



# ACFAS Update

VOLUME 21 ISSUE 6

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

## Early Birds, Swoop in and Save on ACFAS 2015 Registration

Take advantage of Early Bird Rates for ACFAS 2015 in Phoenix and be one of the first ones officially registered for what is known as the most valuable annual educational event in the profession!

ACFAS 2015 will feature new stimulating scientific sessions; intensive hands-on workshops; award-winning research, papers,



posters and case studies; and specialized exhibits for the latest podiatric products and services.

Plus, you'll be able to connect with your colleagues and grow your professional network exponentially in just a few days.

Early bird registration ends December 5, 2014, so don't miss out—visit [acfas.org/phoenix](http://acfas.org/phoenix) today to register now and save!

## Check Out *ThisWeek@ACFAS'* New Look!

*This Week @ ACFAS*, your weekly College e-newsletter, just got a facelift! Your go-to source for the latest in news from the College and the foot and ankle surgery profession now has a new design to better align with the ACFAS brand and bring consistency across all College communications.

Watch your email for the latest edition and enjoy the new look!



## New Practice Management Podcasts



page 3



## Fro-Yo Social Brings Club Together

page 6

## perspective THE 4 As

page 2

## THE 4 As



I have a vivid memory of one of the most famous foot and ankle surgeons in the world plunging a toilet in his surgery center. There has been more published on foot surgery with this person's name in it than any other topic. I also remember listening to the first cardiothoracic surgeon at my hospital talk about sweeping the floors in the operating room between surgical cases. This surgeon was trained in Boston and was known nationally for his incredible cardiothoracic and general surgery skills. But I especially remember begging an otolaryngologist to perform a radial forearm free tissue transfer for coverage of an exposed ankle joint when I was right out of fellowship. He was a professor at a major medical center in Chicago and had written myriad textbook chapters on the use of this particular flap to cover oral cavity soft-tissue defects. He was openly pleased that I knew who he was based on his textbook chapters (only because the foot and ankle soft-tissue coverage sections required skimming through these other chapters). Regardless, he helped me and the patient's leg was ultimately saved and functional.

During subsequent interactions, he told me I would be a great healthcare provider because I had the "4 As." I smiled and nodded while I tried to search my brain for what he meant - what was the appropriate acronym? He could tell I was not processing what he meant and so he spelled it out for me.

- First, you need to be AVAILABLE. This means you answer your pages, phone calls and emails timely and offer to help rather than set up "hoops" for providers or patients to jump through.
- Second, you have to be AFFABLE. You need to be likable.
- Third, you need to be ACCOUNTABLE. You have to complete your dictations, consults, patient paperwork requests, workers' compensation ratings, etc. without requiring administrative intervention or repeated patient requests.
- Finally, you need to be ABLE. You must have a quality surgical skill set.

We all strive to be the best foot and ankle surgeons we can and the vast majority of our meeting time is spent learning new or evolving surgical techniques, but it is the least important of the 4 As. The first three involve personality traits that are difficult if not impossible to teach. Every student, resident or fellow I have worked with has heard me discuss the 4 As. Whenever I do, I reflect on these characteristics and invariably on my difficulty being AFFABLE.

I am someone that you either like or you don't with no gray area. If you are forced to work with me, then usually over time you will warm to me based on an appreciation of my giving nature, work ethic and selfless-

ness. This is much like an immunization process. I guess the important point is that if you are missing perfection in one of the 4 As' attributes, then you should reflect on them, ask for guidance from trusted colleagues and develop a personal improvement plan to remedy the deficiency. In doing so, you will grow as a person, your foot and ankle surgery skills will benefit and your patients will receive better care.

I encourage every member of the American College of Foot and Ankle Surgeons to avail themselves of our online and print materials available to help you augment your 4 As. Hopefully, you will not need to routinely perform plumbing or hospital house-cleaning activities like the master surgeons I previously mentioned; however, it is an effective visual useful for remembering the 4 As.

A handwritten signature in black ink that reads "Thomas S. Roukis". The signature is fluid and cursive.

**Thomas S. Roukis, DPM, PhD, FAFAS**  
ACFAS President

Questions for Dr. Roukis? Write him at [president@acfas.org](mailto:president@acfas.org).

## ACFAS Releases Two New Practice Management Podcasts



Looking for the more information on the hottest practice management topics circulating among the profession? Look no further than ACFAS' practice management podcast library at [acfas.org](http://acfas.org), where the latest editions include *The Challenging Patient* and *Employment Models: Where Should You Work?*

If a patient has ever been angry with you or your office staff or has tried to convince you to prescribe unnecessary pain medication, then you'll want to listen to *The Challenging Patient*, moderated by Stephen Schroeder, DPM, FACFAS. Dr. Schroeder and three expert panelists—John Evans, DPM, FACFAS; Brian Harley, DPM, FACFAS; and Joseph Menn, DPM, FACFAS—give advice for working with difficult patients, including how to recognize red flags, set boundaries and document patient behavior. They also suggest language you can use to help keep your patients' needs front and center in contentious situations.

Next, listen to the surgeons discuss the pros and cons of different podiatry practice models in *Employment Models: Where Should You Work?* Since private foot and ankle surgery practices are changing and hospital-based positions have increased, it is important to know what employment options are available so you can find the right fit for your career. From private practice, orthopaedic and multispecialty groups to hospital-owned practices, the speakers provide an overview of each model and candidly share their own experiences as private and group practice physicians.

New podcasts are added to ACFAS' e-Learning Podcast Library every month, so be sure to visit [acfas.org/e-Learning](http://acfas.org/e-Learning) often to listen to the latest releases.



## 2014 EDUCATION PROGRAMS

### November 14-15, 2014 (Friday/Saturday) Advanced Forefoot Reconstruction and Complications Workshop and Seminar

Marriott Downtown at City Creek  
Salt Lake City, UT

### December 5-6, 2014 (Friday/Saturday) Advanced Forefoot Reconstruction and Complications Workshop and Seminar

Marriott/Renaissance Columbus  
Downtown Hotel  
Columbus, OH

### February 18, 2015 (Wednesday) Perfecting Your Practice: Practice Management/Coding Workshop

Phoenix Convention Center  
Phoenix, AZ

### February 18, 2015 (Wednesday) Diabetic Deformity: Master Techniques in Reconstruction

Phoenix Convention Center  
Phoenix, AZ

### February 18, 2015 (Wednesday) Master Surgical Techniques: Fine-Tuning with the Experts

Phoenix Convention Center  
Phoenix, AZ

### February 19-22, 2015 (Thursday-Sunday) Annual Scientific Conference

Phoenix Convention Center  
Phoenix, AZ

### April 17-18, 2015 (Friday/Saturday) Advanced Forefoot Reconstruction and Complications Workshop and Seminar

Buffalo Marriott Niagara  
Buffalo, NY

### May 1-2, 2015 (Friday/Saturday) Advanced Forefoot Reconstruction and Complications Workshop and Seminar

Sheraton Harborside Portsmouth Hotel  
Portsmouth, NH

\*To be waitlisted, please contact Maggie Hjelm.

For a full listing of upcoming educational opportunities, visit [acfas.org/education](http://acfas.org/education).

# Add to Your Surgical Series Library: Rearfoot Reconstruction

Get a firsthand look at advanced surgical techniques in ACFAS' latest Surgical Series release, Rearfoot Reconstruction. Available via download or in DVD format, this newest series release will also share compelling case presentations, unique clinical scenarios and give viewers the opportunity to learn leading-edge strategies and approaches from expert surgeons who walk through each procedure clearly explaining the necessary steps. Viewers can then earn CPME CE

**Now  
Available**

credits when they test their knowledge at the end of the program by passing an overall exam.

Purchase the complete set via download or DVD (\$295 for members/\$235 for resident members/\$395 for non-members) or download individual procedures (\$35 for members/\$45 for non-members) at [acfas.org/e-Learning](http://acfas.org/e-Learning), where you'll also find ACFAS' full library of online offerings, including podcasts, clinical sessions and more.

## Included Surgical Techniques

- Subtalar Fusion
- Acute Achilles Tendon Ruptures
- Achilles Insertional Calcific Tendinosis
- Supramalleolar Osteotomy
- Medial Calcaneal Displacement Osteotomy
- Ankle Joint Arthrodesis: Mini-Arthrotomy and Anterior Incision
- Gastrocnemius Recession
- Treatment of Osteochondral Defects
- Medial Approach Double Arthrodesis
- Lateral Closing Wedge Calcaneal Osteotomy
- Transmalleolar Ankle Arthrodesis
- Arthroscopic Microfracture of OLTs
- Talonavicular Joint Arthrodesis
- Chronic Achilles Ruptures
- Arthroscopic Ankle Arthrodesis
- Achilles Reconstruction: Haglund's Resection
- Tendon Achilles Lengthening



Dan Hatch, DPM, FACFAS, recently paid a visit to the ACFAS Student Club at Scholl College of Podiatric Medicine in North Chicago where he shared a scientific lecture and residency information with students. Left to right: Kathryn Alleva, Mira Pandya, Dan Hatch, DPM, FACFAS, Justin Singh, Elizabeth Neubauer and Priya Patel.

## Join Your Fellow College Members in Office Product Savings

Are you among the ACFAS members saving money in the College's medical and office supplies program through Henry Schein, Inc.? So far this year, College members have made nearly \$3.7 million in purchases through the official ACFAS Benefit Partner, saving an average of 20 percent on their orders. If you haven't tried Henry Schein, now is the time to take advantage of the discounted group purchasing power this program offers for your medical, pharmaceutical and office supplies, and capital equipment.

Henry Schein's team of advisors collaborates with ACFAS members to meet specific goals related to quality patient care, staff and team growth and profitability. They help you manage operating costs and drive value for your practice using Internet-enabled reporting tools to guarantee your pricing is accurate and consistent.

Pharmaceuticals and diagnostics include brand names as well as a complete line of generics and Henry Schein Brand options. You can also lease the latest equipment through Henry Schein's affordable leasing programs to increase revenues in your practice.

Henry Schein guarantees fast delivery, too—all orders received by 5pm local time are shipped the same day to arrive to your office within 24-48 hours.

Join your fellow members and start saving on supplies and equipment today! Visit [acfas.org/members](http://acfas.org/members) and see "Money Saving Services" under Member Resources for valuable member benefit savings or contact Henry Schein Foot & Ankle at (800) 323-5110 or [henryschein.com/footandankle](http://henryschein.com/footandankle).

An advertisement for PhysicianWebPages. The top half shows a doctor in a white coat and blue gloves holding a tablet. The background is green with white text. A red badge says "COMPLETE SITES FROM \$1,195". Below the image, there is text about the company's history and a list of benefits. The bottom section has the company logo and contact information.

Leader in Podiatric Web Sites

### Web Site Design

for your Medical Practice

**COMPLETE SITES FROM \$1,195**

PhysicianWebPages has been creating professional web sites for the medical community since 1999.

- attract new patients
- educate your existing patients
- make your staff more efficient

Our sites are clean, visually interesting, easy to navigate, and they convey the style and sense of professionalism that you need.

**PhysicianWebPages**

**Contact us TODAY!**  
Free consultation to discuss your proposed web site project.

[PhysicianWebPages.com](http://PhysicianWebPages.com) 281.218.6286

## Scholl Student Club Holds Fro-Yo Social Event: New Leadership Brings Club Together

### What brings people together better than food?

This is exactly what the ACFAS Student Club at Dr. William M. Scholl College of Podiatric Medicine in North Chicago thought when they wanted to help welcome their new members and board by hosting a meet-n-greet fundraiser at a local frozen yogurt shop near campus.

“We felt that holding a ‘meet and greet’ social in a stress-free environment outside of school would help us get to know our new members,” says Mira Pandya, Scholl Student Club president.

According to Pandya, the fundraiser allowed club leadership to really get to know their members personally in advance of surgical workshops. “Finding out what their interests are helps us fine-tune what we can do as a board to continue to get active involvement from our club members,” she says.

Besides enjoying “delicious frozen yogurt,” Pandya says the highlight of the evening was the opportunity to relax and talk with the students who attended the event. “The first-year students had many questions regarding their curriculum, so we were able to give insight about what their upcoming year will be like,” she notes. “Our second-year members were also available to answer first-year students’ questions about ACFAS, the podiatric profession and more.”

Thanks to a Student Club Activities Fair the school held in mid-August, the Scholl Student Club recruited 72 first-year students to join ACFAS and were able to invite new members to the September frozen yogurt social. “More than 40 new members attended the fundraiser, as well as about 30 returning members,” says Pandya. “Quite a

few local residents also stopped by the frozen yogurt shop during the fundraiser,” she adds, which only further increased the club’s visibility.

One of the most important things Pandya took away from the evening was how important it is to form a strong relationship with club members. “School can be very stressful at times,” she admits, “both with the amount of material we need to learn and the endless number of exams we take.” However, Pandya says by taking the time to get to know club members, “you learn how great the ACFAS family can be.”

To bring together the ACFAS family even more, Pandya and the student club board have some new ideas planned this year with regard to workshops. “ACFAS workshops allow students to take a break from studying



Scholl Student Club members enjoy their classroom-free meet-n-greet fundraiser held early in the school year by the new club leadership to promote networking and fellowship within the student club.

“Finding out what their interests are helps us fine-tune what we can do as a board to continue to get active involvement from our club members.”

— Mira Pandya, Scholl Student Club president

## Board Nominees Announced

books and to apply hands-on skills to learn certain surgical methods or techniques,” she explains. “The new board and I want our workshops to include visits from surgical representatives and ACFAS Fellows.”

The Scholl Student Club intends to hold another fundraiser in a “classroom-free zone” to continue to generate interest and excitement in podiatric surgery. “We cannot wait to see how this year unfolds!” says Pandya.

Got student club news to share? Email it to Terry Wilkinson, ACFAS membership manager, at [terry.wilkinson@acfas.org](mailto:terry.wilkinson@acfas.org). We will feature your news in an upcoming issue of *Update* and/or *Student & Resident Update*.



2014-2015 Scholl Student Club Board Members. From L-R, Priya Patel, Research Coordinator; Kathryn Alleva, Secretary; Mira Pandya, President; Justin Singh, Vice President; & Elizabeth Neubauer, Treasurer.

After careful review and consideration of applicants to serve on the ACFAS Board of Directors, the Nominating Committee recommends these five Fellows for three positions in the upcoming electronic election:

- Christopher F. Hyer, DPM, FACFAS (Incumbent)
- Jeffrey R. Baker, DPM, FACFAS
- John T. Marcoux, DPM, FACFAS
- Scott C. Nelson, DPM, FACFAS
- Randal Wraalstad, DPM, FACFAS

Two three-year terms and one one-year term will be filled by election. Candidate profiles and position statements are posted on [acfas.org/nominations](http://acfas.org/nominations). The ballot order is prescribed in the bylaws, and eligible voters may cast one, two or three votes on their ballot. Regular member classes eligible

to vote are Fellows, Associates, Emeritus (formerly Senior) and Life Members.

ACFAS will use online e-voting from December 7, 2014 to January 6, 2015. All eligible voters will receive an email with special ID information and a link to the election website no later than December 6, 2014. After logging in, members will first see the candidate biographies and position statements, followed by the actual ballot. Eligible voters without an email address will receive paper instructions on how to log in to the election website and vote. There will be no paper ballots.

The 2014 Nominating Committee included Jordan P. Grossman, DPM, FACFAS, Chair; Thomas S. Roukis, DPM, FACFAS; Bruce A. Scudday, DPM, FACFAS; Gregory P. Still, DPM, FACFAS; James L. Thomas, DPM, FACFAS; Eric G. Walter, DPM, FACFAS, and Julie A. Wieger, DPM, FACFAS.



Christopher F. Hyer, DPM, FACFAS (Incumbent)



Jeffrey R. Baker, DPM, FACFAS



John T. Marcoux, DPM, FACFAS



Scott C. Nelson, DPM, FACFAS



Randal Wraalstad, DPM, FACFAS

## 2015 Volunteer Leaders Sought

Help shape the advancement of the profession, the future of the College and, ultimately, the care of patients by volunteering for 2015 ACFAS committees. For information on becoming a committee volunteer, please visit [acfas.org/volunteer](http://acfas.org/volunteer). The deadline for applications is November 14, 2014.

## ACFAS to Publish Two New Clinical Consensus Statements in Early 2015

Two brand-new Clinical Consensus Statements (CCSs) on antibiotic prophylaxis and deep vein thrombosis (DVT) will debut in early 2015. These statements will be shorter, slightly less evidence-based medicine-stringent and more user-friendly than the College's previous Clinical Practice Guidelines (CPGs), which were retired in 2011.

Over the summer, two CCS panels chaired by Monica Schweinberger, DPM, FACFAS (Antibiotic Prophylaxis CCS panel) and Adam Fleischer, DPM, MPH, FACFAS, (DVT Prophylaxis CCS panel) identified search

criteria, selected databases to use, conducted literature searches, reviewed and summarized articles and developed clinical consensus questions. The two groups then reconvened in September to discuss the findings of their clinical consensus questions and will continue to develop and refine the CCSs with the goal of publishing them in the *Journal of Foot & Ankle Surgery* and on [acfas.org](http://acfas.org) in early 2015.

Stay tuned for more updates on the two new CCSs as they near publication.



---

## 2015 Dues Reminders in Mail

It's that time of year again: dues reminders for the 2015 calendar year of membership have been mailed to all Associate and Fellow members. Dues can be paid online now at [acfas.org/paymydues](http://acfas.org/paymydues) or by mail or fax once your reminders arrive at your office or home. Payment is due by December 31, 2014.

Be sure to take advantage of all ACFAS has to offer, now and throughout the year. College membership brings you in contact with the best and the brightest foot and ankle surgeons in the world. Visit the online ACFAS Member Center at [acfas.org/members](http://acfas.org/members) to learn more about the benefits your membership provides. Here's to another great year of value in your membership!

# PCD Rx Exclusion of DPMs Delayed

Centers for Medicare & Medicaid Services' (CMS) Local Coverage Determination (LCD) on Pneumatic Compression Devices (PCDs), which would have prevented DPMs from prescribing such devices, has been delayed. Four CMS Durable Medical Equipment Medicare Administrative Contractor (DME-MAC) jurisdictions issued a notice stating the rule would be delayed. While CMS deliberates, the current LCD rule, which allows DPMs to prescribe the device, will remain in effect.

Both ACFAS and APMA have been on the frontline of this issue, starting in 2011 when both organizations appeared before a CMS hearing. No policy change was proposed until a few months ago when the DME-MAC ruling was published. The Alliance of Wound Care Stakeholders, of which ACFAS is an active member, arranged

a conference call with DME-MAC in early October, including APMA, vascular surgeons, and physical therapy and nursing organizations. Steven Wan, DPM, FACFAS, represented the ACFAS Professional Relations Committee on the call.

The Alliance asked the four MAC medical directors for a reconsideration of the LCD rule because: 1) it was not evidence-based, 2) new evidence has been published since the draft LCD in 2011, 3) the new LCD rule conflicts with national policy and 4) there was no comment period. In late October, DME-MAC published a notice stating that all four jurisdictions would delay implementation of the LCD, but no "next steps" were mentioned. In the meantime, the current LCD is in effect, which allows DPMs to prescribe PCDs.

**While CMS deliberates, the current LCD rule, which allows DPMs to prescribe the device, will remain in effect.**

Thank you  
**ACFAS**  
for your  
endorsement!

Contact PICA for more information  
on medical professional liability  
insurance or to request a quote.

 **PICA**  
Treated Fairly

www.picagroup.com • (800) 251-5727   

A ProAssurance Company 7000

## When Home & Office Life Combine: A Look at a Successful Spousal Partnership

### ACFAS Members in Focus

**Andrea Rockett, DPM, FACFAS**  
**Matthew Rockett, DPM, FACFAS**  
Houston, TX  
Members Since: 1997

Demanding workloads and long hours. Fluctuations in the economy and in the number of new and existing patients. Disagreements about policies and procedures. Partnering with a colleague in a podiatry practice can present these and a host of other challenges, but what do you do when your business partner is your spouse? Spouses Andrea Rockett, DPM, FACFAS, and Matthew Rockett, DPM, FACFAS, may be just the ones to answer this question.

Since 2001, Drs. Rockett have been in practice together at Bay Area Podiatry Associates in Houston. While some might think such an arrangement encourages competition, it has done just the opposite for the Rocketts.

“Working together encourages collaboration,” says Andrea. “Matthew and I problem solve differently and can find unique solutions to problems. Nothing we do is competition—I have the perfect partner to balance work and family life.”

Matthew agrees. “We have our own skill sets, ways of practicing and styles,” he says. “During the first two years of our marriage, I was one of the attendings in Andrea’s residency program and partially trained her. I was actually more worried about showing favoritism because she was my wife. She knew my mindset and expectations, which helped when we later went into practice together, but we were never competitive,” Matthew says.

While Drs. Rockett enjoy the opportunities that practicing with a spouse provide—to be a team and to truly understand each other’s work—they admit it can be difficult to separate family and home issues from business.

“Although I try not to bring work home with me,” says Matthew, “sometimes it’s hard to strike a balance between work and family life. However, once my parents moved to the Houston area to help with our kids, we were able to have more family time.” Now the

Rocketts have dinner together as a family four or five nights a week, and if Matthew’s parents watch the kids, he and Andrea will have occasional date nights.

“We don’t always find a balance between work and home, but our kids let us know when we’re talking too much about work,” says Andrea. “We never really shut off because our practice doesn’t have a call schedule,” adds Matthew. “But supporting our sons’ extracurricular activities gives us something else to focus on once we come home from the office.”

And what strategies do Drs. Rockett employ when they do not see eye to eye on issues affecting their practice? “I don’t like to be confrontational with Matthew at work, so we’ll usually table the discussion,” says Andrea. “Time also helps us consider the issues more closely, and I recommend making time outside the office for more private business conversations.”



“Time also helps us consider the issues more closely, and I recommend making time outside the office for more private business conversations.”

— Andrea Rockett, DPM, FACFAS



Matthew considers Andrea his balancing point, both in the office and in the operating room. “If Andrea is assisting me with a surgery, she will say, ‘Don’t try and adjust it—it can’t get any better than what you have.’ We bounce ideas off each other and have similar viewpoints.”

Any office decisions he and Andrea make are mostly employee-related, but he cannot remember a time when they had a major disagreement. “We’re usually on the same page,” says Matthew.

Bay Area Podiatry Associates has two offices and includes another doctor, Kirk A. Koepsel, DPM, FACFAS, who is a partner in Drs. Rockett’s practice. Having two offices to manage while also working with another business partner could be a source of stress for some couples who practice together, but this approach has served Drs. Rockett well. “Matthew and I don’t spend much time in the office together. Between the two offices, surgery and hospital rounds, it’s only a few hours per week,” Andrea explains.

Not spending complete work shifts together seems to give Drs. Rockett space to control their own careers and to also recognize when it is best to team up. “We operate together when we need an assistant on a particular case,” says Andrea.

“If I’m performing a fusion, Andrea drives the guide wires for me,” adds Matt. “She knows where my mind is and acts as a second pair of eyes when considering different diagnoses or therapies for unusual cases.”

According to Andrea, this teamwork over the years has allowed her and Matthew to “understand each other better than any other business partner we have had.”

Matthew recounts a time before he and Andrea became parents that perhaps best illustrates the mutual understanding he and Andrea have regarding their work. “We were hosting a dinner party, and the phone rang. A patient in the emergency room had an open fracture, which meant I needed to leave the party to operate on it. Andrea’s response was, ‘I’ll save you some dessert.’”

For those considering going into practice with their spouse, Andrea advises to “really talk it through.” “Even before we were married, we discussed how we would work out our differences as business partners,” she says. “We feel that working together is so much more advantageous than being business rivals with separate competing offices.”

Matthew says that before entering into practice together, you first “need to really like your spouse.” He continues, “You need to have the right mindset and be able to separate business from family life. Compromise and communication also help you make sound judgments on how to run the practice.”

Running a practice with your spouse is a true partnership in every sense of the word. As Drs. Rockett mentioned, it requires collaboration, compromise and communication—all skills they have mastered and have turned into professional success.



**“You need to have the right mindset and be able to separate business from family life. Compromise and communication also help you make sound judgments on how to run the practice.”**

— Matthew Rockett, DPM, FACFAS

# 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 education 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 *and*
- 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](http://acfas.org/perioperativeCD) or call 800-421-2237.**



**American College of  
Foot and Ankle Surgeons®**

*Proven leaders. Lifelong learners. Changing lives.*

[acfas.org](http://acfas.org)  
[FootHealthFacts.org](http://FootHealthFacts.org)

## Looking for Patient Outreach Help? New Customizable PowerPoint Presentation Available in ACFAS Marketing Toolbox

Need help promoting your practice to new patients? Consider teaming up with your local hospital or hosting your own health education night to give a community presentation on various foot and ankle health-related topics. Don't think you have time to write and produce your own presentation? Look no further than the College to help!

A new PowerPoint presentation and script, *Bunions and Hammertoes: What You Need to Know*, is the first free patient-education

presentation available in the new promotional series for download in the Marketing Toolbox at [acfas.org/marketing](http://acfas.org/marketing). This ready-to-use, condition-overview presentation is professionally designed and written to help you educate potential and current patients on various conditions, symptoms and treatment options. The full-color presentation is accompanied by a slide-by-slide script for you to use as you give the talk and includes a customizable slide for your practice's contact information so people

can reach you with questions or to make an appointment.

Many other resources are available in the ACFAS Marketing Toolbox to promote your practice, including the *FootNotes* patient newsletter, press release templates, public relations and social media tools, patient education CDs and more. Visit [acfas.org/marketing](http://acfas.org/marketing) for the latest in promotional tools for marketing your practice—new PowerPoint presentations will be added soon!



# Keep in Touch with ACFAS

Has your practice changed its address, phone number or added a website? Did you change your home address? If so, don't forget to update your ACFAS member profile by logging into your ACFAS account at [acfas.org/profile](http://acfas.org/profile).

While you're in your member profile, be sure to:

- Update any email addresses you use (work or personal) as well as your fax number and your work, home or cell number.
- Confirm you're receiving your *Journal of Foot & Ankle Surgery* and other valuable ACFAS publications at your preferred address.
- Make your contact information available to your colleagues through the College's online membership directory by clicking "Yes" to the Members-Only Directory.

- Include yourself in the "Find an ACFAS Physician" search tool on [FootHealth-Facts.org](http://FootHealth-Facts.org). Just click "Yes" for "Consumer Physician Search."

Throughout the year, be sure to let the College know about any appropriate updates so you can keep yourself available to peers, potential patients and ACFAS!



# ICD-10

## Is your practice ready?

### We make it easy with Working Capital Lines of Credit

- To be prepared
- Account for delayed reimbursement
- To ensure uninterrupted business operations

HACU© 0214



**HEALTHCARE ASSOCIATES**  
CREDIT UNION | The healthy way to bank®



Contact Norma Cantrell today at  
630.276.5730 or 800.942.0158 x 5730



Officite



BENEFITS  
PARTNER

# Smarter Websites for Smarter Practices

**DEMO A WEBSITE FOR FREE**

Call 888-494-3946 or visit [www.Officite.com](http://www.Officite.com)



WEBSITES | SEO & PPC | MOBILE RESPONSIVE DESIGN | REPUTATION MONITORING | SOCIAL MEDIA | PATIENT EDUCATION

## ACFAS CORPORATE SPONSORS

### Platinum Level

Wright Medical  
Technology, Inc.

### Gold Level

Arthrex  
PICA  
Stryker  
Tornier

### Silver Level

Solana Surgical, LLC

### Bronze Level

Amnio Medical  
BME, Inc.  
Biomet  
Integra  
Podiatry Foundation of Pittsburgh  
Small Bone Innovations, Inc. – SBi

### Pewter Level

CurveBeam  
Metasurg

[ACFAS.org](http://ACFAS.org) | [JFAS.org](http://JFAS.org) | [FootHealthFacts.org](http://FootHealthFacts.org) | 773-693-9300



American College of  
Foot and Ankle Surgeons®

*Proven leaders. Lifelong learners. Changing lives.*

# ACFAS Update

©2014 American College of Foot and Ankle Surgeons  
8725 West Higgins Road, Suite 555  
Chicago IL 60631-2724  
All rights reserved.



Benefits  
Partner

Get details about these member services at [acfas.org/benefitspartners](http://acfas.org/benefitspartners).



Officite



## *in this issue*



### Members in Focus

page 10



### Early Birds Save!

page 1

BUNIONS and  
HAMMERTOES  
What You Need to Know

### New Customizable PowerPoint

page 13