Dive in and Explore the New ACFAS.org!

Your College’s website is now better than ever with a fresh new look, new content and user-friendly navigation, which means the things you need most are now more readily available. Take a moment to navigate the new frontier of this re-vamped website and take advantage of the many improvements we’ve made, including the addition of the new individual “Centers” for members, residents and students. Each Center has a home page filled with pertinent topics specific to each audience — as well as these other key features:

- Interactive Education Calendar Complete with One-Click Registration Access
- Mobile Friendly Optimization for Easy Viewing Access on Your Smart Phone (see page 10 for more info)
- A More Robust Marketing Toolbox with More Tools to Help Market Your Practice
- Enhanced Search Feature to Find the Content You Need
- Direct Links to the Latest JFAS Articles on the Home Page for Quick Access to the Latest Research
- Twitter Feed on the Home Page to Keep You in the Conversation

Take a moment today to test the new acfas.org for yourself and see how easy it is to find your way around the new enriched information and features the College has to offer!
The world of technology is advancing so fast that it is nearly impossible to keep up. Trite but true. Thank goodness my 11-year-old son keeps me up-to-date, helps me with downloads and syncs all my toys! Like many of you, I am by no means a technology wizard and I find it challenging at times to stay current in our ultra-electronic culture.

Being a “Mac Guy” for over 10 years, I am a fan of Steve Jobs, the founder of Apple. Jobs, who shaped much of the electronic age with his vision, once said, “The overall point is that new technology will not necessarily replace old technology, but it will date it, by definition. Eventually, it will replace it. It’s like the people who had black and white TVs when color came out. They eventually decided whether or not the new technology was worth the investment.”

Jobs not only shaped personal technology, he shaped business technology. And the College, like all forward thinking organizations, is keeping pace. A good example is how Apple’s iPhone and the now ubiquitous “apps” changed cell phones forever — and have affected the College’s member technology.

In 2012, we launched our first mobile app at the Annual Scientific Conference. With personalized schedules, exhibit hall floor plans, and much more, it was an instant hit. But, creating an app for ACFAS programs and services, found at acfas.org, took a bit longer. We literally had to wait until technology caught up so that our website would be “mobile friendly” – so that content on acfas.org would also appear on smartphones and tablets without having to create (and maintain) two or three separate platforms.

Earlier this year, the new acfas.org (our fifth version since 1997) was launched. It’s a completely new and “mobile friendly” website that migrates easily to smartphones and tablets.

All of the website content (for desktops, smartphones, and tablets) is enhanced with:

- Vastly Improved Navigation
- Advanced Search Features
- Direct Links to the Latest JFAS Articles
- Interactive Educational Calendars for Easy Registration
- A Twitter Feed on the Home Page that Enhances Internet Search Engine Optimization
- A “Marketing Toolbox” with an Array of Practice Promotion Tools

and much more.

In the first month after we switched over to the new mobile-friendly website, our mobile online access to acfas.org tripled!

The Journal of Foot & Ankle Surgery is also stepping into the digital age with the introduction of a new JFAS iPad app, allowing members, students, and international affiliates to have online access to the Journal. Users can download each issue to easily swipe through articles and issues, bookmark favorites, and highlight and take notes within articles.

ACFAS is also growing strong in the social media arena with Twitter “handles” and Facebook Pages for both members and consumers/media to keep the foot and ankle surgery conversation going among respective audiences. All of our social media outlets post daily updates, and they continue to expand their followers. Be sure to join in the conversation yourself and share with your patients and community members.

Also this month, we’re returning to our “app roots” and preparing the third Annual Scientific Conference app for the March 2014 meeting in Orlando. Watch for download instructions as the event gets closer. You won’t want to miss it!

As technology advances, be assured that ACFAS will continue to embrace new tools that will enhance your membership and ultimately make you a better surgeon with happier patients. I believe the best is yet to come!

Jordan P. Grossman, DPM, FACFAS
ACFAS President

Questions for Dr. Grossman? Write him at president@acfas.org.
### 2013 EDUCATION PROGRAMS

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<th>Event Description</th>
<th>Dates</th>
<th>Location</th>
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<tr>
<td>August 3-4, 2013 (Saturday/Sunday)</td>
<td>Foot and Ankle Arthroscopy Surgical Skills Course*</td>
<td>Orthopaedic Learning Center (OLC) Rosemont, IL</td>
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<td>October 3-5, 2013 (Thursday Evening/Friday/Saturday)</td>
<td>Total Ankle Arthroplasty Surgical Skills Course</td>
<td>Medcure Surgical Training Center Henderson, NV</td>
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<tr>
<td>October 11-12, 2013 (Friday/Saturday)</td>
<td>Minimizing Complications, Maximizing Results Seminar</td>
<td>InterContinental Hotel New Orleans, LA</td>
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<tr>
<td>October 18-19, 2013 (Friday/Saturday)</td>
<td>Simple to Complex Forefoot Revisionsal Surgery Workshop &amp; Seminar</td>
<td>ACFAS and Division 5 Jacksonville Marriott Jacksonville, FL</td>
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<tr>
<td>October 25-26, 2013 (Friday/Saturday)</td>
<td>Simple to Complex Forefoot Revisionsal Surgery Workshop &amp; Seminar</td>
<td>ACFAS and Division 6 Chicago Marriott O’Hare Chicago, IL</td>
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<tr>
<td>November 1-2, 2013 (Friday/Saturday)</td>
<td>Comprehensive Flatfoot Surgical Skills Course (Reconstruction &amp; Arthrodesis)</td>
<td>Courtyard by Marriott Cherry Creek and Mobile Lab Denver, CO</td>
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*To be wait listed please contact Maggie Hjelm

### 2014 EDUCATION PROGRAMS

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<td>November 8-9, 2013 (Friday/Saturday)</td>
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<td>November 15-16, 2013 (Friday/Saturday)</td>
<td>Simple to Complex Forefoot Revisionsal Surgery Workshop &amp; Seminar</td>
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<tr>
<td>December 14-15, 2013 (Saturday/Sunday)</td>
<td>Foot and Ankle Arthroscopy Surgical Skills Course*</td>
<td>Orthopaedic Learning Center (OLC) Rosemont, IL</td>
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### New Monthly ACFAS Podcasts

Listen to the latest free podcasts brought to you by the College and available in the newly-redesigned e-Learning Center on acfas.org. The latest topics include:

- Surgical Red Flags
- Starting a Successful Fellowship Alongside an Existing Residency
- Achilles Tendinopathy
- Documentation

[www.acfasdistancelearning.com/Podcasts.html](http://www.acfasdistancelearning.com/Podcasts.html)
According to Sean T. Grambart, DPM, FACFAS, Chair of the Complications Course, “Even in the best case surgical scenarios, there are unexpected turns; a patient may or may not heal quickly, their anatomy is different in an unexpected way, etc.” Because of these instances, ACFAS invites you to share your experience and learn from your colleagues when you join your peers for the unique, comprehensive problem-oriented course, Minimizing Complications, Maximizing Results, October 11-12 in New Orleans.

“I think what is going to separate this program from others is the approach we are taking by going away from the traditional lecture to the audience and going to a two-way communication style course. We truly value the feedback we receive on evaluations from previous seminars and our Annual Scientific Conference, and what we have found when reviewing these is that the members of the college get a substantial benefit from the discussion panels,” said Grambart. This two-day course will focus on complications associated with the management of foot and ankle surgery through a series of case-based presentations, panel discussions, debates and lectures.

Participants will take a more critical approach to preventing and dealing with surgical complications, and they will gain the aptitude to analyze case-based approaches to improve patient outcomes.

“The goal of this seminar is to have both the panel and the audience participate in open discussions on different approaches to the complication. By the time this seminar is over, we expect the audience to walk away with a plan on how to avoid a complication and how to treat it if it occurs,” he said.

Participants earn 14 continuing education contact hours and there is special pricing for ACFAS members, but space is limited, so be sure to register today before this class is filled.
Now that you’ve marked your Calendar for the 72nd Annual Scientific Conference in Orlando on February 27–March 2, what can you expect from the profession’s number one meeting besides 1,500 of your peers and an unmatched array of educational programs, with experts in the field leading insightful discussions and intense debates?

You can anticipate sessions focused on relevant foot and ankle topics presented in a variety of formats, giving you choices for hands-on workshops, case- and problem-based presentations, small-group interactive discussions, lectures, self-study opportunities and more. Plus, make plans to start a day early—on Wednesday, February 26—and attend one of our in-depth pre-conference sessions as well as other hands-on clinical workshops to get the most out of your conference-going experience. Stay tuned to ACFAS Update and This Week @ ACFAS for more information what to expect from ACFAS 2014 as it becomes available — this is an opportunity you won’t want to pass up!

Exciting, New Changes to Scientific Format Poster Submission Process for ACFAS 2014

Harry P. Schneider, DPM, FACFAS
2014 Annual Scientific Conference Poster Exhibit Chair

Imagine your scientific format poster prominently displayed at the biggest gathering of your peers, the 2014 Annual Scientific Conference in Orlando. While always a popular exhibit at the annual meeting, the Annual Scientific Conference Committee has made some exciting changes to the way scientific format posters are submitted and displayed, in response to attendees’ post-meeting evaluations.

To allow the posters to be displayed on acfas.org after the Annual Scientific Conference and also allow the poster judging committee to more thoroughly evaluate poster content and formatting, all complete, accepted scientific format posters must be uploaded in PDF format.

Also new this year—More Exposure! Scientific format posters will now be prominently displayed in electronic format in the exhibition hall during the conference, in addition to paper copies being displayed on poster boards.

Lastly, authors of selected unique studies will be videotaped describing their research, with the final video being played on monitors in the Exhibit Hall and at the ACFAS registration area during the conference.

Remember, case study and scientific format poster submissions will be accepted until October 15, 2013. Corresponding authors will be informed regarding acceptance of their posters by November 15, 2013. Be sure to read the new poster guidelines and instructions on how to submit your posters at acfas.org/asc.

For ideas, please contact me, Harry P. Schneider, DPM, FACFAS, 2014 Annual Scientific Conference Poster Exhibit Chair, at hschneider@cha.harvard.edu and for questions, contact Nicole Trefilek, ACFAS Education, at Nicole.trefilek@acfas.org.

POSTERS SUBMISSION DEADLINE
OCTOBER 15, 2013
Ever wish for an easy way to read the latest *The Journal of Foot & Ankle Surgery* articles while on the go? Wish no more — *JFAS* has entered into the mobile arena with the first-ever *JFAS* iPad app!

The *JFAS* iPad app allows you to get the content you need, wherever you are, at the moment you think of it. You don’t need to be connected to the internet, and you no longer need to have your print copy handy. With this app, you can:

- Quickly Swipe Through Articles and Issues
- Bookmark Your Favorites
- Save to Your Favorite Reader App
- Take Notes and Highlight Within Articles

Developed through a partnership between ACFAS and Elsevier, the new *JFAS* iPad app is available free to all members of the College, which now includes Student Club members and International Affiliates. To download the new *JFAS* app, follow these steps:

1. Register yourself through the Elsevier *JFAS* website at jfas.org/claim.
2. Next, on your iPad, visit Apple’s App Store through iTunes and search *JFAS*.
3. Download the new *JFAS* app to your iPad.

Once you’ve downloaded the app and you’ve opened your Elsevier account, each issue of *JFAS* will arrive in your Newsstand on your iPad for you to download and read.

Get up-to-the-minute alerts on new issues and featured articles by activating the App Alerts. Instructions on how to activate these alerts can be found in the iTunes store by searching *JFAS*.
HIPAA COMPLIANT TEXT MESSAGING

Given its relative ease and speed, it’s no wonder that text (or SMS) messaging has become nearly universal on mobile devices. According to Forrester Research, six billion SMS messages are sent every day in the United States. Clinical care is not immune from the trend as physicians are keeping pace with the general population.

In the healthcare field, texting is no different from other forms of communication in that it bears risk. The question is how to manage the risk to ensure both privacy and security of the information exchanged.

The Health Insurance Portability and Accountability Act (HIPAA), enacted in 1996 and amended by the Health Information Technology for Economic and Clinical Health (HITECH) Act of 2009, was modified by the final HIPAA omnibus rule released in mid-January. This “Final Rule” implements and clarifies many of the HITECH provisions regarding the use of technology. The Final Rule compliance deadline is September 23, 2013.

The HIPAA Security Rule regulates the security of electronic protected health information (ePHI). The Security Rule requires a covered entity (CE) and their business associates to implement appropriate physical, administrative and technical safeguards to ensure the confidentiality, integrity and availability of all ePHI it creates, receives, maintains or transmits [45 CFR 164.306(a)].

A CE wishing to include PHI in text messages must first conduct a risk analysis to assess potential vulnerabilities to the confidentiality of ePHI and to implement measures to protect the security of electronically transmitted PHI. The CE must then identify and document any anticipated threats to ePHI, such as theft, loss, or improper disposal of the mobile device; interception of ePHI by an unauthorized person; and lack of availability of ePHI to persons other than the mobile device user.

The ePHI controls or safeguards to these identified threats may include: workforce training on the appropriate use of work-related texting, an administrative policy prohibiting the texting of ePHI or limiting the type of information that may be shared, password protection and encryption for mobile devices, an inventory of all mobile devices used for texting ePHI, a policy requiring annotation of the medical record with any ePHI that is received via text and is used to make a decision about a patient.

Health and Human Services indicates text messaging as a means of communicating PHI can be acceptable under HIPAA, depending on the adequacy of the controls implemented. For more information on this complex issue, please contact Director of Health Policy, Practice Advocacy, and Research, at dawn.brenneman@acfas.org.
Getting Involved: A Young Member’s Account of Serving on the Practice Management Committee

With change comes great opportunity, as many of our young members have seen firsthand. With an ever-evolving medical arena, residents are taking on challenges that will uphold their desire to become preeminent members within the profession of foot and ankle surgery. To help foster opportunity for young members and to give a new dimension to ACFAS committees, the Board of Directors now appoints a resident member to six of the committees. This has brought not only a new voice to each of these committees, but also a greater insight of what’s to come for these resident members who will continue to pursue decisive roles throughout their advancement in the field. A resident serving on the Practice Management Committee, E. Giannin Perez, DPM, MS, and NYAM Fellow, has written the following account of her experience as a resident belonging to an ACFAS Committee:

I was selected as a resident member for the Practice Management (PM) Committee and I am very grateful for the opportunity. I met the committee during this year’s ACFAS Annual Scientific Conference and quickly became eager to work with the PM team. Currently, I am a PGY-3 at the New York College of Podiatric Medicine. Third year residents around the country are starting to realize the importance of negotiating a contract, managing a practice and knowing all there is to know about coding and billing.

On May 17-18, the PM Committee held its first meeting in Chicago, where committee members gathered to discuss every item on the long agenda of practice management-related topics. As a resident, I was a bit overwhelmed with the topics at hand but was eager to be a part of the work ahead of us. ACFAS had delegated the responsibility of advising all of its members on proper practice management as well as coding and billing. The charges given to the committee for this year are specific and include (amongst others) continuing to educate the foot and ankle surgeon on PM issues through CME offerings (online, DVD-ROM, podcasts), enhancing intra-professional relations, teaching how to market a practice, and assisting residents on job placement.

We gathered valuable input from the PM Committee members, and this led to a successful meeting. I encourage all residents to take advantage of seminars and workshops around the country as well as next year’s Annual Scientific Conference. As a resident, I am thankful that new graduates are not alone in that important next step after residency.
You may have all the surgical tools you need for success in the OR, but do you have the right set of tools to ensure successful marketing of your practice to new patients? If you answered no, don’t fret. ACFAS has a new, free Marketing Toolbox on the re-vamped acfas.org website designed to help members be more effective in their practice marketing.

The Toolbox is equipped with all the marketing and public relations tools you’ll need to successfully promote your practice to existing and potential patients, plus new tools are also in development.

Some of the tools you’ll find include:
- **A New The Foot and Ankle Surgeon Brochure** to help market your practice and the profession to potential patients
- **Media Pitch Templates & Guidelines** to enhance your media PR efforts
- **Linking Your Website to FootHealthFacts.org** to share valuable health foot and ankle health information with your patients
- **How to Use Social Media to Grow Your Practice**
- **Fill-in-the-Blank Press Releases** easy to use and share with your local media
- **FootNotes Patient Newsletter**
- **PowerPoint Presentations** for you to customize for your community health talks
- **Patient Education CDs**
- **Member Logo Library** to highlight your expertise as a member of the College.

Start promoting your practice today by taking advantage of the many promotional opportunities of the new Marketing Toolbox at acfas.org/marketing.
Access ACFAS.org With the Touch of Your Fingertip

Turn the new acfas.org into an “app” on your iPhone or smart phone for one touch access to your College! With the new mobile-friendly acfas.org, it’s easier than ever to get the latest from ACFAS while on the go, and by adding a bookmark of acfas.org to your phone’s home screen, you’ll be even more connected.

To add an acfas.org bookmark or “app” icon to your home screen, follow these easy steps:

**For iPhone Users:**
- Begin by opening Safari and typing in acfas.org.
- Tap the export icon (the box with an arrow coming out of it) at the bottom center part of your screen.
- Tap “Add to Home Screen.”

**For Android Users:**
- Begin by opening the default Android Browser, or Google Chrome if possible, and typing in acfas.org.
- Tap the menu button, and add the page to your bookmarks. In Chrome, just tap on the star and follow the prompt.
- Open your bookmarks using the menu button and find the acfas.org bookmark you’ve just added, then hold your finger on the bookmark until you see an action menu. Select Add to homescreen.
DMU: Student Club of the Year x 3!

They say three times’ a charm! For the third year in a row, the ACFAS Student Club at Des Moines University (DMU) was named Student Club of the Year. The College of Podiatric Medicine and Surgery’s (CPMS) first- through third-year student body voted for the club they felt best embodied the goals of CPMS, specifically keeping in mind the sponsored activities, educational experiences, and service to the community.

Educationally, students in this club made great use of the ACFAS surgical videos, while first-year liaisons highlighted aspects of these procedures. The club also used an ACFAS Surgical Techniques video presentation to instruct members on performing a Z-plasty, and students had the opportunity to try the procedure on pig’s feet. “This was a fantastic way for many first-year students to have hands-on experience during a time of heavy book learning,” said the club’s First-Year Liaison and President-Elect Jordan Gardner.

Club members also benefited from a presentation by Past ACFAS President Michael S. Lee, DPM, FACPAS. “Dr. Lee included some challenging questions, great videos showing the use of ankle scopes, and his advice and suggestions from personal experience,” said Gardner.

The ACFAS Student Club at DMU also excelled in community outreach from fundraising for the Toys-for-Tots Foundation to volunteering at booths to provide instructional materials for the community at a Senior Health Fair and a Community Action event. ACFAS is proud of the work and accomplishments of its Student Club at DMU!
First-Year Residents Receive Their First Year of ACFAS Membership Free

Congratulations to the Class of 2013! Did you know that all first-year podiatric surgical residents receive a complimentary first-year membership to ACFAS thanks to the support of the Regional Divisions? As a resident member, you not only have your dues for the first-year waived (a $116 savings) but you also receive all the cost-benefits of membership including member pricing on conferences, products and services.

Kick-start your career with ACFAS! We connect residents to a community of your peers — the best and brightest foot and ankle surgeons in the country. You will also have access to the College’s premiere website, and access to the prestigious Journal of Foot & Ankle Surgery (JFAS) through the new JFAS iPad app — a must-have to increase your knowledge of the latest surgical techniques and research.

Applications for membership are available through acfas.org; joining now will provide an additional two months of membership, through September 2014 — and put JFAS in your mailbox that much sooner!

Once again, congratulations to the Class of 2013. The ACFAS Regional Divisions look forward to welcoming you to the College.

In Memoriam

David D. Clendenning, DPM, FACFAS
Michael Krajick, DPM, FACFAS
Richard Reinherz, DPM, FACFAS
Professor Emeritus
George J. Saldin, DPM, FACFAS
David R. Francis, DPM, FACFAS
Saratoga, CA
Newton E. Karp, DPM, AACPAS
Las Vegas, NV
James C. Byrne, DPM, FACFAS
Pittsburgh, PA
Small Business Loans Available for All ACFAS Members

As a business owner and a foot and ankle surgeon, you need access to professional services that ensure your practice’s success without taking all your focus away from patients. Your needs will change as conditions change: economic factors, industry-specific challenges, the growth and maturity of your business, changes in tax law, increased competition, and a host of issues that you face daily.

Recognizing this challenge, ACFAS Benefits Partner HealthCare Associates Credit Union (HACU) takes on the responsibility to understand what you need to succeed. Here are some of the funding solutions available to ACFAS members:

- **Working Capital Line of Credit**
  One of the most flexible financing tools for your small business. It gives you access to funds when you need it and provides the flexibility to allow you to pay back the loan when cash flow is strong.

- **Term Loan for Equipment Financing**
  Perhaps in the development stage of your business, leasing your equipment was a good choice. But, now your financial position has changed and you are looking to build equity in your business. Refinancing an existing lease to a term loan can offer more favorable monthly payments in addition to providing ownership in the equipment without the required buyout with leasing.

- **Commercial Real Estate Financing**
  HealthCare Associates Credit Union provides attractive terms for financing the purchase of all types of commercial property including owner occupied facilities; investment commercial, residential and mixed use properties; and commercial condominiums. Competitive terms include: loans amortized up to 30 years, no pre-payment penalty, low fees, and attractive fixed rates.

For more information about HealthCare Associates Credit Union, contact Norma Cantrell at 630-276-5730 or ncantrell@hacu.org.
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Dr. Robert J. Abrams, Newhall, CA

“4,719 new patients!”
Greg Renton, Orlando, FL

“1,645 new patients!”
Dr. Mitchell Waskin, Richmond, VA

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877-898-4006 OR WWW.OFFICITE.COM/PODIATRY

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