



ACFAS Update

VOLUME 22 ISSUE 5

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

All Roads Lead to ACFAS Education

Hit the road with ACFAS this fall and join us for our new course, *Complex Foot Surgery with Advanced Solutions*. With four stops scheduled before the end of the year in cities near you, this first-of-its-kind regional program gives you full access to the latest surgical techniques, materials and products needed to master complex foot surgery.

Work with your colleagues in a hands-on (sawbones) lab using content developed by our very own Education and Scientific Affairs Committee and also earn 12 continuing education contact hours.

Register now at acfas.org/ontheroad and be among the first to take advantage of this centrally located learning. We can't wait to get on the road again soon, and we hope to see you along the way!



Reenergize with Fall Surgical Skills Courses

Expand and revitalize your skills with more than ten hours in ACFAS' cadaver labs by registering now for any of ACFAS' three upcoming interactive Surgical Skills Courses—

- **Comprehensive Flatfoot: Reconstruction and Arthrodesis**
- **Foot and Ankle Arthroscopy**
- **Advanced Foot and Ankle Arthroscopy**

Gain a new perspective on advanced and restorative techniques in foot and ankle surgery through:

- in-depth hands-on workshops with generous lab time;
- personalized one-on-one instruction with renowned foot and ankle surgeons;
- tips for identifying and managing complications;
- techniques for avoiding pitfalls;
- stimulating panel discussions;
- recommendations for recognizing risks and using orthobiologic adjuncts.

The course also features a fireside chat during dinner where you can share your most difficult cases with faculty and attendees (bring radiographs of your case on a flash drive)—all while you earn 16 continuing education contact hours for each course.

Visit acfas.org/skills to register for the fall and get ready to recharge your skillset. Space is limited; contact Maggie Hjelm at hjelm@acfas.org to be waitlisted for sold-out courses.

First Year of Membership is FREE for Class of 2015



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ACFAS in the News

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“Failure to Communicate.” President’s Perspective

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“What We’ve Got Here Is a Failure to Communicate” – Cool Hand Luke



Every three years ACFAS sends out two comprehensive surveys, one on our overall membership priorities and services and one on practice economics. From this data, the ACFAS Board of Directors reviews the results and adjusts both our Strategic and Business Plans to best meet your needs for the next three years. (In between, we conduct a significant survey on our CME priorities and programs, plus a variety of single-topic surveys as the needs arise.)

Contrary to many medical associations, we get a 30 percent response rate, which is enormous—and the survey data correlates almost perfectly with our entire membership. The data from all of these surveys is critical in determining several things.

In addition to the quantitative data, we also review the thousands of responses to written open-ended questions. Since the survey responses are anonymous, we cannot respond to specific questions or complaints, but I can assure you that we DO read all of the comments and also use this input to adjust our future plans.

One of the recurring themes I’ve noted from these surveys over the years is that ACFAS members have a perpetual thirst for us to educate the public, media, referring physicians/healthcare practitioners, and government on how we’re different from the non-surgical podiatrist and why our

education, training and certification also differentiates us from general orthopaedic surgeons. Although ACFAS works diligently on its second highest strategic initiative, “Promoting the Profession,” with a plethora of PR programs, consumer education services, a dedicated consumer website, Marketing Toolbox and much more, our membership is asking for more - and we hear you!

That’s why in 2016 we will significantly increase our promotional efforts to educate not only the general public and media, but also MDs, APNs and other healthcare practitioners, on who we are, why they should see a foot and ankle surgeon and why other providers should refer their patients to ACFAS members.

Even still, it made me wonder: Are we not communicating enough what the College does—even to its own members? I was surprised at how few members were even aware of FootHealthFacts.org, our iPad app for JFAS.org, our credit union or many other services despite our best efforts to promote the services and programs we offer. But, the lack of awareness about our work in “Promoting the Profession” surprised me the most.

I’ve been in practice for more than 25 years and I also hear many of the same comments you hear, such as, “I didn’t know you did that,”

or “You fix broken bones?” It seems that our audiences aren’t fully hearing us on what we do and who we are as foot and ankle surgeons. And even though very costly, I believe it is time to further step up to the plate and voice to the public who we are and what we do.

While I personally feel this is also one of APMA’s primary missions to educate the public, we can’t just point fingers at them and their failing efforts or rely solely on ACFAS. We all must do a better job in marketing our profession and how important we are in the healthcare world. This means you and me, on a doctor-by-doctor, neighborhood-by-neighborhood basis. Our efforts can, and will, help complement ACFAS’ PR pushes and build grassroots efforts to strengthen awareness.

Let’s all commit to speaking at local business groups, conducting pro bono foot care clinics at marathons or other public events and lecturing at meetings of other healthcare professions to educate all these audiences about who we are and what we do—better than anyone else. We all can take advantage of the free tools ACFAS offers in the Marketing Toolbox at acfas.org/marketing to help us promote ourselves and our profession.

If we don’t do it, it won’t get done!

A handwritten signature in black ink, appearing to read "Richard Derner". The signature is fluid and cursive, written on a white background.

Richard Derner, DPM, FACFAS
ACFAS President

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

education

New Seminar Explores a Bottom-to-Top Approach to Evidence-Based Medicine

Reshaping how we think -- there are countless factors to be considered in evidence based-decision making.

Explore the connection between evidence-based medicine (EBM) and high-quality patient care in ACFAS' latest advanced seminar, *Taking a Scalpel to the Evidence*, November 6-7, 2015 in Atlanta.

This advanced seminar illustrates how EBM applies to foot and ankle surgery through lectures with expert clinical and research faculty, thought-provoking case-based presentations and stirring debate. You'll gain strate-



gies for decision dilemmas in common and complex surgery of the foot and ankle while handling cases where EBM isn't always evident.

The seminar's distinctive approach also illustrates how incorporating clinical expertise, available evidence and patient perspective into your practice can improve patient care. It also will earn you 14 continuing education contact hours.

Visit acfas.org/specialtyseminars to register and take the first steps to better understand EBM's role in your surgical decisions.

practice management

Stay on Top of Your Coding Game After ICD-10 Transition & Beyond

Strengthen your ICD-10 coding skills right after the Oct. 1 compliance date by attending ACFAS' Surgical Coding Workshop October 16-17 in Las Vegas.

Interactive and fast-paced, this course will have you coding actual cases with faculty and your fellow attendees right from the get-go. You'll learn how to get entitled reimbursement by improving your coding accuracy and work with new requirements for ICD-10, modifiers, durable medical equipment and more.

The stakes for billing, coding and regulatory compliance are higher than ever this year, and this redesigned workshop is one of the best ways you and your office staff can protect yourselves from financial penalties, audits, payment denials and decreased reimbursement.

Workshop fee includes 12 continuing education contact hours and a comprehensive reference guide. Space is limited, so register yourself and your office staff now at acfas.org/practicemanagement.

2015-16 EDUCATION PROGRAMS

**October 9-10, 2015
(Friday/Saturday)
Complex Forefoot
Surgery with
Advanced Solutions**

Hilton Charlotte
Center City
Charlotte, NC

**October 16-17, 2015
(Friday/Saturday)
Interactive Surgical
Coding Workshop**

Monte Carlo Resort
& Casino
Las Vegas, NV

**October 17-18, 2015
(Saturday/Sunday)
Comprehensive
Flatfoot
(Reconstruction
& Arthrodesis)**

SpringHill Suites Las Vegas
Convention Center
Las Vegas, NV

**October 23-24, 2015
(Friday/Saturday)
Complex Forefoot
Surgery with
Advanced Solutions**

Hilton Milwaukee
City Center
Milwaukee, WI

**November 6-7, 2015
(Friday/Saturday)
Taking a Scalpel to
the Evidence Seminar**

Renaissance Atlanta
Midtown Hotel
Atlanta, GA

**November 7-8, 2015
(Saturday/Sunday)
Advanced
Arthroscopy for
Foot and Ankle**

Orthopaedic
Learning Center
Chicago, IL

**November 13-14, 2015
(Friday/Saturday)
Complex Forefoot
Surgery with
Advanced Solutions**

Detroit Marriott Troy
Troy, MI

**December 4-5, 2015
(Friday/Saturday)
Complex Forefoot
Surgery with
Advanced Solutions**

Hyatt Regency Cincinnati
Cincinnati, OH

**December 12-13, 2015
(Saturday/Sunday)
Foot and Ankle
Arthroscopy**

Orthopaedic
Learning Center
Chicago, IL

**April 15-16, 2016
(Friday/Saturday)
Complex Forefoot
Surgery with
Advanced Solutions**

JW Marriott Houston
Houston, TX

*To be waitlisted,
contact Maggie Hjelm
at hjelm@acfas.org.

**SOLD
OUT**

For a full listing of upcoming educational opportunities, visit acfas.org/education.



Let Ethics Guide Your Podiatric Medical Research

No matter if you have conducted hundreds of studies in foot and ankle surgery or are just beginning to dip your toes into the research pool, ethical issues can creep into some of the best laid scientific investigations. Bias, fraud, plagiarism, conflicts of interest and data falsification, to name a few, can sink a research project before it gets off the ground or can come to light when it is too late.

Naohiro Shibuya, DPM, MS, FACFAS, a seasoned research section editor for the *Journal of Foot & Ankle Surgery (JFAS)* and frequent *JFAS* contributor, says one way podiatric researchers can avoid ethical issues or better evaluate their work from an ethical standpoint is to take training courses, such as those offered through the Collaborative Institutional Training Initiative (CITI), when obtaining a credential for conducting research. “These trainings cover ethics and can serve as a good reference,” Dr. Shibuya indicates. And if ethical issues should emerge midway through a research project or after it is completed, he recommends contacting the Institutional Review Board (IRB) right away.

Research requires funding, but how can podiatric researchers ensure that funding sources and methods are ethical? Dr. Shibuya maintains that investigator-initiated research, funded by a non-industry source, always has less bias, but acquiring such a grant can be difficult. “They look at your past work, suitability of your institution and innovation of your research. They want to fund significant

expert research in a good academic environment,” notes Dr. Shibuya. “In an industry study, IRB still makes sure no conflict of interest exists and the science is sound before one can begin enrolling patients. Technically, the quality shouldn’t be compromised,” he adds.

Foot and ankle surgeons new to the research field may first want to team up with those who have been conducting research for a long time. “It’s much easier to navigate the administrative aspects of funding and the IRB process when you have a mentor who can guide you through your first project,” advises Dr. Shibuya. He also recommends consulting with the local IRB when sharing research results. Depending on the institution, both parties usually need to sign a data transfer agreement and remove any identifiable personal information from the research. The review board regulates the encryption process and data transfer method and also advises on what is considered identifiable data and who has access to it.

For those who are considering conducting research in a private practice, it may be easier to obtain an IRB approval, but since more financial interest is involved in such research, it can create bias. “Some argue that patients enrolled in research through a private practice are not as regulated, and oversampling of private practice patients can produce biased results,” Dr. Shibuya explains. The rule of thumb, he says, is that larger institutions generally have tighter regulations, but things tend to move more slowly.

Although the research process takes time, technology and the foot and ankle surgery profession overall continue to advance every day, which can heighten existing ethical issues in podiatric medicine, namely conflict of interest. “Conflict of interest is always involved when a new technology, implant or instrument emerges,” says Dr. Shibuya. “Even if the researcher is not a consultant for a company, some unfavorable results of company-funded research may not be published. This can lead to overpublication of favorable results.”

While any new clinical research can incur risks, it is unclear whether any specific areas of podiatric medicine warranting new or additional research cannot be pursued because of the potential ethical implications involved. According to Dr. Shibuya, the stricter the guidelines, the more restrictive the research will be. “The basic rule is that one can’t trial any new treatment that’s worse than the standard of care. The problem, however, is that we don’t know if the new treatment is better or worse than the standard of care,” he says.

Dr. Shibuya concludes that conflict of interest can arise when one is pressured to produce data for financial or academic promotional purposes. However, he asserts that one is less likely to commit ethical issues, such as plagiarism and data falsification, if the motivation to conduct research is based “purely on curiosity.”

“Conflict of interest is always involved when a new technology, implant or instrument emerges.”

— Naohiro Shibuya, DPM, MS, FACFAS



Have you read the latest news story or social media post generated from ACFAS' national public relations outreach campaign? Every day, our Consumer Education Committee and staff work with the national media, health writers, local reporters, mommy bloggers, social media influencers and trade publications to get the word out about what the College is, who you are as foot and ankle surgeons and important foot and ankle health education—all to build awareness for the profession and your practice.

Some of the latest outreach includes:

- ***Avoid Kids' Foot Problems with the Right Shoes for Back-to-School*** press release and social media outreach
 - Published on 194 news outlet websites with a total potential audience reach of 70.5 million people.
- ***Foot and Ankle Surgeons Offer Safety Tips for Hikers*** press release and social media outreach
 - Published on 200 news websites with a 20.25 million total potential audience reach.

- ***Field Sport Injuries on the Rise for Children*** press release, infographic and social media outreach
 - 198 news outlet websites with a total potential audience reach of 20.2 million people.
- ***Walkathons Present Foot Health Challenges for Sedentary Adults***
 - 183 news outlet websites with a total potential audience reach of 18 million people.

How can you help spread the good news? Follow the College and FootHealthFacts.org on social media (Twitter, Facebook, YouTube, Google+) and share our health information, news articles and retweets with your patients, colleagues, friends and family. Together, we can continue to have an impact on building awareness for the profession and helping to keep patients educated and healthy!



FootHeathFacts



ACFAS

Six Prize Recipients Selected from Survey Participants

As a thank you for participating in ACFAS' Member Needs and Practice Economics Survey, the College randomly selected six participants as recipients of either an Apple Watch, a complimentary registration fee for the ACFAS 2016 Scientific Conference or complimentary 2016 membership dues.

Prize recipients selected by the survey consultant (to ensure confidentiality) are:

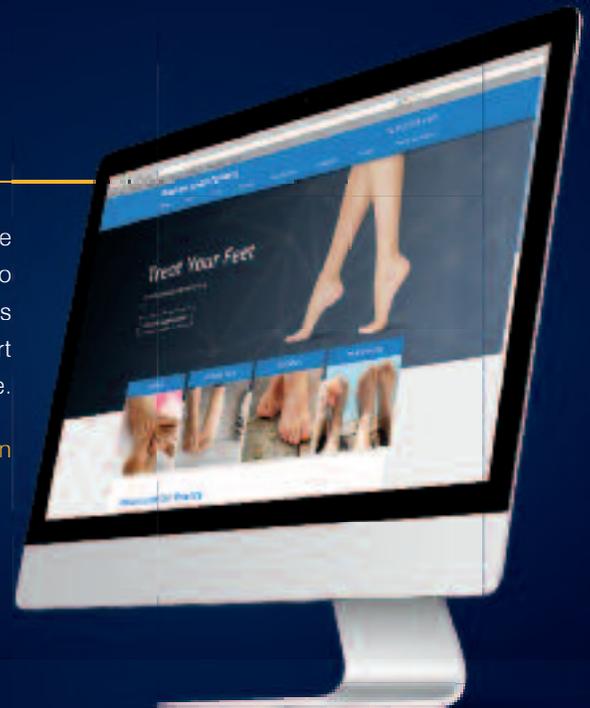
- Henry G. Bryant, III, DPM, FACFAS
- Danielle N. Butto, DPM (Resident)
- Tara L. Fussell, DPM, AACFAS
- Philip E. Holmes, DPM, FACFAS
- Jamie G. Hopkins, DPM, FACFAS
- Kathryn A. Schramm, DPM, FACFAS

Thank you to all survey participants! Your time and thoughts will be used wisely as the College refers to these surveys over the next three years.

Meet your new assistant.

The right help makes all the difference, so we built the Officite Web Presence to do everything. From online appointment requests, to social media, to boosting your Google rank, this complete online marketing platform is custom-engineered to get new patients. And with the support of our expert advising staff, it's more than a website. It might just be your best employee.

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Summer Board Meeting Highlights

The ACFAS Board of Directors met from July 23-25, 2015 for its annual summer board retreat in Coeur d'Alene, Idaho. Major action agenda items included:

- Thorough review of the 2015 Member Opinion and Practice Economics surveys conducted in May and June. Business plan alterations based on the survey results will be discussed at future meetings.
- Approval of the 2014 financial audit and staff incentive plan. The audit showed total revenue of \$5.5 million, expenses of \$5.2 million and net assets of \$7.5 million.
- Revisions to the business plan
- Approval of additions to the Code of Interaction with Companies policies regarding:
 - accepting charitable contributions;
 - accepting corporate sponsorships;
 - awarding of research grants;
 - Clinical Consensus Statements;
 - ACFAS journals;
 - standards for advertising;
 - standards for licensing.
- Revisions to the Conflict of Interest Disclosure Policy and Disclosure Form
- Appointments to the Council of Teaching Hospitals Administrative Council, the Anesthesia Critical Care and Pain Medicine Residency Balance Committee and the Alliance of Wound care Stakeholders
- Appointments to the 2015 Nominating Committee and the next Clinical "Consensus Statement panels
- 2014-2015 CEO performance evaluation results
- Discussion on corporate sponsorships
- ACFAS Recognized Fellowships policies

The next board meeting is set for October 23-24, 2015 in Philadelphia and will include a visit with Temple's ACFAS Student Club. Contact ACFAS Executive Director Chris Mahaffey, CAE, at mahaffey@acfas.org for questions regarding the College's board agendas or governance.

2016-2017 ACFAS Officers Elected

ACFAS' Board of Directors has elected the following officers for the 2016-2017 term:

President: Sean T. Grambart, DPM, FACFAS

President-Elect: Laurence G. Rubin, DPM, FACFAS

Secretary-Treasurer: John S. Steinberg, DPM, FACFAS

Immediate Past President: Richard Derner, DPM, FACFAS

Congratulations to the appointees and here's to a great term!

ACFAS Membership Shifts Your Career into High Gear

You've worked hard to pass the American Board of Foot and Ankle Surgery certification exam—now let ACFAS help you commemorate your achievement as you make the transition from resident to full-fledged practitioner.

If you've successfully completed Part 1 of the exam, join the College as an Associate Member. You can list "AACFAS" after your name and take advantage of ACFAS' many educational resources. Plus, we'll waive your application processing fee and dues for the rest of 2015.

If you've successfully completed Part 2 of the exam, congratulations! You can become recognized as a Fellow Member of ACFAS and list the esteemed "FACFAS" credential after your name. Once you've received your exam results from ABFAS, contact us right away to enjoy all the benefits of ACFAS membership.

Questions or need an application? Email membership@acfas.org.

In Memory

J. Stanley Landau, DPM, FACFAS,
Palm Beach, FL

Thomas F. Smith, Sr., DPM, FACFAS,
Augusta, GA

ACFAS Grants Status to Six Fellowship Programs

Six fellowship programs recently received status with the College, which is good news for both program directors and those looking to further their education after residency. “The ACFAS Fellowship Committee is happy to highlight a few programs which were recently evaluated by our committee and granted status,” said Daniel Lee, DPM, PhD, FACFAS, ACFAS Fellowship Committee chair.

The following program just completed its first successful year and was reviewed by the committee. It was determined that it meets the minimal requirements to now be upgraded to Recognized Status with the College:

Southeast Permanente Foot & Ankle Trauma & Reconstruction Surgical Fellowship

Atlanta, Georgia

Program Director: Daniel Tucker, DPM, FACFAS

acfas.org/fellowshiptucker

The following fellowships have been granted Conditional Status with ACFAS since the programs are new and have not yet had a fellow matriculate through. All Conditional Status programs are considered for “Recognized Status” with ACFAS after the first fellow completes the program:

FOOT AND ANKLE RECONSTRUCTION PROGRAMS

Penn Lower Extremity Plastic & Reconstruction Surgery Fellowship

Philadelphia, Pennsylvania

Program Director: Albert D’Angelantonio, III, DPM, FACFAS

acfas.org/dangelantonio

Greater Phoenix Foot & Ankle Fellowship

Phoenix, Arizona

Program Director: Eugene L. Delacruz, DPM, FACFAS

acfas.org/fellowshipdelacruz

Newport Advanced Foot & Ankle Surgery Fellowship

Newport Beach, California

Program Director: D. Jeffrey Haupt, DPM, FACFAS

acfas.org/fellowshiphaupt

The CORE Foot and Ankle Advanced Reconstruction Fellowship

Phoenix, Arizona

Program Director: Ryan T. Scott, DPM, FACFAS

acfas.org/fellowshipscott

SPORTS MEDICINE PROGRAM

Encino Specialty Surgery Center Sports Medicine Fellowship

Encino, California

Program Director: Franklin L. Kase, DPM, FACFAS, FAAPSM

acfas.org/fellowshipkase

ACFAS highly recommends taking on a specialized fellowship for the continuation of foot and ankle surgical education after residency. If you are considering a fellowship, visit acfas.org/fellowshipinitiative to review a complete listing of programs and minimal requirements.

First Year of Membership is Free for Class of 2015

Attention all first-year podiatric surgical residents: thanks to the Regional Divisions’ support, your first year of ACFAS membership is on the house. Your dues for the first year are waived (a \$118 savings), plus you’ll receive all cost benefits of membership, including a subscription to the *Journal of Foot & Ankle Surgery (JFAS)*, and member pricing on conferences, products and services. You’ll also have access to the College’s website and to the *Journal* through the new *JFAS* iPad app. Visit acfas.org to apply for membership now.



Think Your Research Is at a Standstill? Think Again.

You’ve spent countless hours devoted to a research project that you’re almost certain will make waves throughout the profession. You’re close to finalizing the results, but... your funds have run out. Let ACFAS step in to help.

Each year, the College awards more than \$40,000 in grant money to members conducting clinical- or laboratory-based research in foot and ankle surgery. Take advantage of this annual financial support opportunity and send us your application for consideration by **September 15, 2015**.

Don’t let your research lose momentum—visit acfas.org/grant today to apply.

2015 Member Survey Results Show ACFAS Is on Target

Results of ACFAS' 2015 Member Survey reveal the College continues on the right track when it comes to meeting members' needs and expectations. The survey findings also present compelling statistics on salary and compensation for foot and ankle surgeons.

The College's overall performance upholds its high rankings with more than 90 percent of respondents rating it as excellent, very good or good. An overwhelming majority (90 percent) also agreed or strongly agreed ACFAS understands their issues and priorities.

Respondents continue to rate ACFAS' face-to-face CME meetings (the Annual Scientific Conference, Surgical Skills, regional and specialty courses, etc.) and the *Journal of Foot & Ankle Surgery (JFAS)* as top offerings and value the College's work in providing electronic education (podcasts, streaming video lectures, etc.), clinical consensus statements and ways to enhance postdoctoral training.

A gap analysis indicated four key strengths of the College based on both high importance score and high satisfaction ratings:

- provider of face-to-face CME meetings;
- publisher of *JFAS*;
- provider of electronic CME;
- advocate for DPMs in credentialing, privileging and accreditation issues.

Opportunities respondents see for ACFAS, based on a high importance score but low satisfaction ratings in the gap analysis, include:

- building greater consumer awareness of members' specialized training through FootHealthFacts.org, national public relations efforts and patient education materials; and
- promoting the specialty to other healthcare professionals and government agencies.

Respondents would also like the College to produce more topic-specific clinical protocol recommendations, develop e-books with embedded media and create a mobile app to access ACFAS e-learning. Fortunately, that's exactly what's coming to ACFAS members in the very near future.

Compensation results showed increases in members' average annual salary (7 percent) and share of profit from practice (11 percent) over the past three years. Average annual salary is higher among members 36 to 65 years old and among those who had spent two years in residency or who were certified in reconstructive rearfoot/ankle (RRA) surgery. A positive correlation also exists between years practicing in the field or specialty and average salary, with a higher average salary for those with more years working in the field.

However, young members, members over the age of 65, those who were qualified in RRA surgery and those who performed a surgical fellowship reported lower average salaries. Average salary also decreases for members as they approach retirement age. Visit acfas.org/members for the 2015 Compensation and Benefits Survey Data.

Similar to 2012, half of all ACFAS members were invited to participate in the Member Needs and Opinions Survey, and half received the Practice Economics Survey. Both surveys received a 30 percent response rate, which is very high for association surveys. Highlights of the Practice Economics Survey will be published in the next issue of *ACFAS Update*.

The survey results have been reviewed in depth by the Board of Directors at their July meeting and will now be shared with various committees. Understanding your needs and expectations is an ongoing priority for ACFAS, and thanks to the results of our 2015 Member Survey, we now have an even clearer picture of how we can better serve you.





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Pewter Level

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ACFAS Update

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



Officite



in this issue



Let Ethics Guide Your Podiatric Medical Research

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Survey Results on Target

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SCIENTIFIC CONFERENCE

ACFAS 2016

Austin TEXAS

**FEB
11-14
2016**

**SAVE
the
DATE**