



ACFAS Update

VOLUME 20 ISSUE 5

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

Never Before Seen Features Coming to ACFAS 2014

Energizing and innovative educational opportunities and new interactive elements await your arrival at this year's ACFAS 2014 Annual Scientific Conference in Orlando, February 27 - March 2, 2014. Exceptional educational sessions, such as "Lack of Consensus but Standard of Care," "The Hammered Toe," and "Why I Don't Do That Anymore," along with The HUB and the ACFAS Job Fair make their debut to round out the most popular and stimulating podiatric educational conference available.



With practical learning for practically everyone, The HUB will be the place to go for an informal and open exchange of ideas on a multitude of topics that you won't find anywhere else at the conference. Each presentation is directed towards a different niche audience and presented by select groups who are passionate about bringing life to their particular focus. All attendees are encouraged to actively take part in The HUB's schedule and energetic dialogue.

Another dynamic, not-to-be-missed new event is the ACFAS Job Fair. Brought to you in partnership with PodiatryCareers.com, the Job Fair will be an interactive experience between employers and those looking for a job in the foot and ankle surgical arena.



And, don't think that this year's Annual Scientific Conference won't have the popular activities you've come to expect from ACFAS. In Orlando, you'll once again find the largest scientific poster display in the profession, the most expansive array of exhibits, and the largest gathering of your foot and ankle surgical peers.

Watch for your ACFAS 2014 Preliminary Program and check the website at acfas.org/orlando, as we reveal the new twists and turns, energetic debates and exceptional educational sessions you've come to expect from your College.



College Expands its Social Reach

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perspective

PRACTICE? ARE WE TALKING ABOUT PRACTICE?



For sports fans, you'll recognize the infamous *Are we talking about practice?* rant by former NBA superstar Allen Iverson when he was questioned by the media about skipping practice.

While we all may not be superstars in the NBA, it is clearly evident that technical exercises are honed with repetition or "practice." My personal experience of being a foot and ankle surgeon for 17 years has helped me appreciate that learning curves exist for a reason. That is, typically, the more we do, the better we get. (My wife may argue that despite repeated encouragement and practice, I am still a novice at loading the dishwasher.)

Not long ago, my mentor and residency director Alan Catanzariti sent me an insightful book to read: *Outliers, The Story of Success*, by Malcolm Gladwell. In his book, Gladwell examines the factors that contribute to high levels of success, which include both talent and preparation. He cites his findings through research and several real-people examples. From *The Beatles* to basketball and hockey players, to musicians and chess players, and even master criminals, Gladwell says the most common variable distinguishing one performer from another is the number of hours they practice their individual skill.

In fact, Gladwell even quotes neurologist Daniel Levitin, who stated, "The emerging picture from such studies is that ten thousand hours of practice are required to achieve the level of mastery associated with being a world-class expert — in anything."

As proven leaders in foot and ankle surgery, we always strive to achieve a "world class" level of expertise. We should strive to perfect our cognitive and psychomotor skills to continue being the best foot and ankle surgeons we can be for our patients, the profession, and for ourselves individually.

According to Gladwell, practice does make "perfect," and our College offers us numerous opportunities every year to help us "practice" and improve our technical skills through countless courses, *JFAS* articles, podcasts, and even hallway conversations with peers.

All of these practice opportunities are taught or led by the "the best and the brightest," often at state-of-the-art facilities. And our courses offer ample time for didactics, fireside chats and more importantly, hands-on training under the attentive supervision of the faculty.

This year's stellar educational lineup included our arthroscopy courses, a flatfoot

course, and the never-pleasant-but-always-challenging topic of surgical complications. In addition, the College debuted the first comprehensive surgical skills course for total ankle replacement, a very exciting opportunity for members to gain hands-on training with multiple available implants. This course was in development for nearly two years and I'm proud to say that this is the first ACFAS course focused entirely on this contemporary technology.

In this issue you'll read about our "ACFAS Coming to You" series of regional meetings and, of course, our flagship event, the 2014 Annual Scientific Conference, just to name a few.

Practice? Practice does make perfect. I encourage everyone to take advantage of the College's vast educational offerings — be it in-person, in-print, or online!

A handwritten signature in blue ink that reads "Jordan P. Grossman". The signature is fluid and cursive.

Jordan P. Grossman, DPM, FAFAS
ACFAS President

Questions for Dr. Grossman? Write him at president@acfias.org.

ACFAS COMING TO A LOCATION NEAR YOU

FALL 2013

November 8-9

ACFAS and Division 3
Hilton Anatole, Dallas, TX

November 15-16

ACFAS and Division 9
Sheraton LaGuardia East,
New York, NY

SPRING 2014

April 25-26, 2014

ACFAS and Division 11
Tysons Corner Marriott,
Tysons Corner, VA

May 2-3, 2014

ACFAS and Division 1
Manhattan Beach Marriott,
Manhattan Beach, CA

Do you find it difficult to take time from your busy schedule for continuing education? ACFAS makes it easier for you to break away by bringing the education to you with our ACFAS Coming to You Program.

This year's offering is the Simple to Complex Forefoot Revisional Surgery Workshop and Seminar, which provides practicing and in-training surgeons the opportunity to enhance learned skills and advance their current knowledge of surgical practice under the direction of ACFAS' skilled faculty.

Each session begins on a Friday evening with a presentation on "Common Forefoot

Surgical Complications—How to Deal with Them," followed by case studies. Participants should bring cases to share. Saturday's sessions will provide a full day's schedule of succinct lectures followed by hands-on workshops featuring sawbones, where you will practice what you've learned in the preceding lectures.

Program attendees receive up to 12 continuing education contact hours. Registration is open and workshops are filling fast. Don't miss your chance to "get away" without actually going far—pick your location and date and register today at acfas.org/comingtoyou.

New e-Learning Podcasts

Download the latest free podcasts brought to you by the College and available in our new-and-improved e-Learning Center on acfas.org. New topics recently released include:

- Burning Pain
- Practice Management Update
- Dealing with Complications
- Transitioning from Residency to Practice

To download these podcasts and others, visit acfas.org/e-learning/podcasts.html.

2013 EDUCATION PROGRAMS

November 1-2, 2013 (Friday/Saturday)

Comprehensive Flatfoot Surgical Skills Course (Reconstruction & Arthrodesis)

Courtyard by Marriott
Cherry Creek and Mobile Lab
Denver, CO

November 8-9, 2013 (Friday/Saturday)

Simple to Complex Forefoot Revisional Surgery Workshop & Seminar

ACFAS and Division 3
Hilton Anatole
Dallas, TX

November 15-16, 2013 (Friday/Saturday)

Simple to Complex Forefoot Revisional Surgery Workshop & Seminar

ACFAS and Division 9
Sheraton LaGuardia East
New York, NY

December 14-15, 2013 (Saturday/Sunday)

Foot and Ankle Arthroscopy Surgical Skills Course*

Orthopaedic Learning Center (OLC)
Rosemont, IL

SOLD OUT

2014 EDUCATION PROGRAMS (scheduled thus far)

April 25-26, 2014 (Friday/Saturday)

Simple to Complex Forefoot Revisional Surgery Workshop & Seminar

ACFAS and Division 11
Tysons Corner Marriott
Tysons Corner, VA

May 2-3, 2014 (Friday/Saturday)

Simple to Complex Forefoot Revisional Surgery Workshop & Seminar

ACFAS and Division 1
Manhattan Beach Marriott
Manhattan Beach, CA

* To be wait listed please contact
Maggie Hjelm at Hjelm@acfas.org



ACFAS Launches New Informational Videos

In an effort to inform referring physicians and patients on the education and training of foot and ankle surgeons, ACFAS recently released a new series of informational videos. Developed with assistance from the ACFAS Professional Relations Committee, these videos are available for members to share with intended audiences to help promote the specialty and their practices. Video topics include:

- What Is a Foot and Ankle Surgeon?
- Board Certification for Foot and Ankle Surgeons
- Collaboration Between Foot and Ankle Surgeons and Medical Doctors
- Scope of Practice for Foot and Ankle Surgeons
- Misconceptions About Foot and Ankle Surgeons

The videos are available for members to view and download at acfas.org/marketing in the Physician to Physician Marketing Tools section. They are also available for public viewing on ACFAS' YouTube page at youtube.com/user/theacfas or at acfas.org/forreferringphysicians. Patients can also view select videos on the patient education website, FootHealthFacts.org.



JFAS Online Access

As a valued member of ACFAS, you receive online access to the *Journal of Foot & Ankle Surgery* through a variety of avenues, including: acfas.org/jfas, jfas.org and through the new *JFAS* iPad app. To access your free subscription and full article text, you need to authenticate your membership by logging in to one of the access points by following these detailed instructions.

Access Through acfas.org

To access *JFAS* and authenticate membership through the ACFAS website, visit acfas.org/jfas and select Read Current and Past Issues Online, which will prompt you to log in to acfas.org with your ACFAS Member ID number and password. Once logged in, you will be directed automatically to jfas.org for full access to the Journal.

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If you have any issues with accessing the Journal, you can contact ACFAS Headquarters or Elsevier directly.

news from the college

ACFAS Job Fair to Make Debut at ACFAS 2014



Are you an employer looking for a highly-qualified candidate to fill your open position? Are you a physician or resident seeking all avenues to get your resume viewed by potential employers? ACFAS has partnered with PodiatryCareers.org, the ACFAS online career center and a College Benefits Partner, to host the first-ever ACFAS Job Fair at the Annual Scientific Conference in Orlando.

Employers can take advantage of the PodiatryCareers.org online career center and also post their open positions on boards at the Job Fair, which will take place within the exhibit hall and be viewable to all conference attendees. Those seeking positions will have an opportunity to post their resumes electronically online and also post a paper copy of it on a job-seeking bulletin board at the Job Fair. The PodiatryCareers.org online scheduling tool will also allow job seekers and employers to list their availability for a potential interview onsite at the conference.

Interested in taking advantage of this new Annual Scientific Conference offering? Visit PodiatryCareers.org, and make a note on your calendar to check out their Job Fair within the exhibit hall at ACFAS 2014.

Keynote Address ACFAS 2014



Technology in Medicine — Transforming Medicine at a Breathless Pace



Copyright Joon Park

Physician-author, Danielle Ofri, MD, PhD, takes a closer look at where the soul meets science, in her keynote address at the 2014 Annual Scientific Conference.

As a physician at Bellevue Hospital and Associate Professor of Medicine at New York University School of Medicine, Dr. Ofri takes her everyday experiences in her professional life into scope in her writing as the author of four books about

life in medicine and the doctor-patient relationship. Her musings on practicing modern day medicine focus on issues of empathy, medical errors, the ethics of writing about patients and the marriage of technology into the traditional delivery of medicine—practical topics not often discussed, but perhaps should be.

In addition to being a regular columnist in the New York Times health section, her work has been anthologized in *The Best American Essays* 2002 and 2005, as well as *The Best American Science Writing* 2003. She is also the recipient of the 2005 McGovern Award from the American Medical Writers Association for “pre-eminent contributions to medical communication.”



BOARD MEETING HIGHLIGHTS

The ACFAS Board of Directors met on July 26-27, 2013 for their second board meeting of the year in Lake Tahoe, California.

Highlights of the meeting included:

- Results of the Board's self-assessment of the College's governance and operations were presented using the BoardSource online survey tool. The survey facilitator reported the College exhibited a high degree of effective policies and procedures throughout its governance and operations. Suggestions for improvements will be implemented.
- The 2012 financial audit, which showed revenues of \$5.3 million and expenses of \$4.6 million, was reviewed and approved. The College's strategic reserves (net assets) are now at \$6.3 million. Members may request a copy of the complete audit by contacting the executive director.
- The Board also discussed and approved:
 - New *JFAS* section editors.
 - Revised international and military membership criteria.
 - 2013 Nominating Committee members.
 - Prioritized goals of the Post-Graduate Affairs Task Force.
 - New policy on mission trips conducted by regional divisions.
 - Revised position statements on "Board Certification of Residency Directors" and "Complementary and Alternative Medicine."
 - New employee performance incentive plan.
 - New policy on duties of ACFAS officers.
 - Annual performance review of the executive director.

The next board meeting will be held on October 25-26 at ACFAS headquarters in Chicago. Members may direct any questions about this meeting or College governance to ACFAS Executive Director Chris Mahaffey at mahaffey@acfas.org.

ACFAS Board of Directors, First row, from left: Richard Derner, DPM, FACFAS, Secretary-Treasurer; Thomas S. Roukis, DPM, PhD, FACFAS, President-Elect; Jordan P. Grossman, DPM, FACFAS, President; Michelle L. Butterworth, DPM, FACFAS, Immediate Past President; **Second row, from left:** Laurence G. Rubin, DPM, FACFAS; Kris A. DiNucci, DPM, FACFAS; Christopher F. Hyer, DPM, FACFAS; Randal L. Wraalstad, DPM, FACFAS; Christopher L. Reeves, DPM, FACFAS; Sean T. Grambart, DPM, FACFAS; and Executive Director, J. C. (Chris) Mahaffey, CAE, FASAE. Not pictured: John S. Steinberg, DPM, FACFAS

BOARD APPROVES REVISIONS TO POSITION STATEMENTS

The ACFAS Board of Directors recently approved revisions to two position statements: Board Certification of Residency Directors, and Complementary and Alternative Medicine.

ACFAS position statements are systematically reviewed and edited by the Professional Relations Committee to ensure they reflect current medical evidence and ACFAS policy. These two position statements were reviewed and slightly modified by the Committee and ultimately approved by the Board as official positions of ACFAS.

The complete library of ACFAS Position Statements is located at acfas.org in the Health Policy and Advocacy section.

section header

Important Changes to ACFAS' Principles of Professional Conduct



Earlier this year, ACFAS revised its Principles of Professional Conduct to incorporate the increasingly familiar topic of social media and its professional implications. At a time when strategic marketing needs to be more social than strictly commercial, what is disseminated via social networks may put you or your practice at risk. All physicians need to be more judicious in what they advocate, where they provide feedback, and the content and comments they share via social media.

The principles that were added or adjusted are the following:

- Part I, Section F pertains to confidentiality and privacy rights of patients and their records.

- Part II, Section D refers to maintenance of your own social media outlets and ensuring the information you present is accurate, appropriate and professional.
- Part V, Section C discusses the importance of reporting information posted by others that is inaccurate, inappropriate or unprofessional.
- Part VII, Sections C and D advise on the necessity to be truthful in self-advertising and methods through which to do so.

Visit the Member Center at acfas.org and you will find the link to the revised Principles of Professional Conduct listed under the heading Inside the College. We encourage all members to view these changes and determine whether your social media use meets these standards.

Download, Customize and Print

FootNotes

**Patient
Newsletter**

Fall

Edition



This season, utilize the *FootNotes* newsletter to market your practice by interacting with your patients and potential patients and educating them on these seasonal foot and ankle health topics:

- Don't Start off the School Year with Painful Feet
- Big Relief is in Sight for a Painful Big Toe
- Keep Your Feet Safe and Your Yard Clean

Download your copy at acfas.org/footnotes (member log-in required) and customize it with your practice's contact information in the space provided. You can also find other practice marketing tools to help grow your practice in the Marketing Toolbox at acfas.org/marketing.

The College Expands its Social Reach

Now you can find ACFAS in two more social network arenas - Google+ and a new ACFAS YouTube page. These new outlets add to our communications strategy to keep members informed and to continue to educate patients and referring audiences on the expansive and important role of foot and ankle surgeons in the full healthcare continuum.

Share these new links on your website and on your social media pages. Each can be found at youtube.com/user/theacfas or gplus.to/theacfas.



Surgical Patient Education at its Best

Perioperative Patient Education Series

Give your patients the surgical information they need by supplementing your consultations with the latest patient education handouts from your trusted source, the American College of Foot and Ankle Surgeons.

The College's latest peer-developed patient educational CD provides clear, concise handouts that walk patients through the before, during and after phases of numerous surgical procedures.

One CD with 11 surgical topic descriptions, including:

- Understanding Your Foot or Ankle Surgery
- Achilles Tendon Disorders
- Achilles Tendon Rupture
- Ankle Arthroscopy
- Bunion Surgery/Hallux Valgus Repair
- Chronic Ankle Instability
- Flatfoot Surgery
- Fracture Repair
- Hallux Limitus/Rigidus Surgery
- Hammertoe Surgery
- Tailor's Bunion Surgery

Each topic highlights:

- Risks and Benefits of Surgery
- Details on Preparing for Surgery
- Description of the Procedure
- Post-Op Instructions

Plus, each handout can be tailored to your patients' specific needs!

Order your Perioperative Patient Education Series on CD for only \$95 at acfas.org/perioperativeCD or call (800)421-2237.



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In Memoriam

Robert B. Bronfman,
DPM, FACFAS
Herndon, VA

Seymour C. Frank,
DPM, FACFAS
Natick, MA

Robert L. Lederman,
DPM, AACFAS
West Bloomfield, MI

Sol Luft, DPM, FACFAS
Bloomfield Hills, MI



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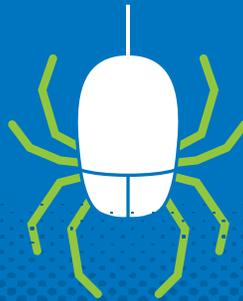


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**American College of
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ACFAS Update

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Get details about these member services at acfas.org/benefitspartners.



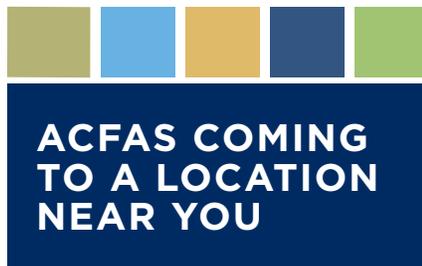
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