Get in the Trenches with ACFAS

When an unexpected surgical challenge arises during a forefoot injury or deformity case, you need not face it alone. ACFAS’ new On the Road regional program, “In the Trenches,” recognizes we are all on the frontlines together and is coming to your area with ready-to-use solutions for your most daunting cases.

Each seminar starts on Friday evening with the presentation, “Controversies and Complications,” followed by an open discussion during which you can share your work cases. Saturday features a series of succinct lectures presented by expert faculty plus hands-on labs, one on the Big 6 Techniques and another on osteotomies. Faculty will wrap up the seminar with tips on:

- Peroneal tendons
- Achilles tendon rupture
- Ankle fusion vs. ankle replacement
- Retrocalcaneal AICT/FHL transfer
- Perioperative myths and folklore

Visit acfas.org/education to register now and join your colleagues for advanced and practical learning that is contemporary, convenient and close to home.

ACFAS on the Road—
In the Trenches Workshop & Seminar

October 6–7, 2017 (Friday/Saturday)
Renaissance Providence Downtown Hotel
Providence, RI

October 20–21, 2017 (Friday/Saturday)
DoubleTree by Hilton Metropolitan-New York City
New York, NY

November 17–18, 2017 (Friday/Saturday)
Torrance Marriott Redondo Beach
Torrance, CA

April 20–21, 2018 (Friday/Saturday)
Charlotte Marriott SouthPark
Charlotte, NC

May 4–5, 2018 (Friday/Saturday)
Detroit Marriott Southfield
Southfield, MI
I believe our profession has come to a fork in the road. We can either continue to be complacent with where we are and how far we’ve come, or we can be more progressive with our expectations and demands of ourselves and those involved with our profession. It seems like an easy decision, but if it were, I would be writing about a different Yogi quote. This is not and cannot be the choice of a few individuals or a national organization. We can lead the way down the more progressive path, but ultimately, it must be the profession that changes the environment.

The hospital environment is better than it ever has been in my career, but we are still not where we need to be or should be. We must continue to change the atmosphere from within. One way is to share your expertise by serving on a hospital committee. Be proactive—don’t wait to be asked to serve, go in and volunteer. To continue to be progressive as a profession, we need a seat at the table. And if you are asked, please accept the assignment—remember it was not long ago that many in our profession could not serve on hospital committees or even be on staff. Recently, one of my colleagues turned down a committee assignment. His explanation—that he was too busy—was very disappointing to me. Sadly, he came to that fork in the road and chose his path. He chose to take the path of complacency—and that hurts all of us, in every hospital.

Our profession needs to “step up,” when medical device companies present multicenter research that does not include ACFAS members or roll out new products that have no ACFAS members as developers—we need to say something! Let your suppliers of surgical products know if you have ideas or want to participate in studies and input on product development. And, ask them to support our profession. Be a reliable resource—DPMs are now responsible for 80 percent of forefoot and 50 percent of rearfoot surgery. Studies, product development and industry support should reflect our market share. If we as a profession do not insist on this, then we are taking the path of complacency.

ACFAS is working on a number of exciting new projects—research, advanced education and new clinical consensus statements, to name a few. We need to present a solid alliance as foot and ankle surgeons and make our industry partners aware that we want to have a more active role and voice as we continue to grow and stand out as “the proven leaders in the field.” Please encourage our industry partners to participate in these initiatives and to support our profession.

We are at a fork in the road, and we must decide which path to take: the path of continued complacency, or progression—it seems like an easy decision to me.

Laurence G. Rubin, DPM, FACFAS
ACFAS President

Questions for Dr. Rubin? Write him at president@acfas.org.
Arthroscopy e-Book on Its Way to Becoming a Classic

Practical videos and pragmatic information from your peers.

Imagine a resource you can tap into anytime, anywhere that not only helps you strengthen your arthroscopic technique, but also puts you right in the OR for a close-up view of surgical procedures as they are being performed. The reality is ACFAS’ e-Book, Arthroscopy of the Foot and Ankle, brings all this to you and more through 16 chapters, 40 videos and nearly 300 images accessible from any device.

Since its debut last spring, the e-Book has become a trusted resource for new and seasoned arthroscopists who want to better prepare for surgery. “Use the e-Book before each arthroscopy to improve your technique and make your surgical experience more efficient,” recommends Laurence G. Rubin, DPM, FACFAS, e-Book editor and ACFAS president.

Dr. Rubin considers the e-Book a great review before performing a procedure and hopes readers will learn something new each time they refer to a chapter. He notes that the e-Book not only features chapters on arthroscopy of the foot and ankle, but also endoscopy of the leg and foot to give readers the full picture.

To get the most from the e-Book, Dr. Rubin also recommends taking advantage of the multimedia it includes. “The pictures and videos can help you identify pathology and normal anatomy and show you how each procedure should look as it is performed,” he says.

Going forward, Dr. Rubin and coeditor Richard Derner, DPM, FACFAS, plan to have the e-Book authors update their chapters to keep the content fresh and current.

Visit acfas.org/e-Learning to purchase Arthroscopy of the Foot and Ankle or the newly released The Art and Science of Orthobiologics for the Foot and Ankle.

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

2017-2018 EDUCATION PROGRAMS

September 17–18, 2017 (Sunday/Monday)
Foot & Ankle Arthroscopy
Orthopaedic Learning Center
Chicago, IL

October 6–7, 2017 (Friday/Saturday)
ACFAS on the Road—In the Trenches Workshop & Seminar
Renaissance Providence Downtown Hotel
Providence, RI

October 8–9, 2017 (Sunday/Monday)
The Athlete’s Foot & Ankle: New Trends, Management and Surgical Treatments
Orthopaedic Learning Center
Chicago, IL

October 13–14, 2017 (Friday/Saturday)
Coding & Billing for the Foot & Ankle Surgeon
Marriott Phoenix Airport
Phoenix

October 20–21, 2017 (Friday/Saturday)
ACFAS on the Road—In the Trenches Workshop & Seminar
DoubleTree by Hilton Metropolitan-
New York City
New York, NY

November 4–5, 2017 (Saturday/Sunday)
3 Cs of Deformity Correction Seminar
The McCormick Scottsdale
Scottsdale, AZ

November 11–12, 2017 (Saturday/Sunday)
Foot & Ankle Arthroscopy
Orthopaedic Learning Center
Chicago, IL

November 17–18, 2017 (Friday/Saturday)
ACFAS on the Road—In the Trenches Workshop & Seminar
Torrance Marriott Redondo Beach
Torrance, CA

April 20–21, 2018 (Friday/Saturday)
ACFAS on the Road—In the Trenches Workshop & Seminar
Charlotte Marriott SouthPark
Charlotte, NC

May 4–5, 2018 (Friday/Saturday)
ACFAS on the Road—In the Trenches Workshop & Seminar
Detroit Marriott Southfield
Southfield, MI

*SOLD OUT

*To be waitlisted for sold-out courses, contact Maggie Hjelm at hjelm@acfas.org.
Weekend warriors, elite athletes and those of all fitness levels in between depend on you to keep their feet and ankles healthy. This means the ball is in your court when it comes to diversifying your surgical technique and pushing your skills to the next level.

Register now for the new advanced course, The Athlete’s Foot and Ankle: New Trends, Management and Surgical Treatments, for a comprehensive approach to treating athletic injuries and conditions. Set for October 8–9 at the Orthopaedic Learning Center in Rosemont, Illinois, this course follows two one-day tracks. You will be preassigned to Group A or Group B.

**Day One**
- Group A: Lectures and lab on open procedures
- Group B: Lectures and lab on arthroscopy

**Day Two**
- Group A: Arthroscopy track
- Group B: Open procedures track

More than 75 percent of your time will be spent in the hands-on lab. Leaders in sports medicine will share their best practices through panel and case-based discussions to help you evaluate injuries and indications for surgery.

Be sure to bring a flash drive with radiographs of your cases to Sunday evening’s dinner and fireside chat. Hear opinions and insights from faculty and your fellow attendees as you discuss your cases.

Spots for this new course are limited—visit [acfas.org/skills](http://acfas.org/skills) to register now.

Want to raise your surgical game even further? Check out the ACFAS e-Book, *Arthroscopy of the Foot and Ankle*, available for purchase at acfas.org/e-Learning. For more on what the e-Book has to offer, see the article, “Arthroscopy e-Book on Its Way to Becoming a Classic,” on page 3 of this issue.


Experienced faculty will share higher-level management strategies for complex reconstructive cases. Breakout sessions and case presentations combined with interactive discussion show you how to avoid surgical pitfalls and work your way through any complications that may arise before, during or after surgery.

This seminar is worth 14 continuing education contact hours. Register now at [acfas.org/education](http://acfas.org/education).
As the foot and ankle conditions you treat grow more and more complex, the process you use to code for these conditions should remain simple and streamlined. ACFAS’ popular seminar, Coding and Billing for the Foot and Ankle Surgeon, teaches ready-to-use coding approaches that not only keep pace with the conditions you treat, but also clear up any misconceptions you may have learned about coding that could negatively affect your reimbursement.

“Most foot and ankle surgeons haven’t received any formal training in coding or haven’t had any more than on-the-job training,” says Michelle Detweiler, DPM, FACFAS, chair of the ACFAS Practice Management Committee. “This seminar helps fill those gaps.”

Unlike other similar courses, the Coding and Billing seminar does not include a discussion on the basics of foot and wound care, which gives you more time to focus on the evaluation and management (E&M) as well as surgical aspects of practice.

To get the most from the seminar, Dr. Detweiler recommends doing a little homework beforehand. “Come prepared with a list of cases that currently result in claim denials,” she advises. “Then during the seminar, participate, ask questions and have an open mind.”

When you are ready to apply what you have learned to your own practice, Dr. Detweiler says to first rethink your day-to-day approach to documentation for surgery and E&M and to also devise a system that allows both surgeons and coders to meet regularly to work through denials.

ACFAS recognizes how vital accurate and efficient coding and billing processes are in the current healthcare climate and will continue to support you and your staff as rules and regulations change. “Payments go down, expenses go up, patient cases become more involved and we work longer hours for less pay,” notes Dr. Detweiler. “It’s important that we are compensated for all that we do.”

To register for Coding and Billing for the Foot and Ankle Surgeon, visit acfas.org/practicemanagement.

“During the seminar, participate, ask questions and have an open mind.” — Michelle Detweiler, DPM, FACFAS, Practice Management Committee Chair
Take a New Look at Foot & Ankle Surgeons, the College’s national public relations campaign to help members attract more patient referrals, now holds the title of “Award Winning.” The campaign won three prestigious first-place awards in June:

- Public Relations Society of America (Silver Anvil Award)
- Publicity Club of Chicago (Golden Trumpet Award)
- Public Relations Society of America Chicago Chapter (Skyline Award)

All three awards recognized excellence in planning, creativity and execution of public relations campaigns in the nonprofit brand/reputation management category. Honored along with ACFAS was PR agency-partner Fleishman Hillard and its Chicago-based Healthcare Practice team.

Launched in 2015, Take a New Look at Foot & Ankle Surgeons educates nurse practitioners, diabetes educators and family physicians on why they should refer their patients to ACFAS members. Visit TakeANewLook.org to learn how to use the campaign tools in your own practice.

From L–R: J.C. (Chris) Mahaffey, MS, CAE, FASAE, ACFAS executive director; Melissa Matusek, ACFAS director of marketing and communications; and Fleishman Hillard team members Ryan O’Malley, Eleanor O’Hara and Christine Spasoff.

First Year of ACFAS Membership Is Free for New Grads

Join Now, Get Your 1st Year Free!

First-year podiatric surgical residents, your first year of ACFAS membership is free! Thanks to the Regional Divisions’ support, your dues for the first year are waived (a $120 savings), plus you will receive all cost benefits of membership, including:

- a subscription to The Journal of Foot & Ankle Surgery (JFAS);
- member pricing on conferences, products and services; and
- access to acfas.org and the Journal through the JFAS app.

Apply for membership now at acfas.org/firstyearfree.
Summer Board Meeting Highlights

The ACFAS Board of Directors met July 14–15 in North Falmouth, Massachusetts for its annual summer board retreat. Highlights of the meeting included:

- A leadership development seminar and analysis of a board self-assessment survey.
- Policy changes on annual conference operations and speaker selection, financial risk management, volunteer selection and research grant requirements.
- New Journal of Foot & Ankle Surgery (JFAS) conflict of interest policies.
- Next steps in the Fellowships Research Initiative.
- Review of Year 2 of the Take a New Look at Foot & Ankle Surgeons public relations campaign with nurse practitioners, diabetes educators and family physicians.
- Approval of the 2016 financial audit and staff incentive plan. The audit showed total revenues of $6.3 million, expenses of $6.2 million and net assets of $7.7 million.
- Revisions of the Strategic and Business Plan, appointment of the 2017 Nominating Committee and new JFAS section editors.
- Conducted the 2016–2017 CEO performance evaluation.
- Election of officers for the nine new regions that will start operation in Winter 2018.
- Legislative review of nurse practitioner and physician assistant state statutes.

The next board meeting will take place November 9–10 in Phoenix and will include a visit with Midwestern University’s ACFAS Student Club. Contact ACFAS Executive Director J.C. (Chris) Mahaffey, CAE, at mahaffey@acfas.org for questions regarding the College’s board agendas or governance.

ACFAS Promotes You to Diabetes Educators

Take a New Look at Foot and Ankle Surgeons, ACFAS’ national public relations campaign, exhibited to 3,000 diabetes educators (DEs) at the American Association of Diabetes Educators annual meeting in Indianapolis in August.

John S. Steinberg, DPM, FACFAS, Andrew Kapsalis, DPM, AACFAS, members of Fleishman Hillard and ACFAS staff met with DEs in the College’s booth to discuss how foot and ankle surgeons can collaborate with DEs in patient care. They explained how foot and ankle surgeons’ specialized training makes them a valuable member of the patient treatment care team and encouraged DEs to refer their patients to ACFAS members early on in treatment to prevent diabetic foot complications from occurring.

Dr. Steinberg presented to DEs on limb salvage during the conference and received positive feedback. Plus, those who stopped by the booth received a When to Refer Guide outlining who foot and ankle surgeons are and when to refer patients to them for help with diabetes-related foot issues.

Take a New Look will exhibit next at the American Academy of Family Physicians’ national conference in San Antonio. Visit TakeANewLook.org for more on how to increase referrals to your practice.

From L–R: Fleishman Hillard team members Christine Spasoff and Eleanor O’Hara, John S. Steinberg, DPM, FACFAS, and ACFAS Executive Director J.C. (Chris) Mahaffey.
ACFAS Committee Spotlight
Consumer Education Committee

If you or your patients have seen ACFAS in the news lately, it is likely thanks to the efforts of the College’s Consumer Education Committee (CEC). Consisting of 12 volunteer members plus a board liaison and staff person, Melissa Matushek (director of Marketing and Communications), the CEC represents ACFAS to the public. Not only does the CEC raise awareness of foot and ankle surgeons’ specialized education and training, it helps consumers understand why they should choose ACFAS members for their foot and ankle care.

Each year, the CEC develops national campaigns to promote the profession through the media. The CEC recently launched a new integrated campaign called Ask a Foot and Ankle Surgeon that uses press releases, social media posts and ads, and FootHealthFacts.org—the College’s consumer website—to educate the public on conditions affecting their feet and ankles. It is also intended to remind the public that ACFAS members are experts in foot and ankle surgery.

Many ACFAS members assist the CEC in its campaign efforts by volunteering to serve as media spokespeople. These members are specially trained to speak to the media on the College’s behalf and provide input for press releases issued to news outlets.

The CEC also oversees content for FootHealthFacts.org and produces items for the ACFAS Marketing Toolbox—an online repository of promotional tools to help members market themselves to current and potential patients. These include:
- PowerPoint presentations;
- infographics;
- Fill-In-The-Blank Press Releases;
- the seasonal FootNotes patient newsletter; and
- other free downloadable tools.

The CEC encourages ACFAS members to implement all of the free promotional tools available at acfas.org/marketing, which also includes presentations and materials to help bring the Take a New Look referral public relations campaign to a local level for you to gain more patients through healthcare provider referrals. “Combining the resources from both the Marketing Toolbox and TakeANewLook.org is the best way for ACFAS members to connect with new and existing patients and to promote our profession to the public,” says Gregory D. Catalano, DPM, FACFAS, CEC chair.

Reaching new audiences and niche markets is always a top priority for the CEC. To target runners, the CEC exhibited at the 2016 Austin and Chicago Marathons where committee members distributed icepacks and injury prevention flyers to runners and their families. The CEC is always exploring new special event options to offer the same level of interaction with the public.

To join the CEC, follow the committee member selection process in the fall, or contact Melissa Matusek, ACFAS director of Marketing and Communications, at melissa.matusek@acfas.org for more information.

“Combining the resources from both the Marketing Toolbox and TakeANewLook.org is the best way for ACFAS members to connect with new and existing patients and to promote our profession to the public.”

—Gregory D. Catalano, DPM, FACFAS, CEC chair

In Memory

Nathan D. Aikele, DPM
Evans, CO

Bryan P. Bullard, DPM
Amarillo, TX
patient outreach

Download Fall FootNotes for Quick & Easy DIY Marketing

Promote your practice like a boss this fall with the latest edition of FootNotes available for download now at acfas.org/marketing. Customize page 2 of this free patient education newsletter with your practice contact information then:

- Print FootNotes and distribute copies to your patients.
- Post FootNotes on your practice website and social media channels.
- Bring copies of FootNotes to any community health events you will speak at this fall.

Articles in this latest issue include:
- Keep Kids’ Feet & Ankles During Fall Sports Season
- Have You Heard of a Lisfranc Injury?
- Bunion Surgery FAQs

Extend your efforts even further by supplementing this issue with the PowerPoint presentation Dos and Don’ts of Diabetic Feet and the infographic Dos and Don’ts for Diabetic Foot Care (available in both English and Spanish). Access these free tools at acfas.org/marketing and use them during National Diabetes Month in November to educate your patients on diabetic foot health.

health policy

Update: Alliance of Wound Care Stakeholders

The College is a member of the Alliance of Wound Care Stakeholders, a nonprofit multidisciplinary trade association of physician medical specialty societies and clinical associations. The Alliance’s mission is to promote quality care and access to products and services for people with wounds through effective advocacy and educational outreach in the regulatory, legislative and public arenas.

This year, the Alliance has given oral testimony or sent written comments on issues, such as a draft wound care local coverage determination (LCD) that addressed debridement and biophysical agents, including negative-pressure wound therapy and MIST therapy, the U.S. Centers for Medicare and Medicaid Services’ Hospital Inpatient Prospective Payment System and a Novitas Solutions draft LCD on the treatment of varicose veins of the lower extremities. These comments are important to ensure that wound care is adequately and accurately represented, especially in LCDs.

For more information, visit woundcarestakeholders.org or contact Sarah Nichelson, JD, ACFAS director of Health Policy, Practice Management and Research, at sarah.nichelson@acfas.org or (773) 444-1322.
ACFAS Monitoring Board Consolidation Trend

In 2015, the Supreme Court handed down an opinion in the case of North Carolina State Board of Dental Examiners v. Federal Trade Commission. In this case, the Board of Dental Examiners attempted to prohibit non-dentists from engaging in teeth-whitening procedures. The Supreme Court found that when a controlling number of the board’s decision makers are active participants in the occupation the board regulates, the board can invoke state-action antitrust immunity only if it was subject to active supervision by the state. Here, the North Carolina Board of Dental Examiners could not claim immunity because it was not actively supervised by the state.

In response to this case, a recent state trend has been to consolidate several state licensing boards into one board to have more state oversight of potential antitrust actions. Proponents of board consolidation say it saves money and the boards have greater accountability to the state. Opponents, including many health professions, say that each profession has its own unique credentials and scope of work and another board could not adequately oversee another. In 2016 and 2017, several states introduced bills into their legislature that would consolidate many boards into one.

The College continues to monitor this issue for any legislation, regulations or other proposals that would consolidate the podiatry board into another board and could be harmful to foot and ankle surgeons.

news from the college

ACFAS Past Presidents

A few of the past presidents listed in the June ACFAS Update article, “25 Past Presidents Gather at 75th Anniversary Conference,” were identified incorrectly. The photo is reprinted here along with a revised caption. ACFAS regrets the errors.


A New Patient’s Journey Can Start Anywhere.

Word of mouth and insurance compatibility are only half of the story. ACFAS members can get the full picture with a free downloadable guide at Officite.com/Aug/Update.