RECONSTRUCTION II
Percutaneous Management of Fractures
Intramembranous Nailing for Ankle Fractures
Complications Panel

PATIENT & PHYSICIAN WELL-BEING
Medication Use in Pregnancy: Tips for Podiatrists
Physician Burnout: The Path to Well-Being
MMEs and Pain
Surgical Considerations for the Pregnant Patient
Opioid Update

SUNDAY LECTURE TOPICS
NOV. 8 • 8:00 A.M.–1:30 P.M.

11TH ANNUAL RESIDENCY CONTEST AWARD RECIPIENT
Postoperative Complications in Patients with Positive MRSA/MSSA Nasal Swab Compared to Patients with Negative Nasal Swab in Elective Foot and Ankle Surgery

SPORTS MEDICINE & BIOMECHANICS
An Evidence-Based Approach to the Treatment of Inversion Ankle Sprains
The Role of Shoe-Gear in Your Biomechanical Practice
How Important is Core Stability for Lower Extremity Function?
An Evidence-Based Approach to Posterior Heel Pain

SAFETY & PATIENT CARE
Radiation Safety
Wins, Loses, and Trends in the Campaign to Prevent Amputation

TOTAL CE CONTACT HOURS AVAILABLE FOR FRIDAY–SUNDAY LECTURES: 21
YOUR QUESTIONS ANSWERED ABOUT GOING VIRTUAL

WHY ARE YOU GOING VIRTUAL? The state of PA mandate for indoor events not to exceed a capacity of 25 people would make it impossible to host a face-to-face Clinical Conference in 2020. Determined to deliver the number of CE Contact Hours advertised, going virtual is the way to meet the needs of podiatrists from across the Mid-Atlantic this year.

WHAT PLATFORM WILL YOU BE USING? The Foundation has been in contact with several companies who offer online learning systems and has selected an excellent company that we are confident will manage the event very well. Rest assured, much time has been spent researching and "demoing" many different platforms to meet the needs of the event audience.

I ALREADY REGISTERED FOR THE MEETING, WHAT DO I NEED TO DO NOW? Absolutely nothing! All those currently registered for the meeting will be able to participate in the virtual meeting without doing anything—it is literally a verbiage change in our registration database to take your registration to the virtual format. Note that if you made a hotel reservation at the Valley Forge Casino Resort, the reservation will be cancelled automatically. If you reserved a room outside of our discounted room block, such as through a third-party travel agency, or at another hotel, you must cancel the reservation yourself. The Register Risk-Free* Guarantee still applies to registrations for the Clinical Conference.

WHAT DO I NEED TO PARTICIPATE IN THE VIRTUAL MEETING? You will need an Internet-connected device on which to view the lectures. SmartPhones, tablets, PCs, and laptops are compatible. The faster your Internet connection, the smoother your experience will be. AOL dial-up from the 2000s is discouraged :-(

CAN I ATTEND SPECIFIC DAYS OF THE VIRTUAL MEETING? All aspects of the in-person event carry over to the virtual meeting, including lecture hours, number of CECH available, and event registration prices. Registering for the Clinical Conference entitles you to attend the Friday–Sunday lectures, and you can elect to register for the Risk Management Update and APMA Coding Seminar for additional fees. Registration for separate days of the Friday–Sunday lectures is not available.

WILL THERE BE EXHIBITORS AT THE VIRTUAL EVENT? More details are being sent separately to exhibitors about how their company can support the Foundation this fall.

WHAT DOES IT COST TO PARTICIPATE IN THE VIRTUAL EVENT? There is no price difference to participate in the virtual Clinical Conference.

HOW WILL THE VIRTUAL EVENT WORK? When you register for the 2020 Clinical Conference, you will receive an event confirmation email from barbp@ppma.org. Approximately one week before the start of the meeting, you will receive email communication from the event platform that confirms you are registered for the virtual meeting in their system, and in that email will be a link unique to you. The link gives you access to the virtual event. Based upon what aspects of the Clinical Conference you register for, the email may contain several links as there will be unique ones for the APMA Coding Seminar, Risk Management Update, and the general Clinical Conference lectures.

WILL THE LECTURE SCHEDULE REMAIN THE SAME FOR THE EVENT? The plan is to keep the lecture schedule the same for the virtual event—speakers are confirmed and topics are set. There may be a few minor tweaks, but that will not affect the overall lecture hours for the event.

HOW WILL ATTENDANCE VERIFICATION WORK IN THE VIRTUAL PLATFORM? Attendance verification in the virtual platform will work similarly to how it does at the live event. Instead of scanning your bar-coded name badge during designated times, you will verify your participation during the virtual event via a widget in the meeting platform during the same designated times. Very little about attendance verification from the in-person meeting will change in the virtual platform. You will have a specific amount of time to indicate you are "there" and that information will be used to issue your CECH certificate after the event. Note that the Foundation DOES reserve the right to perform an unscheduled attendance verification at any time during the virtual Clinical Conference.

WHEN DO I NEED TO REGISTER SO I CAN PARTICIPATE IN THE VIRTUAL MEETING? Registration for the Clinical Conference will close about 1 week before the start of the meeting to allow the final technical details of the event to be put into place. An exact date will be announced soon. This is a new concept for the Clinical Conference, so please don't procrastinate. REGISTER NOW. The early bird deadline for the meeting of October 2 will remain the same.

DOES THE PICA DISCOUNT OF 15% FOR MALPRACTICE INSURANCE APPLY? Yes, PICA has confirmed that participants in the Risk Management Update during the Clinical Conference, held from 6:00 p.m. – 8:00 p.m. on Thursday, November 5, will receive the same 15% discount as if they attended the meeting in person.

WHAT OTHER GOLDFARB CE MEETINGS WILL BE GOING VIRTUAL? At this time, the decision has been made only to take the Clinical Conference virtual, not Annapolis and not the 2021 Board Review Course. Annapolis has different regulations being in the state of Maryland than Valley Forge in PA, and we are hopeful the Annapolis Meeting can be held face-to-face. The Review Course already has an online component for those who do not wish to travel to Philadelphia.
ONLINE REGISTRATION INSTRUCTIONS FOR DPMS

Scan this QR code with your phone’s camera to register online quickly & easily!

1. **ALL REGISTRATIONS MUST BE COMPLETED ONLINE AT WWW.GOLDFARBFoundation.ORG IN ADVANCE OF THE MEETING**

   Note that all registrations for the APMA Coding Seminar, Risk Management Update, and/or Clinical Conference must be done online at www.goldfarbfoundation.org. The website customer support team, Sotiris, is happy to assist anyone who encounters technical issues with online registration. Sotiris can be contacted at 717-791-5250.

2. **FEES**

   **TRIPLE PLAY DEAL: APMA CODING SEMINAR + RISK MANAGEMENT UPDATE + CLINICAL CONFERENCE LECTURES**

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<th>EARLY BIRD FEE OCT. 2 &amp; BEFORE</th>
<th>REGULAR FEE OCT. 3 &amp; AFTER</th>
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<tbody>
<tr>
<td>PPMA Member, ACTIVE</td>
<td>$325</td>
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<td>Non-APMA Member</td>
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   **Triple Play Cancellation Policy:** Cancellations received after OCTOBER 15 will not receive a refund.

   **THURSDAY WORKSHOPS, NOVEMBER 5**

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<tr>
<th>APMA CODING SEMINAR</th>
<th>RISK MANAGEMENT UPDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>APMA Member or Office Staff</td>
<td>$130</td>
</tr>
<tr>
<td>Non-APMA Member</td>
<td>$200</td>
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</tbody>
</table>

   **CLINICAL CONFERENCE LECTURES, FRIDAY–SUNDAY, NOVEMBER 6–8**

<table>
<thead>
<tr>
<th></th>
<th>EARLY BIRD FEE OCT. 2 &amp; BEFORE</th>
<th>REGULAR FEE OCT. 3 &amp; AFTER</th>
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</thead>
<tbody>
<tr>
<td>PPMA Member, ACTIVE</td>
<td>$150</td>
<td>$200</td>
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<tr>
<td>APMA Member, ACTIVE</td>
<td>$450</td>
<td>$500</td>
</tr>
<tr>
<td>Non-APMA Member (Suspended or Inactive)</td>
<td>$600</td>
<td>$650</td>
</tr>
<tr>
<td>Resident (with Residency Director letter)</td>
<td>$45</td>
<td>$45</td>
</tr>
<tr>
<td>Student (with ID/Proof)</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>PPMA Life Member</td>
<td>FREE</td>
<td>FREE</td>
</tr>
</tbody>
</table>

   **NOTE:** PPMA/APMA members are those who have paid their dues according the current PPMA/APMA dues structure to be considered an Active Member at the time of registering for the 2020 Clinical Conference. Those who are not members will need to register at the appropriate rates listed above.

3. **ADDITIONAL EDUCATIONAL OPPORTUNITY**

   Friday, 12:00 p.m.–1:00 p.m., Legally Mine, Mike Webb will present on Tax Reduction, Lawsuit Prevention, and License Protection (No CECH)

   **REGISTRATION ONLINE ONLY FOR THE CLINICAL CONFERENCE AT WWW.GOLDFARBFoundation.ORG**
NOTE: This meeting is being planned as a face-to-face event. However, if circumstances prohibit face-to-face activities or large gatherings, the continuing education content will be presented in a live-stream format.

Annapolis Meeting
December 4–6, 2020
Historic Inns of Annapolis
Annapolis, MD
Up to 12 CE Contact Hours Available

Friday, December 4, 2020
(4.5 CE Contact Hours)

**Ellianne Nasser, DPM—Diabetes**
*Lectures: 12:00 p.m. – 2:15 p.m.*
Diabetic Foot Ulcers: What’s New?
Elective Surgery in the Diabetic Patient
Diabetic Ankle Fractures
Diabetic Calcaneal Fractures
Charcot: What Now?

**Elizabeth Hewitt, DPM—Management of the Midfoot and Medial Column**
*Lectures: 2:45 p.m. – 5:00 p.m.*
Charcot Reconstruction
Equinus and the Midfoot
Metadductus
Midfoot in the Pediatric Patient
Pearls to Flatfoot Reconstruction
TAR Valgus

Saturday, December 5, 2020
(4.5 CE Contact Hours)

**Zachary Ritter, DPM—Trauma Complications**
*Lectures: 8:00 a.m. – 10:15 a.m.*
Total Ankle or Fusion, Does It Matter?
Management of Complex Extremity Trauma
Medical Evaluation of Trauma Patients
Managing Complications of Complications

**Jeffrey Manway, DPM—Fractures & Fixations**
*Lectures: 10:45 a.m. – 1:00 p.m.*
Complications of IM Nailing
Complications of External Fixation
Weight-Bearing with Fracture Care
Hardware in ‘Open Fractures’: Before, After, and In Between
Intramedullary Nailing for Ankle Fractures
Sunday, December 6, 2020  
(3.0 CE Contact Hours)

Jason Miller, DPM—Conquering the Athletic Foot & Ankle  
Lectures: 9:00 a.m. – 12:30 p.m.  
Complications of Posterior Heel/Achilles Surgery  
The Trouble with Travel League Sports and the Pediatric Foot and Ankle  
Reproductibility Without Recurrence Bunion Correction in Athletes  
So My TAR Looks Great But Hurts and Is Stiff As #$*@$! Now What?  
Pesky Peroneals and Tales of Subluxation  
When Screws Break: Nitinol Bailout

The William L. Goldfarb Foundation is approved by the Council on Podiatric Medical Education as a provider of continuing education in podiatric medicine. The Goldfarb Foundation has approved this activity for a maximum of 12 continuing education contact hours.

Invited Instructors

Elizabeth Hewitt, DPM
Jeffrey Manway, DPM
Jason Miller, DPM
Ellianne Nasser, DPM
Zachary Ritter, DPM

Accommodations

Historic Inns of Annapolis  
58 State Circle  
Annapolis, MD 21401

Call 1-800-847-8882 or visit www.goldfarbfoundation.org to make reservations! $156/night

Room block will be protected until November 3, 2020  
Or until the Foundation has met its room block obligation, whichever comes first.

Online Registration Instructions for DPMs

When registering online for this meeting, you are acknowledging the Goldfarb Foundation’s event cancellation policy and accepting the COVID-19 waiver found at https://tinyurl.com/ANNCOVID.

1. All registrations must be completed online at www.goldfarbfoundation.org in advance of the meeting.

For up-to-date information about the impact of COVID-19 on the Annapolis Meeting, visit https://tinyurl.com/ANNCOVID. Note that all registrations for the Annapolis Meeting 2020 must be done online at www.goldfarbfoundation.org. The website customer support team, Sotiris, is happy to assist anyone who encounters technical issues with online registration. Sotiris can be contacted at 717-791-5250.

2. Registration Fees

<table>
<thead>
<tr>
<th></th>
<th>Oct. 30 &amp; Before</th>
<th>Oct. 31 &amp; After</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPMA/APMA Members</td>
<td>$350</td>
<td>$400</td>
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<tr>
<td>Non-APMA Members</td>
<td>$575</td>
<td>$625</td>
</tr>
<tr>
<td>Residents</td>
<td>$50</td>
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</tbody>
</table>

3. Contact Info

For questions about this educational activity, contact Lara Beer-Caulfield at 717-763-7665, ext. 214, or lara@ppma.org.

Introducing the “Register Risk-Free* Guarantee”

If you register for the Annapolis Meeting between September 1 and November 12 and need to cancel, a full refund will be available.

*To receive a full refund, you must cancel your registration by November 12, 2020.
2020 PA-PPAC Contributions

You could be the winner for 2020!!! With each $100 contribution, your name will be entered to win a $500 Gift Card at the end of this year.

BERKS
Berks PPMA Div. $1,000
Kevin Naugle $200

BUCKS/MONTGOMERY
Bucks/Mont PPMA Div. $2,000
Jeffrey Miller $250
Rick Simon $100

CENTRAL

DELAWARE

ERIE/N. WESTERN
Lackawanna PPMA Div. $250
Laura Virtue $135

LEHIGH VALLEY

LUZERNE/N. CENTRAL
Christine Nolan $101
William Schlorff $112

PHILADELPHIA
Philadelphia PPMA Div. $1,000
Tracey Vlahovic $98

SOUTH CENTRAL
Thomas Ortenzio $44
S. Central PPMA Div. $1,000

WESTERN
Howard Diamond $50
Western PPMA Div. $500

TOTAL: $6,841.88

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 2020 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.
My Commitment to APMAPAC - 2020

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

TOTAL: $9,853.00

Please note: Due to the delays in posting APMA contributor reports, it may take until the next issue to see your contribution.
FULL-TIME PODIATRIST NEEDED Zur 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 ssateman1818@gmail.com.

PODIATRIST WANTED: Seeking a well-trained Podiatrist with 5 years of experience to join our practice located in Lebanon county. Option to take over practice. Email johnsalahub@gmail.com.

ASSOCIATE WANTED/LEBANON COUNTY: Great opportunity in thriving practice located in Lebanon county. Felixibility with your CV to Lsc922@verizon.net.

WANTED: An experienced Podiatrist for an expanding practice, with the opportunity for growth and ethical practice. Please send cover letter and CV to CentralPaPods@gmail.com.

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 DowntownPods@gmail.com.

SMALL PODIATRY PRACTICE FOR SALE IN SUNBURY PA: If interested, FAX to 570-286-8125.

CAMP HILL PODIATRY PRACTICE FOR SALE: Podiatry practice for sale. 28-year-old, established practice with significant growth potential. Excellent location with low overhead. Grossing over $200,000.00; working 3 days per week. Includes satellite office and 3 nursing home/assisted living facilities. Email bvbj@comcast.net.


SUCCESSFUL, WELL-KNOWN, TURN-KEY PODIATRIC PRACTICE FOR SALE: Montco Region. Successful practice for sale. Excellent opportunity for surgically trained Podiatrist. Facility can support multiple doctors. Four well-equipped treatment rooms. HIPAA compliant billing/software with five stations. Very reasonable monthly rent with opportunity to purchase real estate. Email: happyfeet600@hotmail.com or call 724-483-5538.

PRACTICE FOR SALE PHILADELPHIA: Podiatry practice for sale; 7-figure gross revenue; multiple locations; very strong PCP referrals. Mainly conservative practice, but great potential with surgeries. Inquiries ONLY: 267-970-7647.

PRACTICE FOR SALE HERMITAGE, PA: 1-2 days per week; great second office; will stay to introduce to patients; good location. Call 412-817-5000.

PRACTICE FOR SALE 20 MILES SOUTH OF PITTSBURGH: Successful, well-known, turn-key Podiatric Practice, operating 35+ years. Large, established patient volume. Multiple hospitals, surgery center, and wound care center nearby, providing great opportunity for surgically trained Podiatrist. Facility can support multiple doctors. Four well-equipped treatment rooms. HIPAA compliant billing/software with five stations. Very reasonable monthly rent with opportunity to purchase real estate. Email: happyfeet600@hotmail.com or call 724-483-5538.

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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. (2021)

The PPMA Update is a publication of the Pennsylvania Podiatric Medical Association and the next issue will be November/December 2020. Advertising rates can be found on www.ppma.org.
1. What in your opinion helped you make the decision to become a podiatrist?
My exposure to the field of podiatry started as a patient. In high school, I was treated by a local podiatrist who, through conversation, knew that I was interested in a career in medicine. He invited me to come work for the group initially on the clerical side of the practice, then eventually was trained and worked on the clinical side of the practice once I started college. It was through this tremendous experience that I grew to love the field and knew that it was the right choice for me.

2. What are the most important aspects that podiatry has brought into your life?
I feel very fortunate to be part of this profession. It has afforded me the ability to help patients of all ages with a variety of pathologies. It is exceptionally rewarding to be at an academic institution where I have the opportunity to teach our students and residents as well. This is a tight knit profession with a common passion and goal, and it is a privilege to be a part of it.

3. How do you propose to ignite the idea of a podiatric career to students?
My knowledge of and interest in the field came about relatively early in my educational career. I think the more we can expose students to our profession at the high school and college level, the better. Ensuring that we are part of career fairs, especially at the college level when pre-health students are just diving into the various possibilities, is critical. Mentor networks and shadowing experiences really allow students to immerse themselves in our profession and showcase just how much our field has to offer.

4. What has PPMA done for you lately?
PPMA has always done a great job of keeping its members informed on various important updates. Especially now that we are in the midst of the COVID pandemic, the frequent email communications about practice changes, PPE, resources available to practitioners, etc., have all been very helpful.

5. How have you been handling working during this pandemic?
Regardless of practice type, we are all experiencing changes related to COVID. Being at an academic institution, we continue to adapt not only our clinical practice, but also our teaching. In the spring, we transitioned to remote learning with both didactic and clinical training; involving both synchronous and asynchronous online learning opportunities. As things continue to evolve and hopefully improve in regards to the pandemic, we are looking to progressively expand our clinical hours and re-incorporate student participation in on-site clinical training, while being very cognizant of the health and safety of our students, faculty, staff, and patients. UPDATE

Dr. Sansosti is Clinical Assistant Professor at TUSPM, Depts. of Biomechanics and Surgery, Philadelphia, PA. She is also Faculty at Temple University Foot and Ankle Institute and Temple University Hospital's Podiatric Surgical Residency Program. A Member on the Council of Faculties, with the AACPM and an Associate with the ACFAS, she will be joining the PPMA Board as Parliamentarian toward the end of this year.
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

**THE YURCONIC AGENCY**

5910 Hamilton Blvd. Allentown, PA 18106 • 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.

Contact Don Friedman at 877.261.7622 ext.109 or email: dfriedman@yurconic.com
PPMA/APMA DUES PAYMENT REMINDER

1) For Renewing Members who qualify for the waivers, the first payment is due September 1. Dues have been waived for the first quarter (June 1 – August 31) of the Fiscal Year 2020/2021 for RENEWING Members ONLY. This is in recognition of the economic hardship faced by all members.

2) As for new and reinstating members, the SECOND quarterly payment is due September 1.

3) Remember to place your PPMA Member Number or full name on check if remittance stub not sent back with payment.

4) Don’t forget to PAY ONLINE to assure payment is received on time!!

5) 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.

UPDATE —Emily Cziraky, PPMA TUSPM Student Rep

DPM SNAPSHOOT

Matthew Bianco, DPM

Dr. Matthew Bianco is the newest Associate at Associates in Podiatry in Pittsburgh, PA, offering patients conservative and surgical treatment options for various podiatric ailments. A surgical area he is most interested in taking to the next level is minimally invasive surgery. His goal is to perform any procedure that gets patients back on their feet as quickly as possible.

Dr. Bianco became interested in podiatry as a college student. He knew he wanted to pursue a field in medicine and decided to shadow a podiatrist in the office as well as the operating room. He became instantly enamored by the profession, and he felt providing patients with the satisfaction of pain-free return to activity/ambulation was crucial to their lives.

To recruit students to podiatry school, Dr. Bianco encourages exposure at the collegiate level because many college students are thinking about “What field of medicine to enter?” Many of these possible candidates unfortunately are not aware podiatry is its own specialty. He believes that if students had the opportunity to shadow in the clinical setting and operating room, they would have a better idea of the multi-faceted profession he is privileged to provide his patients.

Dr. Bianco’s favorite part about being a DPM is the satisfaction of knowing that he helped a patient return to his/her normal lifestyle after a painful period of time; it is a rewarding experience that will never get old.

UPDATE

—Emily Cziraky, PPMA TUSPM Student Rep