



FEATURED ARTICLE

TRIBUTE TO WILLIAM L. GOLDFARB, DPM OF THE GOLDFARB FOUNDATION

"Call him Bill"

Co-authored by
Dr. Richard Goldfarb and Shelley Lynde

Dr. William L. Goldfarb would insist that you call him Bill. It was the early 1940s when Bill, the son of Russian immigrants, graduated from Central High School in Philadelphia, Pennsylvania. As an excellent student, he matriculated directly to Temple University School of Chiropractic, beginning his lifelong work in podiatry.

CONTINUED ON PAGE 5



Member Spotlight

Dr. Gary M. Gordon DPM

PAGE 7



Amendments to Charges for Medical Records

PAGE 9



Being unproductively productive

Sahil Kapadia

PAGE 16



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
- 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

877.261.7622 ext. 119 | yurconic.com/pmap | YUR COVERAGE. YURCONIC.



CELEBRATING 50 YEARS



Underwritten by a ProAssurance Company

President's Message

This President's message is my first opportunity to speak with the membership in this space. Today, we have an urgent crisis on our hands. After years of working to build residency positions, we are facing a precipitous decline in applications to our podiatric medical schools.

How is this a crisis? We had, up until last month, nine podiatric medical schools. With nine schools, we have seen a decline in applications. The nine schools each had and still have a "cap" on the number of students they could accept to the first-year class. The cap was put in place to "balance" the number of students graduating to the number of residency positions open to the pool. That balance lost equilibrium when the number of students declined.

The addition of two more schools will aggravate this problem.

*The question before us is **what can be done about this issue?***

The APMA is engaged in promoting professional awareness. The target for their program is high school students interested in science. While this effort can become a stable base for future applicants, this effort does not address the IMMEDIATE need to place students in the seats at the institutions.

The American Association of Colleges of Podiatric Medicine (AACPM) also engages in student recruitment. Their efforts target undergraduate students in the medical and science fields. Unfortunately, while success in this target arena may yield a more immediate result on the student pool, it still has yet to produce results that stem the decline.

In addition to the APMA and AACPM programs, each school has a recruitment department. Each school's efforts focus on its territory and may result in the core applicant numbers which are surviving.

Last year, at the PPMA House, we introduced a program to enlist our members to contact three college science advisors and request the ability to visit the school in person or virtually. We had eighteen volunteers initially, and we are following up on that effort. In addition, seven other states have initiated this program for each state.

We need our members to join our outreach program!

Visit our website at <https://www.ppma.org/page/Recruitment> to sign up to visit a college near you or one with which you may have a connection.

We will provide you with the resources to make a presentation to students, and TUSPM will follow up with those who attended the presentation to gain additional applicants.

I know that this may be a burden, but we all need to address this crisis, as failing to bolster our incoming students will lead to a slow demise of the profession which has served us for so long and so well.

Furthermore, our patients and business collectively rely on us to address the crisis.

I hope your holidays are warm and welcoming and that your efforts in this recruitment program will be a present to us all. •



**E. DOUG HUTSON, JR.,
DPM**

FREE Offer from Goldfarb Foundation

We've recently launched a comprehensive study solution called The Pro Series which takes the guesswork out of studying when preparing to get Board Certified or Board Qualified.

We've rolled back the pricing on **Resident Pro**, making it even more affordable!

A team of well-respected podiatrists has created both Resident Pro and Doctor Pro for podiatrists. Resident Pro and Doctor Pro have FREE Trials available so that podiatrists can see the value for themselves before committing.

Tell your friends to visit www.residentpro.org for a **FREE TRIAL** and begin studying today!

PPMA Welcomes New President E. Doug Hutson, Jr., DPM



Membership Update

If you have not been receiving newsletters via email, don't hesitate to get in touch with us to make sure we have the correct email address on file.

It is vital to keep your membership up to date by paying your dues on time, so you don't miss out on essential member benefits. **Please keep your contact information, including your email address, up to date!**

Remember to place your PPMA Member Number or full name on check if remittance stub is not sent back with payment. Don't forget you can PAY ONLINE to assure payment is received on time, but just a reminder only full payments are accepted online. 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 Membership Director, Jenna Clay at jenna@ppma.org

Note: You may receive information stating that you can pay the entire year of 2023 and 2024 in full upfront.



GoldfarbFoundation.org

Proud Metallic Sponsors of the Goldfarb Foundation



Dr. William L. Goldfarb

CONTINUED

However, like many from the Greatest Generation, Bill's education was interrupted when he joined the United States Army as a medic in Texas with several podiatry classmates. Fortunately, Bill and his comrades returned and graduated from Temple as lifelong friends.

Bill opened a private practice in December 1948 in the growing suburban Philadelphia community of Bristol, Pennsylvania. He became an active member of the Pennsylvania Podiatric Medical Association ("PPMA"), later serving as its president. Bill was a visionary and zealous advocate of the podiatric community. He authored Podiatric Service Reporting Manual with Relative Value Guides, published by the PPMA in 1974, and was instrumental in having podiatric services recognized and paid for by insurance carriers. In addition, he dedicated a significant portion of his career to podiatry education. He was known for conducting an annual educational seminar, the "Hershey Seminar," to allow his colleagues and graduates to become board certified.

Bill was also a dedicated husband to his wife, Lorraine, and father to his children, Richard and Shelley, who viewed their father as a genuinely larger-than-life figure. As

adolescents, Bill's children fondly recall his frequent trips to Harrisburg and the day Bill's portrait was raised in the halls of the PPMA headquarters in Camp Hill.

Bill's son-in-law, William S. Lynde, DPM, and grandson, Michael J. Lynde, DPM, also attended Temple University School of Podiatric Medicine, continuing Bill's legacy to this day at their private practice in Newtown, Pennsylvania. Bill's daughter became a schoolteacher, while his son, Richard M. Goldfarb, MD, FACS, became a surgeon and continues his father's dedication to the betterment and service of the medical community. He would have been so elated to see the success of his four grandsons. Richard's son is in pharmaceutical marketing and advertising, and Shelley's sons are in finance, podiatry, and an attorney.

Bill's wish for incoming students would be that in addition to private study, students should be active in fostering and creating a community that facilitates open dialogue and learning from one another. Bill was the type who would have loved and embraced the technological advancements so critical to the improvement and advancement of society, science, and medicine. He would be so proud to celebrate 50 years of the Goldfarb Foundation. •

PPMA employees give back!

PPMA employees do a team building activity every year and donate a large order of pies that they hand deliver to local Harrisburg soup kitchen to feed those in need a good Thanksgiving meal at St. Francis Assisi Soup Kitchen.



PPMA Awards

During the Inaugural Dinner, PPMA presented the following awards to their worthy recipients:

MCQUAID DISTINGUISHED SERVICE AWARD

Joseph Gershey, DPM

MARC A. KARPO AWARD

Leonard Portnoy, DPM & Jerry Gronborg, DPM

SPECIAL RECOGNITION AWARD—LAYPERSON

Judy Aumiller, PPMA Administrative Assistant

PIONEER OF PODIATRY

Gary Gordon, DPM

AWARD OF EXCELLENCE

John Marty, DPM & D. Scot Malay, DPM

RISING STAR AWARD

Michelle Sparks, DPM

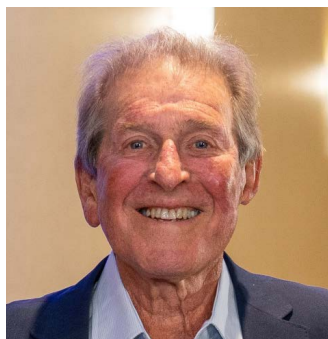
**GOLDFARB FOUNDATION 13TH ANNUAL
RESIDENCY CONTEST**

Jennifer Levi, DPM

We are proud of you and appreciate your accomplishments to the podiatry profession and commitment to our organization and its members.



*Joseph Gershey, DPM and
PPMA Executive Director
Mike Davis honors members
for the achievements*



DR. GARY M. GORDON

Gary M. Gordon, DPM A Pioneer in Sports Podiatry

Dr. Gordon was recently awarded the Pioneer in Podiatry Award at the PPMA Inaugural Dinner in November. This award speaks to Dr. Gordon's mark in the field of podiatry, most notably in sports podiatry. Gordon is certainly a podiatrist of many firsts or one of the first!

The former Track & Field collegiate athlete attended Temple University and changed majors repeatedly before he took that final leap, "landing on his feet" in podiatry.

Gordon's accomplishments in podiatry include being involved in a groundbreaking study to improve the usage of athletic footwear (football and soccer cleats) during his time in school, becoming the first podiatrist for Temple University athletics in the '70s at the Temple Sports Medicine Center, and becoming the first podiatrist of staff for the Philadelphia 76ers professional basketball team. Gordon was the podiatrist for the University of Penn Sports Medicine Center for a remarkable 41 years! While at Penn, he served as the doctor for the Penn Relays and the Penn Intercollegiate athletes. For the last ten of those years, he served

as the Assistant Golf Coach for both the Men's and Women's teams.

As a passionate athlete and healthcare professional, Gordon has appreciated helping athletes become 100% after injury. He wanted to allow his patients to live an enriched life returning to their passion for running or their sport of choice! His mission of healing patients, including athletes, empowered him to become President of The American Academy of Sports Medicine and the American Running Fitness Association.

Gordon, a teacher that transitioned to a podiatrist early in his career, has passed the baton to the new owner of Gordon Podiatry, Alicia Canzanese, DPM, ATC. Dr. Gordon has many lessons as a healthcare professional and business owner that he has been able to share with other professionals like Canzanese. After a 50-year run in podiatry, he has made the tough decision to retire. This has allowed him to enjoy life, which includes spending time on the golf course! What a fantastic run he has had in his podiatric career.

Thank you, Dr. Gordon, for your contribution to the field of podiatry! •



The new owner of Gordon Podiatry, Alicia Canzanese presents Dr. Gordon with this award. She shares his passion for sports medicine, getting involved in podiatry at PPMA and other organizations, and demonstrating leadership!

Temple's Track, and Field Athlete takes his final leap after almost 50 years contributing to podiatry.

Member Problems LIVE via Zoom!

Join Dozens of members for a webinar designed to answer all your problems with payment reimbursements, billing questions, insurance carrier problems, and more! Take advantage of PPMA's newest member benefit designed to support you!

Wednesday, January 4 - 7:30 pm EST

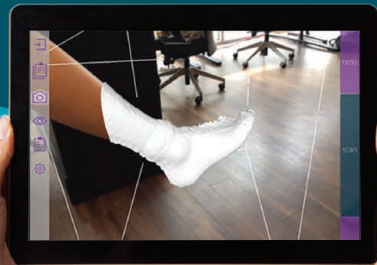
Register Here: tinyurl.com/MemberProblemsJan4

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.



viSo Home of the
FREE viSo app
for scanning.

SOLO
LABORATORIES, INC.

Serve Others, Love Others
415 South Laurel Street Kutztown, PA 19530
800.765.6522 • www.sololabs.com

DEPARTMENT OF HEALTH
Amendments to Charges for Medical Records
[52 Pa.B. 7471]
[Saturday, December 3, 2022]

In the notice published at 51 Pa.B. 7570 (December 4, 2021), the Department of Health (Department) published the guidelines and fees that a health care provider or facility may charge in response to a request for production of medical charts or records. This notice updates the notice published on December 4, 2021.

Under 42 Pa.C.S. §§ 6152, 6152.1 and 6155 (relating to subpoena of records; limit on charges; and rights of patients), a health care provider or facility is allowed to charge a fee in response to a request for medical charts or records. The Secretary of Health (Secretary), under 42 Pa.C.S. §§ 6152 and 6152.1, is directed to adjust annually the amounts which may be charged by the health care provider or facility.

The Secretary is directed to base these adjustments on the most recent changes in the Consumer Price Index reported annually by the Bureau of Labor Statistics of the United States Department of Labor. For the annual period of October 31, 2021, through October 31, 2022, the Consumer Price Index was 7.7%.

Accordingly, effective January 1, 2023, the following fees may be charged by a health care facility or health care provider in response to a request for production of medical charts or records:

Amount charged per page for:	Not to Exceed
Pages 1—20	\$1.83
Pages 21—60	\$1.36
Pages 61—end.....	\$0.47

Microfilm copies	\$2.70
* Search and retrieval of records (cannot be charged if requestor is requesting their own personal health record).....	\$27.14
Flat fees (providers may not charge the above search and retrieval fee in addition to a flat fee)	
Production of records to support any claim under Social Security or any Federal or State financial needs-based program;.....	\$34.40
Supplying records requested by a district attorney	\$27.14

The previously listed fees shall apply for paper copies or reproductions on electronic media whether the records are stored on paper or in electronic format.

In addition to the amounts listed previously, charges may also be assessed for the actual cost of postage, shipping and delivery of the requested records.

The Department is not authorized to enforce these charges.

The previously listed charges, however, are subject to the following exceptions:

(1) An insurer shall not be required to pay for copies of medical records required to validate medical services for which reimbursement is sought under an insurance contract, except as provided in:

a. The Workers' Compensation Act (77 P.S. §§ 1—1041.4 and 2501—2506) and the regulations promulgated thereunder.

CONTINUED ON PAGE 10



Lara Beer-Caulfield has been with us for almost 20 years and is the heart of every meeting and event planning details that most of us never would have thought of. If you have booked a sponsorship or exhibited with us, you have probably connected with Lara.

Thank you

**for all that you do for our members
and our profession!**

Amendments to Charges for Medical Records (Continued)

CONTINUED FROM PAGE 9

b. 75 Pa.C.S. Chapter 17 (relating to Motor Vehicle Financial Responsibility Law) and the regulations promulgated thereunder.

c. A contract between an insurer and any other party.

(2) The charges listed in this notice do not apply to an X-ray film or any other portion of a medical record which is not susceptible to photostatic reproduction.

(3) The charges for the production of medical records by a health care provider in response to a request made by either an individual who is the subject of the health information or the individual's personal representative is governed by the Health Insurance Portability and Accountability Act (Pub.L. No. 104-191) (HIPAA) and Federal regulations enacted under HIPAA, including 42 U.S.C. § 17935(e) and 45 CFR 164.524 (relating to access of individuals to protect health information), as follows:

a. *Electronic health record.* Under section 13405 (42 U.S.C. § 17935(e)), if a health care provider uses or maintains health records in an electronic format with respect to protected health information of an individual, the individual shall have a right to obtain from the health care provider a copy of the information in an electronic format. The individual also has a choice to direct the health care provider to transmit electronically a copy of the health record directly to an entity or person designated by the individual, provided that any choice is clear, conspicuous and specific. A fee that the health care provider may impose for providing the information (or a summary or

explanation of the information) in an electronic format shall not be greater than the labor costs in responding to the request. The Department of Health and Human Services has stated that the labor costs may not include costs associated with searching for and retrieving the requested information.

b. *Health record used or maintained in other types of format (for example, paper).* Under 45 CFR 164.524(c)(4), if the individual requests a copy of the protected health information or agrees to a summary or explanation of the information, the covered entity may impose a reasonable, cost-based fee, provided that the fee includes only the cost of:

(i) Labor for copying the protected health information requested by the individual, whether in paper or electronic form.

(ii) Supplies for creating the paper copy or electronic media if the individual requests that the electronic copy be provided on portable media.

(iii) Postage, when the individual has requested the copy, or the summary or explanation, be mailed.

(iv) Preparing an explanation or summary of the protected health information, if the individual agrees in advance to a summary or explanation and the fees to be imposed, in accordance to 45 CFR 164.524(c)(2)(iii). Similarly, the labor costs under 45 CFR 164.524(c)(4) shall not include the cost attributable to search and retrieval of the records. •



From Resident to Retirement

PPMA has waived membership dues for Residents. Residents can take advantage of all the benefits that we offer.

Residents are encouraged to visit our website for an application. Are you a member that is a Resident Director? Kindly share this information with your residents. <https://www.ppma.org/page/Residents>

Have you retired and have years of wisdom you would like to share with our members? We want to share your story! Contact us at 717-919-2857 to be featured in future newsletters.



Stay Connected to Your Union & Take advantage of your OPEIU/Guild 45 Benefits



It's more important than ever to stay connected to your Union and its valuable resources.

The OPEIU App is a great way to access helpful COVID-19 resources, learn more about your membership benefits, find links to OPEIU's social media networks and much more.

THE APP IS AVAILABLE FOR FREE DOWNLOAD.

Get the iPhone app: <https://tinyurl.com/yboevzhd>

Get the Android app: <https://tinyurl.com/ybrtfa6u>

OPEIU Health Plan available to Guild members and their families

- Choice of three (3) fully insured plans issued by Highmark Blue Cross Blue Shield
- Choice of two Medicare Advantage Plans
- A \$5,000 Death Benefit
- A \$2,000 Life Insurance
- A \$5,000 Accidental Death and Dismemberment Benefit
- A \$2,000 Accidental Death and Dismemberment Benefit
- Up to two (2) towing/service calls per year, per household, valued at up to \$100 each to family members living in the same household of the member
- Identity Theft Protection against the fastest growing crime in the United States – a crime that takes a victim, on average, 165 hours to regain pre-theft status - identity protection provider, IDIQ

Take Advantage of These Benefits Today!

Benefits:

Under the Union Privilege Program, OPEIU provides additional benefits to its members. One of the programs is a Mastercard available only to union members and associate members. Another is a union-member-only Mortgage and Real Estate program that offers competitive rates, down payments as low as 5%, strike protection and financial assistance, a first-time buyers program and more.

We also participate in a legal services program, term-life insurance plan, health needs service, loan program and union family savers program. We continue to investigate other benefits we might offer in the future.

NEW: 4 year free college opportunities!!

- OPEIU Free College -- Associate Degree Program
- OPEIU Free College -- Bachelor Completion Program
- Franklin University's Bachelor Completion Program
- OPEIU Free College Information Seminar Recording
- All benefits under the ALF CIO Union Privilege Program including discounts on ATT, Home Mortgages, automobile purchases, and entertainment
- OPEIU Scholarships for OPEIU member children

FOR MORE INFORMATION ABOUT THESE BENEFITS:

Call 1-877-737-1086 or go to <http://opeiu.org> | Reference Guide for Members: <http://tinyurl.com/y3ck6987>



Exhibitor Marketplace

For the 2022 Clinical Conference

4path

(877) 884-7284 • www.4path.com
4path is a CAP-Accredited laboratory offering podiatric pathology services and molecular testing for skin & soft tissue specimens.

8sole

(267) 368-8165 • 8sole.com
Completely custom, 3D printed foot orthotics for \$75, blazing fast

AbbVie

(610) 781-2839 • www.abbvie.com
IV Antibiotics pharmaceutical company

Advanced Pathology Solutions

(501) 225-1400 • apslabgroup.org
Advanced Pathology Solutions (APS) is a white glove, concierge Podiatric pathology lab that offers a full suite of anatomic and molecular pathology services.

American Board of Podiatric Medicine

(310) 375-0700 • abpmed.org
American Board of Podiatric Medicine (ABPM) is an organization offering a comprehensive board certification process in podiatric medicine and orthopedics.

Anodyne

(844) 637-4637
www.anodyneshoes.com
Diabetic shoes and inserts

Averitas Pharma

(610) 739-7303 • qutenza.com

Bako Diagnostics

(855) 422-5628 • www.bakodx.com
Bako Diagnostics is a provider of diagnostic & therapeutic services with a unique focus on the skin, nail, soft tissue & bone of the lower extremity

Bianco Brothers Instruments

(718) 680-4492
www.Biancobrothers.com

The Sharpest Instruments In The World Backed By The Finest Sharpening Service

Convatec / Triad Life Sciences, LLC.

(901) 333-6000
<https://www.triadls.com/>
Regenerative extra cellular matrix focused company with extensive leadership experience in amniotic sciences and innovative product development.

DIA- FOOT

(561) 791-1213 • www.dia-foot.com
Dia-Foot is a diabetic shoe company featuring shoes from New Balance, Dr. Comfort and Brooks. Dia-Foot manufactures the Pure Stride line of professional foot care products.

Dr. Comfort

(866) 922-5300 • www.drcomfort.com
Dr. Comfort offers the finest quality, best looking diabetic footwear, custom inserts, toe fillers and shoe modifications available.

DT Insurance Agency

(866) 516-6046
dtinsuranceagency.com

Forward Motion Medical

(435) 251-8500 • <https://fdmotion.com/>
Forward Motion Medical provides quality custom orthotics, AFO's, and prefabricated insoles. We are dedicated to helping you care for your patients.

Frankford Leather Inc.

(800) 245-5555
www.frankfordleather.com
Suppliers to the Foot Health and Shoe Industries

Free Life Labs

(801) 923-3878 • Freelifelabs.com
The mission of Free Life Labs is to create high quality products at a reasonable price to help people break the chain of disease.

Henry Schein Foot & Ankle

(267) 212-4460

Heron Therapeutics

(570) 677-7471 • herontx.com
Heron Therapeutics is a biotechnology company that uses proprietary polymer based drug delivery platform to develop novel drugs for pain and cancer.

IMAGING SERVICES, INC.

(410) 513-6840
www.theimagingervices.com
Digital Imaging Solutions

Injured Workers Pharmac

(888) 321-7945
<https://www.iwpharmacy.com/>
Workers Compensation Pharmacy

Kowa Pharmaceuticals

(334) 288-1288 • kowapharma.com
Kowa Pharmaceuticals America, Inc.: Providing Targeted Healthcare Solutions

Legally Mine

(801) 477-1750 • www.legallymine.com
We will show you how to stop the threat of lawsuits before they get started by protecting your assets in proven structures.

Modernizing Medicine

(561) 880-2998
The ModMed Podiatry software suite is a cloud-based, electronic health records (EHR) system

Organogenesis

(781) 575-0775
www.Organogenesis.com
Organogenesis is a leading regenerative medicine company focused on empowering healing through the development, manufacturing and sale of products.

CONTINUED ON PAGE 13

Exhibitor Marketplace

Orthofeet Inc.

(800) 524-2845 • www.orthofeet.shoes
Orthofeet is a leading manufacturer of high quality depth shoes and orthotics. Our products incorporate many innovations and combine comfort & fashion

Paragon 28

(303) 525-3964 • www.Paragon28.com
We Eat, Sleep, and Breathe Foot & Ankle. Our mission is to continuously improve the outcomes of patients with foot and ankle conditions.

Paratek Pharmaceuticals

(617) 807-6600
<https://www.paratekpharma.com/>
We develop transformative solutions for patients with infectious diseases and other difficult to treat conditions including ABSSSI

PediFix Medical Footcare

(845) 278-3800
<https://www.pedifix.com/>
Foot specialists since 1885, PediFix offers 250+ foot treatment products, 30 new items, all available to dispense, pickup at retailers & direct order.

PharmaceutiX

(800) 647-6100
www.pharmaceutichealth.com
Offering Quality-Assured, Highly Bioavailable, Research-Supported, Medical Foods for Use Under the Supervision of a Physician

Podiatry Content Connection

(917) 572-5088
www.podiatrycontentconnection.com
Podiatry Content Connection is the #1 Comprehensive Digital Agency for Podiatrists ONLY!

POWERSTEP

(888) 237-3668 • Powerstep.com
#1 in Podiatry, Powerstep products are designed to deliver ultimate comfort to change the way you move, the way you live

PPMA & the Goldfarb Foundation

(717) 919-2857 • www.ppma.org
Stop by to raise your PPMA and Goldfarb's social media awareness!

Providence Management, Inc.

(856) 753-0913
www.ProvidenceBilling.com

Providence Management, Inc. is a full-service medical billing company.

Quantum Medical Supply

(561) 432-8200
www.nocostshoes.com
Quantum Medical Supply is a provider of Diabetic shoes and inserts, as well as Continuous Glucose Monitors to patients through insurance.

Quantum Pathology

(781) 373-1689
<http://www.quantumpathology.com/>
Podiatric Dermatopathology Laboratory

Reapplix

(866) 327-3025 • <https://3cpatch.com/>
3C Patch - autologous platelet rich fibrin patch - for diabetic chronic wounds.

Redi-thotics

877-740-3668 • www.redi-thotics.com
Redi-Thotics manufactures premium OTC orthotics for the podiatry profession. We offer over 24 different pre-fab rthotics for pod offices. Contact us at customersupport@redi-thotics.com for free samples or call 877-740-3668

Smart-ABI

(877) 275-8760 • www.smartabi.com
The Smart-ABI solution is the fast, simple, and accurate ABI with PVR. It can be performed at all points of care to diagnose PAD early.

Smith + Nephew, Inc.

(817) 900-4000
www.smith-nephew.com
Smith & Nephew has proudly supported healthcare professionals in their daily efforts to improve the lives of their patients for over 150 years.

SOLO Labs

(610) 683-3008 • sololabs.com
Manufacturing custom orthotics since 1983. Made proudly in the USA

Stratus Pharmaceuticals

(305) 254-6793
Stratus Pharmaceuticals Inc. is a women owned, minority certified, pharmaceutical manufacturer and distributor of quality products specializing in the dermatology, plastic surgery, wound care and podiatry fields.

Stryker

(201) 831-5000 • www.stryker.com
Stryker is one of the world's leading medical technology companies and together with our customers, we are driven to make healthcare better. The Company offers a diverse array of innovative products and services in Orthopaedics, Medical and Surgical, and Neurotechnology and Spine, which help improve patient and hospital outcomes. Stryker is active in over 100 countries around the world.

SureFit

(800) 298-6050
<https://www.surefitlab.com/>
Optimal lower extremity solutions for patient care - Your one-stop-shop for lower extremity solutions, document management, and practice support.

Temple University School of Podiatric Medicine

(215) 777-5749
<https://podiatry.temple.edu/>
Temple University School of Podiatric Medicine

THE PODIATREE COMPANY (855) 763-8733

www.thepodiatreecompany.com
The Podiatree Company offers a robust portfolio of ultra-premium foot care products and services exclusive to the podiatry profession.

The Tetra Corporation

(800) 826-0479
www.thetetrapcorp.com
Tetra Offers Innovative Products Rooted in Superior Science and Technology.

Web Power Advantage

(732) 996-0619
www.webpoweradvantage.com
Web Power Advantage is a Podiatric web marketing company specializing in Website Design and digital marketing services proven to grow your practice.

The Yurconic Agency/PMAP

877-261-7622 • www.yurconic.com
Professional liability insurance agency



Virtual Winter Meeting

March 3-4, 2023

Up to 10 CE Contact Hours Available



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

OR

Scan with your phone
to register quickly & easily!



Proud Metallic Sponsors
of the Goldfarb Foundation



Welcome TUSPM Class of 2026 Rep Jensen Salunga



JENSEN SALUNGA
TUSPM '26

Jensen lived in Pittsburgh, PA, her entire life until moving to Philadelphia to study at Temple University for undergrad.

She discovered the field of podiatry from a family friend and additionally from pre-professional health studies at Temple. Podiatry offers the opportunity to specialize in such an essential body part and the various subspecialties, which was attractive to her!

In talking to Jensen, she thinks that PPMA

can support other students like Jensen, by advocating for podiatry students to be current professionals in the field.

Furthermore, to recruit more podiatry students, she states, "We must educate prospective students in the area, as many need to be made aware of the opportunities that come with becoming a podiatrist."

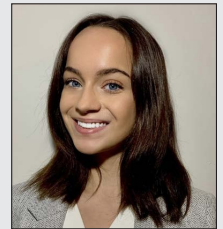
PPMA looks forward to working with Jensen during her time at TUSPM! •

PPMA extends a special thanks to Daniel Ruggiero, TUSPM '25, and Jensen Salunga TUSPM '26 for these student interviews!

DANIEL RUGGIERO
TUSPM '25
daniel.ruggiero@temple.edu



JENSEN SALUNGA
TUSPM '26
jensen.salunga@temple.edu



Thank you to the sponsors, exhibitors, participants, and everyone involved in making the meeting special for the 50th year!

Being unproductively productive

by Sahil Kapadia, DPM, Candidate Class of 2026



SAHIL KAPADIA
TUSPM '26

The most common analogy of medical school that pre-medical students hear about is that medical school is like drinking water from a fire hose.

While the school year starts with familiar material, there is a constant pressure of impending doom or success looming around the corner. Figuring out if Anki, making outlines, or re-watching lectures is the most effective way to study, while trying to maintain some form of health and trying to establish a proper schedule becomes taxing, since there are only so many hours that can be spent in a day!

The cherry on top, is the sinking feeling you are missing out on social or academic aspects with your new classmates, and losing out on opportunities as a result!

With all this pressure, it is easy to get overwhelmed, curl up into a ball and take a nap. Not only does this spend precious time, but it also leaves you in an unproductive rut.

Speaking with a friend about this issue, they gave me a piece of advice that has been working for them, being unproductively productive.

When they find themselves slipping into the void of unproductivity, they spend their time washing dishes, doing laundry, or something else of that nature.

Completing tasks put aside due to the demands of medical school not only gives them a break but distracts them.

This way their body and brain are still active and not slowing down while they can mentally reset and reapproach their tasks.

Like most things in life, this is easier said than done. It is so much easier to kick back, scroll through social media or watch an episode of “New Girl.”

Though I may still be new to the true struggles of medical school, I have had a few minor victories in the battle against indulging myself in the microcosm on my phone.

Something that has worked well for me is leaving my phone in the bathroom or tossing it to my bed (sometimes missing the bed altogether). Once I have gotten past about half an hour I forget about it and can conquer my productivity.

Another mechanism of success I have been using is the Pomodoro technique.

To those unfamiliar with the Pomodoro technique, it is a time management technique. One Pomodoro is a 25-minute working period and a 5-minute break. After 4 Pomodoro's, a longer 15-minute break is implemented. While it may be something that works for some and not for others, I utilize the five-minute breaks to either vacuum, mop, or dust my small, studio apartment. Cleaning my work environment has helped me also stay on task, avoid distracting myself from the task at hand, and truly give myself a mental break from the work I was doing.

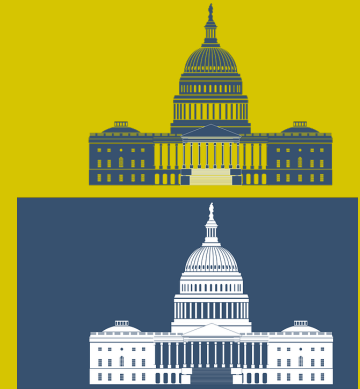
Only time will tell if any of these strategies will be the path to doom or success.

I've been trying new ways to keep myself busy and my mind running while giving my brain a break such as writing this article. A bit confusing for sure, but one thing is for sure: being unproductively productive, keeps you productive. Only time will tell if any of these strategies will be the path to doom or success. I've been trying new ways to keep myself busy and my mind running while giving my brain a break, such as writing this article.

A bit confusing for sure, but one thing is for sure: being unproductively productive, keeps you productive!

APMAPAC Contributions

The APMA Political Action Committee (APMAPAC) is a nonprofit, bipartisan fundraising committee through which member podiatrists and students support federal candidates who champion podiatric medicine's issues before the US Congress.



APMA credits its legislative success to years of relationship building between APMA members and members of Congress and the generous membership support for APMAPAC, strengthening the association's legislative endeavors.

Lori Barnett	\$150	James McGuire	\$50	PA POD MED ASSN	\$1,000	Mitchell Shikoff	\$150
Gregory Bentzinger	\$10	Richard Meredick	\$150	Delaware County Division		Julia Siegerman	\$100
Nicole Chwastiak	\$100	Alan Meshon	\$150	PA POD MED ASSN	\$1,000	Rick Simon	\$100
John Dahdah	\$300	Sabrina Minhas	\$75	Lehigh Valley		Peter Smith	\$200
Raymond Fritz	\$100	Albert Nalli	\$150	PA POD MED ASSN	\$1,000	John Snyder	\$150
Gerald Gronborg	\$352	Elizabeth Oh	\$75	Phila. County Division		Maggie Solimeo	\$136.25
Maryann Hartzell	\$75	Daniel Olson	\$50	PA POD MED ASSN	\$2,000	Stephen Soondar	\$100
Arthur Helfand	\$150	Mark Pinker	\$725	PA POD MED ASSN	\$1,500	Michael Troiano	\$500
Kimberlee Hobizal	\$150	PA POD MED ASSN	\$500	South Central Division		Laura Virtue-Delayo	\$250
Edward Hutson	\$20	Berks County Division		Jane Pontious	\$100	David Warner	\$100
Lawrence Kassin	\$50	PA POD MED ASSN	\$1,000	Lesly Robinson	\$200	Robert Weber	\$150
Paul Lorincy	\$176	Bucks Mont Division		Thomas Rocchio	\$150		
R. Martin	\$25	PA POD MED ASSN	\$150	John Salahub	\$100		
Bindu Mathew	\$100	Central Division		I. Schifalacqua	\$150		
John Mattiacci	\$20			Timothy Scott	\$100		
						TOTAL: \$14,089.20	

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 - 2022

Donate to the APMA PAC online today by visiting www.apma.org/donate

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

PRACTICES/EQUIPMENT FOR SALE

BRAND NEW! OAKWORKS MOTORIZED CHAIR FOR SALE

19" Lowest Height

Interested Parties should call Stanley S Lubeck at 610-543-1973

ULTRASOUND MACHINE, PODIATRY CHAIR, AND MORE EQUIPMENT FOR SALE

- Excellent condition Hill Laboratories dark grey podiatry medical chair with power height, tilt, and back. (9 years old)
- Autoclave
- Physical therapy ultrasound machine.



Photos available upon request. Just make an offer by contacting us at douglasdpm694@comcast.net.

CAREERS

FULL TIME PODIATRIST WANTED IN WESTERN PA (NEAR PITTSBURGH)

Ankle and Foot Care is seeking a full time associate for well established, busy private practice in Western PA. The practice is located approximately 45 minutes north of Pittsburgh, with low cost of living, great schools in the area, and an opportunity to live either in suburban or rural area.

The practice is well rounded and treats all podiatric pathology- pediatrics, sports medicine, at risk foot care, wound care, foot and ankle surgery, and limb salvage. Lots of surgical volume, including rearfoot and ankle, that is currently being referred out to other practices. Billing and office experience a plus, but not a requirement for the right candidate, willing to train!

We are seeking someone who is Board Qualified/Board Certified with ABFAS, residents or new graduates welcome to apply! Looking to fill the position in Summer 2023, or sooner if available.

The practice is currently transitioning to a hospital affiliation, with already built in relationships with other specialties in the area (orthopedics, pediatrics, primary

care, general surgery). Large referral base established in the area from all specialties, including orthopedics. Hospital is very podiatry friendly, with opportunities for leadership positions available, and working directly with other specialties as equals on medical staff. Best of both worlds- practice will remain a private entity, while being affiliated with the local hospital. The right candidate should be personable, hardworking, and looking for a long-term position.

Competitive base salary with bonus structure, please send letter of interest and CV to ankleandfootcare1@gmail.com.

BOARD ELIGIBLE OR BOARD CERTIFIED PODIATRIST WANTED IN BERKS COUNTY

Berks Foot and Ankle Surgical Associates is seeking a board eligible or board certified associate podiatrist to join our organization.

We are rapidly growing in Northern Berks County at our established practice.

If you are looking to continue building a successful rural-based practice within a large group framework, desire a level of autonomy independent practitioners experience with the resources and support of a well-established multi-location practice, Berks Foot and Ankle could be the right opportunity for you.

You will be involved in all aspects of podiatric medicine, foot/ankle surgery, orthotics, diabetics, wound care, diabetic shoes, heel pain, and all other musculoskeletal issues.

You will learn how to build an efficient, high volume practice, utilizing a wide breadth of modalities to best treat your patients.

Join our award-winning group of podiatrists, surgeons, and wound care specialists located in Central PA.

We offer competitive salary with bonus structure and benefit package including a 401k.

Interested parties should contact 570-691-7635 or jeffcjr@gmail.com

Submit a Classified Ad through our website at <https://www.ppma.org/page/ClassifiedAd>

Do you have friends or vendors that might want to advertise with us? Tell them to contact us at 717-919-2857 to learn about opportunities!



Contact Jeannette at 717-919-2857 to advertise in the next newsletter.

PA-PPAC Contributions

With every \$100 Contribution to the PA-PPAC your name will be entered in a raffle at the end of the year to win a \$500 Gift Card!



PA Podiatrists contributing to a Political Action Campaign increases the voice for all podiatrists in the state of PA to be heard and have a say in legislation that impacts their job daily.

Please consider contributing today so that your needs can continue to have a voice.

Laura Virtue	\$141.57
S. Central Division	\$1,500.00
Western Division	\$1,000.00
Bucks-Mont Division	\$1,000.00
Gerald Gronborg	\$150.00
Central Division	\$150.00
Lehigh Division	\$1,500.00
Philadelphia Division	\$1,000.00
Lackawanna Division	\$500.00
Laura Virtue	\$141.57
Joseph Adamitis	\$223.47
Matthew Sowa	\$119.34

TOTAL: \$7,425.95

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 2022 Campaign. My voluntary political contribution of \$_____ is enclosed.

Name _____

Address _____

City/St/Zip _____

Make check payable to PA PAC. 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:
PPMA, 757 Poplar Church Road, Camp Hill, PA, 17011.



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



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

TAKE ADVANTAGE OF YOUR MEMBER BENEFITS

2023 Health Care Rates through the OPEIU are available.

Log into www.ppma.org and

visit OPEIU under our

Resources section to view the

2023 rates available to you.

Changes are coming to the Novitas live event registration and completion certificate process!

Effective January 1, 2023, you will no longer use our learning management system (LMS) to register within our Novitas Learning Center (NLC) for live webinars. Participants no longer need an NLC account to register or participate in our events. You will continue to visit the Novitas Event Calendar for the full listing of available events. To register for the event, select the registration link on the Event Calendar, and you will be navigated to WebEx to submit a pre-registration form.

Effective January 1, 2023, completion certificates will be accessed via the MyCEUCertificate Gateway tool located on the Novitas website under the Education & Training center. Event participants no longer need an account in the NLC to access completion certificates. By entering your name and email address into the tool, you will have access to all of your completion certificates. Completion certificates can be downloaded and printed from the tool.

Continue to monitor the Novitas website and our listserv communications for updates about these changes!



Foot and Ankle patients in PA need your help!

Patients need treatment of the foot and ankle. Our patients are receiving the best care. We are seeing a decline in the number of students entering podiatry school, which will ultimately mean that patients will not be able to seek treatment in a timely fashion and a reduction in healthcare for our residents. We want patients to continue to have access to the best care for their feet and ankle.

PPMA is spearheading a grassroots effort in which our board has signed up to speak to students about podiatry to increase brand awareness in podiatry and increase the number of students being accepted into podiatry schools.

This recruitment effort is available to PPMA members interested in getting involved.

PPMA is increasing its content on our new Recruitment section of the website. Visit us online today at www.ppma.org.

If you are interested in speaking with students, please contact our office at 717-763-7665.

Social Media Highlights

FOLLOW US ON SOCIAL MEDIA | Like, share, and comment on our posts to help build awareness of PPMA and recognize our members!



PPMA Pennsylvania Podiatric Medical Association
November 11 at 1:10 PM · 🌐

Thanks to The Lehigh Valley Business Journal for picking up the news about our new president!
<https://www.lvb.com/>
Lehigh Valley Business
Edward D. Hutson Jr., DPM
@laura_virtue



PPMA Pennsylvania Podiatric Medical Association
October 27 at 9:08 AM · 🌐

PPMA is proud of YOU!
Alicia Canzanese
Gordon Podiatry, LLC Sports Medicine & Foot and Ankle Surgery



Gordon Podiatry, LLC Sports Medicine & Foot and Ankle Surgery
October 23 at 8:33 PM · 🌐

Dr Canzanese was awarded her fellowship certificate (achieved in 2020) this weekend at the AAPSM-Stand Alone Sports Medicine

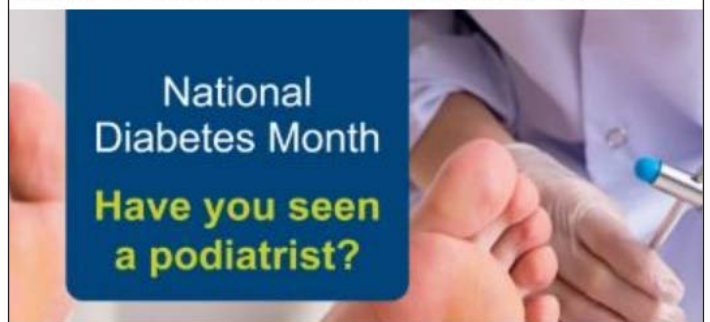
PPMA Pennsylvania Podiatric Medical Association is in Philadelphia, Pennsylvania.
October 15 · 🌐

PPMA Past President, Sabrina Minhas, and Temple University School of Podiatric Medicine Student Representatives team up on a beautiful fall morning with The American Diabetes Association at their Annual Step Out Walk in Philadelphia, educating hundreds of participants on the importance of ensuring that diabetic patients make podiatry visits an important part of their care!
Thank you to everyone that volunteered and participated in today's event in Philadelphia!
#diabetes #diab... See more



PPMA Pennsylvania Podiatric Medical Association
122 followers
6d · 🌐

November is American Diabetes Month
November is American Diabetes Month. PPMA will be providing information regarding diabetic foot care so that patients can take preventative me...see more



WE WANT TO HEAR FROM YOU! Share your stories! Tag us in your posts so we can share your news with our members!

facebook.com/PPMAAssoc instagram.com/ppmassoc
linkedin.com/company/2659896/admin/

Upcoming Events

Goldfarb Foundation Meetings

Winter Virtual Meeting

MARCH 3-4, 2023

(10 CECH)

74th Annual Region 3 Meeting

MAY 3-6, 2023

Harrah's Casino, Atlantic City, NJ

(25 CECH)

* Visit The Goldfarb Foundation's website for more information.

Montana Meeting

SEPTEMBER 6-10, 2023

Clinical Conference

NOVEMBER 2-5, 2023

PPMA Meetings

MEMBER PROBLEMS LIVE

January 4th, 7:30 pm, virtually

Register: tinyurl.com/MemberProblemsJan4

April 5th, 7:30 pm, virtually

PPMA BOARD MEETINGS

January 11th, 2023 (Virtual)

March 8th, 2023 (Penn Harris Hotel in Camp Hill)

June 9th, 2023 (House of Delegates at Gettysburg Hotel in Gettysburg)

September 13th, 2023 (Penn Harris Hotel in Camp Hill)

November 11th, 2023 (Valley Forge Casino Resort in King of Prussia)

PPMA OFFICERS

E. Douglas Hutson, Jr., DPM
President

Jan Golden, DPM
President Elect

Jane Pontious, DPM
Vice President

John Mattiacci, DPM
Secretary

Mark Pinker, DPM
Treasurer

Laura Virtue-Delayo, DPM
Immediate Past President

PPMA CONSULTANTS

Joseph Gershey, DPM

Gerald Gronborg, DPM

Edwin Hart III, DPM

Maryann Hartzell, DPM

Neal Kramer, DPM

Craig G. Kriza, DPM, JD

Paul C. Lafata, DPM

Sabrina Minhas, DPM

Kevin Naugle, DPM

Thomas Ortenzio, DPM

Joseph Pasquino, DPM

Richard Rettig, DPM

William Schlorff, DPM

Joseph Smith, DPM

Peter C. Smith, DPM

Todd Zeno, DPM

PPMA BOARD MEMBERS

Craig Kriza, DPM, JD
R3 Convention Manager

Khoi Vo, DPM
Parliamentarian

Patrick Burns, DPM

Alicia Canzanese, DPM

Kimberlee Hobizal, DPM

Darrell Hoppes, DPM

John Keenan, DPM

Maggie Solimeo, DPM

Matthew Sowa, DPM

TUSPM Student Reps

Daniel Ruggiero '25
daniel.ruggiero@temple.edu

Jensen Salunga '26
jensen.saluga@temple.edu

PPMA STAFF

Michael Davis
Executive Director

Lara Beer-Caulfield
Director of Education and Meeting Planning

Leisa Rupp
Finance Administrator

Jenna Clay
Membership Director

Alisha Oyler
Education Assistant

Judy Aumiller
Administrative Assistant

Jeannette Magaro
Marketing Consultant
Ph. 717-919-2857
Email: jeannette@storytellingconsulting.com