As I write this article, I am in Spain preparing to speak about the historical perspective of central metatarsal osteotomies. L. Samuel Barouk, MD and his son, Pierre Barouk, MD, are to my right. Talk about intimidating.

It takes me about 30 hours of dedicated time over many weeks to create a new presentation. I start by thinking about the topic, first in general terms, then I dig through the file cabinet in my home office closet where I have the brochures and handouts from every meeting I have attended since 1993. I review what has been done and by whom and make sure I avoid similar approaches or if I really like what was done I credit the original presenter.

After this, I perform an “electronic” systematic review of the literature using an online search engine and request anything I cannot acquire online from my hospital’s library. I first look at all figures and tables, then the abstract, and finally read the entire paper if it will help me with the presentation.

My kids even get into the act. My 2-year-old son loves to “zoom” through my strategically arranged piles of papers with his monster truck du jour and is an expert in removing my intricately aligned post-it notes to create speed bumps in the hallway. Meanwhile, my 7-year-old daughter likes to reorganize the papers according to degree of “ouchy pictures.”

Regardless of my children’s “help,” the next step is to look through my files for pictures supplemented with an Internet search and a PDF manuscript file search for images that will enhance my presentation. I then start building the presentation, usually by jumping from one slide to the next and moving them in order myriad times. This is followed by adding backgrounds to each text box (makes reading the words contained easier), an outline to each picture (makes them stand out), converting the radiographs to grayscale (this eliminates the green hue regular radiographs have), and adding animation (which gives me a mental break for half a second to prepare for the next image and discussion point). I then re-review the literature for any recently published works that need to be included in my presentation, which is always followed by a long sigh when identified.

The final step is to add a picture of my kids to the “thank you” slide. This last point is exceedingly important to me because although I try to only do the above work after my kids have gone to sleep, the reality is that I have spent countless hours toiling away on my computer working on presentations when I really should have been spending time with them. So the “thank you” is for them and they love to see which picture of them I included in the presentation when I show them the final product.

Thankfully, in Spain one of the translators was born and raised in Vermont and was able to translate my “American English” into Spanish that the audience could understand. Interestingly, nearly the entire question and answer session revolved comparing the benefits and complications of traditional open and percutaneous Weil osteotomies. I responded with some general comments that Lowell Scot Weil, Sr, DPM, FACFAS, told me when I was a fellow, as well as some of my personal observations. The bottom line for me is: What is the patient’s tolerance for complications? If they cannot tolerate stiffness, or their vascular supply is questionable, then percutaneous approaches win. If they cannot tolerate persistent edema for months, or have isolated metatarsal pathology such that multiple osteotomies are inappropriate, then open approaches are best. It seems that the audience and faculty were able to agree only on one point, central metatarsal surgery is difficult to perform well and care must be taken in patient and procedure selection.

ACFAS recognizes this and has developed “complications and revision surgery” tracks on various foot and ankle pathology at the Annual Scientific Conference, the Surgical Skills Courses, and our ACFAS Coming to You – Regional Programs.

It is a small world - but you do not need to travel the world to take advantage of the world-class educational offering provided by the College.

Questions for Dr. Roukis? Write him at president@acfas.org.

Thomas S. Roukis, DPM, PhD, FACFAS
ACFAS President
Attend the ACFAS Coming to You series to join great conversations and gain new approaches for your practice. This is the fifth year ACFAS has been bringing these small-scale, in-depth meetings directly to you, on a local level. The upcoming series offers six hands-on Advanced Forefoot Reconstruction and Complications Workshops and Seminars. The content was developed by the Education and Scientific Affairs Committee and earns you 12 continuing education contact hours.

Register today at acfas.org/comingtoyou for one of the following sessions:

**Fall 2014**
- **Division 2**
  - September 19-20, 2014
  - Spokane, WA
- **Division 12**
  - October 3-4, 2014
  - State College, PA

**Spring 2015**
- **Division 4**
  - November 14-15, 2014
  - Salt Lake City, UT
- **Division 13**
  - December 5-6, 2014
  - Columbus, OH

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**2014 EDUCATION PROGRAMS**

- **July 18-19, 2014 (Friday/Saturday)**
  - Coding/Practice Management Workshop
  - Marriott San Diego Gaslamp Quarter
  - San Diego, CA

- **August 2-3, 2014 (Saturday/Sunday)**
  - Foot and Ankle Arthroscopy Surgical Skills Course*
  - Orthopaedic Learning Center (OLC)
  - Rosemont, IL

- **October 24-25, 2014 (Friday/Saturday)**
  - Coding/Practice Management Workshop
  - Courtyard Marriott Philadelphia Downtown
  - Philadelphia, PA

- **October 24-25, 2014 (Friday/Saturday)**
  - Comprehensive Rearfoot Reconstruction Surgical Skills Course
  - DoubleTree by Hilton Jersey City
  - Jersey City, NJ

- **November 1-2, 2014 (Saturday/Sunday)**
  - Foot and Ankle Arthroscopy Surgical Skills Course*
  - Orthopaedic Learning Center (OLC)
  - Rosemont, IL

- **November 8-9, 2014 (Saturday/Sunday)**
  - Trauma of the Foot and Ankle Surgical Skills Course
  - Science Care, Inc.
  - Aurora, CO

*To be waitlisted please contact Maggie Hjelm

For a full listing of upcoming educational opportunities, visit acfas.org/education.
ACFAS Clinical and Scientific Research Grant Application Available

With significant gaps in scientific knowledge in the field of foot and ankle care, ACFAS encourages members to rise to the challenge and conduct research to further develop the knowledge base and enable greater understanding of patient care in the foot and ankle arena.

To help facilitate these efforts, the College is pleased to provide financial support for research, and is now accepting applications for the 2014 ACFAS Clinical and Scientific Research Grant. “The ACFAS research grant is the shining example of the College’s commitment to research and the progression of all aspects of healthcare towards evidence based medicine,” says Jeffrey Baker, DPM, FACFAS, chair of the ACFAS Research/EBM Committee. “This commitment has provided an increased grant award and recipients over the last several years,” he adds. Applications for the grant will be accepted until September 15, 2014.

The grant is awarded to ACFAS members involving foot and ankle surgery and the research must be clinical or laboratory based, with clearly defined goals that meet all the criteria for grant submission. The program seeks to educate members in the implementation of evidence-based medicine for the advancement of their clinical practice in areas related to the betterment of foot and ankle surgery for the patients they serve.

In this era of evidence-based medicine, research is paramount to advancing the science of foot and ankle surgery. “The future of the profession of foot and ankle surgery is dependent on sound research to instill protocol and policy for treatment and outcomes,” says Dr. Baker. For information on the criteria and other details regarding the grant application, visit acfas.org/grant.

“The ACFAS research grant is the shining example of the College’s commitment to research and the progression of all aspects of healthcare towards evidence based medicine.”

— Jeffrey Baker, DPM, FACFAS
ACFAS Fellowship Committee: Deadline for New Program Applications is August 31

ACFAS recommends the continuation of foot and ankle surgical education post-residency in the form of a specialized fellowship. Programs meeting minimal requirements are officially recognized by the College. These programs have met minimal requirements designed to ensure adequate post-graduate-level training is occurring in the fellowship.

ACFAS’ Fellowship Committee accepts applications for fellowship program recognition once annually. The committee is currently accepting applications from fellowship programs interested in being considered for official recognition by the College. Applications are due by August 31, 2014. Completed applications for the current academic year, received by August 31, will begin the recognition process beginning in September. For newly created programs that show they have met all minimal criteria for recognition, they will be held in Conditional Status until the following year. If you are interested in receiving a copy of the application, or would like more information, please send your request to Michelle Kennedy, Director of Membership, at michelle.kennedy@acfas.org.

To find out more information about the fellowship recognition initiative, please visit the ACFAS website at acfas.org/fellowshipinitiative. You can view a listing of programs that have already been granted Recognized and Conditional Status by the College at acfas.org/Fellowship-Center/Recognized-Fellowship-Initiative/Available-Fellowships.

The Fellowship Committee continues to work to provide visibility and support for foot and ankle surgical fellowships, furthering the specialized education of foot and ankle surgeons after residency.
Building Your Practice: Making the Most of the ACFAS Marketing Toolbox

Last summer, we launched the ACFAS Marketing Toolbox to help you market your practice. It’s full of customizable marketing and public relations tools that are professionally designed and ready for use. We asked Dr. Brandi Johnson—who practices in Florida with the Advanced Foot & Ankle Specialists—to share how the Marketing Toolbox is helping build her practice.

To boost awareness among patients and within the medical community, Dr. Johnson uses the fill-in-the-blank press releases and the FootNotes newsletter as in-office literature. “It takes just five minutes each month to pull a new press release, plug in my name, and hit print,” Dr. Johnson explains. “I keep them in my office and then deliver copies to primary care offices to inform them and their patients.”

Making printed literature available has directly resulted in new patients. For example, a patient who was being treated by Dr. Johnson for a bunion noticed the printed release on sport injury and exclaimed, “I didn’t know you treated that! My son just hurt his foot last night. I’m bringing him right in.” Dr. Johnson can attest: Growing your practice can take as little as five minutes a month.

The Marketing Toolbox also contains the ACFAS Patient Education and Perioperative CDs, which provide Dr. Johnson with printable brochures for her patients. “Detailed printouts help patients better understand diagnosis and treatment”—especially after they leave her office and begin to process their consultation. Dr. Johnson’s website (www.advfootankle.com) is also linked to FootHealthFacts.org, because she trusts and values the information it provides.

It’s exciting to hear how the Marketing Toolbox is helping Dr. Johnson in her practice. If you haven’t visited our Marketing Toolbox, stop by at acfas.org/marketing and check out the tools Dr. Johnson is using. And if you have a Marketing Toolbox success story, please share it with our Communications Department at melissa.matusek@acfas.org.

“It takes just five minutes each month to pull a new press release, plug in my name, and hit print”

— Brandi Johnson, DPM, FACPAS
Growing your practice can take as little as five minutes a month.

Inside the Marketing Toolbox

- Fill-in-the-Blank Press Releases
- How to Use Social Media to Grow Your Practice
- Media Pitch Templates & Guidelines
- The Foot and Ankle Surgeon Brochure
- Linking Your Web Site to FootHealthFacts.org
- FootNotes Patient Newsletter
- PowerPoint Presentations (Coming Soon!)
- Patient Education CDs
- Member Logo Library
- Physician to Physician Marketing Tools
- Social Media Tools

acfas.org/marketing
Join Us in Phoenix for ACFAS 2015!

Annual Scientific Conference
February 19–22, 2015
Phoenix Convention Center


That’s a perfect description for the impact this conference can have on your profession and practice! And it will all happen in Phoenix, Arizona, February 19–22, 2015, at the Phoenix Convention Center. The potential and opportunity for ACFAS 2015 attendees begins with enlightening scientific sessions, intensive workshops, comprehensive posters, and a multitude of exhibits. From there it’s magnified by the energizing conversation and exchange with the best in our profession—your esteemed colleagues and our industry partners and vendors.

Be sure to attend the special pre-conference programs that start a day early, Wednesday, February 18. These in-depth sessions will spotlight the College’s popular Coding and Practice Management Workshop workshop plus other clinical workshops that are procedurally focused. Watch for more details in future editions of ACFAS Update and This Week @ ACFAS e-newsletter.

For now, mark your calendar to be part of the limitless potential and opportunities waiting for you in Phoenix.

- Keynote speaker: David H. Newman, MD – Author of “Hippocrates’ Shadow: Secrets from the House of Medicine — What Doctors Don’t Know, Don’t Tell You, and How Truth Can Repair the Patient-Doctor Breach.” Newman is a leading voice calling for reform of both medical practice and the ‘health care system.’

- Full program will be mailed in the early fall and online at acfas.org/phoenix — watch for details!!
ACFAS CALL for MANUSCRIPTS AND POSTERS

Research is essential to the medical profession and ACFAS is at the forefront of research for foot and ankle surgeons. If you are involved in a study that would be beneficial to the profession, the Annual Conference Program Committee invites you to submit your manuscript or poster abstract for presentation consideration at the Annual Scientific Conference, Thursday, February 19 – Sunday, February 22, 2015 in Phoenix, AZ.

MANUSCRIPT SUBMISSION DEADLINE: AUGUST 15, 2014

ACFAS Manuscript Awards of Excellence winners will divide $10,000 in prize money from a generous grant given to the College by the Podiatry Foundation of Pittsburgh.

To submit your manuscript, log on to the ACFAS website at acfas.org. Detailed information regarding manuscript requirements and policies is printed in the “2015 Call for Manuscripts” and “Instructions for Authors Submitting a Manuscript.” It is important that author(s) carefully read these two documents before submitting a manuscript.

Manuscripts must be submitted no later than August 15, 2014 to be eligible for review by the Committee.

POSTER SUBMISSION DEADLINE: OCTOBER 1, 2014

To submit your poster, log on to the ACFAS website at acfas.org. Detailed information regarding poster requirements and policies and sample abstracts are published in the “2015 Poster Guidelines.” It is important that the authors carefully read these guidelines before submitting a poster abstract.

Poster abstracts must be submitted no later than October 1, 2014 to be eligible for review by the Committee.
ACFAS by the Numbers

77% of ACFAS members who indicate “private practice” as their principal place of employment.

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