



ACFAS Update

VOLUME 25 ISSUE 2

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

Download Free App to Stay Connected to ACFAS 2018

Before you head to Nashville for ACFAS 2018 at the Gaylord Opryland Hotel, download the free ACFAS 2018 mobile app so you have full access to:

- a listing of your preselected sessions
- a schedule of all conference happenings
- the exhibitor directory
- convention center maps
- important alert announcements
- live Twitter & Facebook feeds
- and more!



Download one of three ways before you leave:

1. Search your app store for **ACFAS 2018** (iOS and Android).
2. Visit <http://m.core-apps.com/acfas2018>.

Once you've downloaded your app, you'll be able to populate it with your personal schedule and contact information by following the instructions and login information, which will be emailed to you prior to the conference and available on the back of your badge in Nashville. Watch your inbox!



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IT AIN'T OVER
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IT AIN'T OVER 'TIL IT'S OVER

— YOGI BERRA

Well, it ain't over yet, but it is getting close. This is my final President's Perspective and if you're even remotely a Yogi Berra fan, you had to see this one coming as my final topic.

It has been an extraordinary experience and a true honor to be the president of the American College of Foot and Ankle Surgeons (ACFAS). While I will continue to serve on the Board of Directors next year as the immediate past president, my service to ACFAS will never be over. I will always be an active member of ACFAS, as it is the only professional organization that truly understands who we are and what we do.

No other institution understands my needs and issues as a foot and ankle surgeon. Just think how far our specialty has come since the College was founded in 1942. I wonder if our four founders could have even fathomed

what their creation would accomplish in the last 76 years? We perform the majority of the foot surgery in the United States; we have the largest scientific conference of foot and ankle surgeons; and we perform every procedure, including total ankle implants, fusions, arthroscopy and trauma.

ACFAS remains the gold standard in CME, from e-Learning to hands-on workshops—and not only in content, but in freedom from commercial bias. The College expanded its award-winning national public relations efforts to include other healthcare specialties, aimed at generating more referrals for you. Our Recognized Fellowship program has expanded to 44 programs. We have started work on an outcomes registry. And a reconstituted Research Committee will soon conduct a no-holds-barred brainstorming/

planning session and will create a bold new approach to research in the College.

The year has gone by fast, and I am forever indebted to so many people who helped me. From our dedicated volunteer committee volunteers, to the Board and staff, to those whom I phoned at odd hours asking for advice and insights—to all of you, thank you! Your passion and dedication is amazing.

Finally, I would like to thank you, the members of ACFAS, for allowing me to be your president of this prestigious institution. I will be handing over the reins to John Steinberg, DPM, FACFAS at the Annual Scientific Conference in March. And while I am leaving the post of president, I look forward to continuing to serve the College for many years to come, because, for me, it ain't over 'til it's over!



“I will always be an active member of ACFAS, as it is the only professional organization that truly understands who we are and what we do.”

A handwritten signature in black ink that reads "Laurence Rubin". The signature is written in a cursive, flowing style.

Laurence G. Rubin, DPM, FACFAS
ACFAS President

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

Find Your New Career or Job Candidate at the ACFAS Job Fair

Looking for a new opportunity or have one to fill? Find a new job or a new addition to your practice's staff during the fifth annual ACFAS Job Fair (Booth No. 237) at the Annual Scientific Conference March 22-25 at the Gaylord Opryland Hotel in Nashville. Sponsored by ACFAS Benefit Partner PodiatryCareers.org, the Job Fair allows you to post your resume and open positions and to arrange onsite interviews through PodiatryCareers.org's online scheduling tool. Get there early—a resume reviewer will offer a limited number of complimentary appointments to personally review your resume and ensure that it highlights your skills and strengths.

A photographer and makeup artist will also be available again this year to take free professional headshots for your resume and social media profiles.

ACFAS members receive reduced rates on online job postings and can display their available positions on the Job Fair bulletin boards at no cost. All positions and resumes received will be posted on PodiatryCareers.org before the conference.

Mark your conference calendar now to attend and take that next step that could lead to new beginnings for you or your staff!

Get Social with Us During ACFAS 2018

Follow #ACFAS2018 on Twitter, Facebook and LinkedIn to stay ahead of all conference events and activities. Join the conversation by using #ACFAS2018 in your own posts, checking in with your colleagues and viewing the latest photos and videos. Make the most of our social media sites to make the most of your time in Nashville!



2018 EDUCATION PROGRAMS

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

June 2-3, 2018 (Saturday/Sunday) Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

SOLD OUT

July 13-14, 2018 (Friday/Saturday) Coding and Billing for the Foot and Ankle Surgeon

Marriott Portland Downtown Waterfront
Portland, OR

August 11-12, 2018 (Saturday/Sunday) Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

September 29-30, 2018 (Saturday/Sunday) Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

October 19-20, 2018 (Friday/Saturday) Coding and Billing for the Foot and Ankle Surgeon

Hilton Chicago Magnificent Mile Suites
Chicago, IL

December 16-17, 2018 (Sunday/Monday) Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

*To be waitlisted for sold-out courses, contact Maggie Hjelm at hjelm@acfas.org.

Attend Your ACFAS Region's Inaugural Membership Meeting in Nashville

The ACFAS Regions are newly aligned, and they are ready to meet with you to hear your thoughts on regional ACFAS events and activities in your part of the country! Attend your Region's meeting during ACFAS 2018 at the Gaylord Opryland Hotel in Nashville to learn what is lined up for the year and to speak directly with your Region's officers.

All Regions will meet Thursday, March 22 through Saturday, March 25 in the Exhibit Hall. Your attendance also places you in a drawing to receive an Amazon Echo (Second Generation)—one drawing for each Region!

Thursday, March 22, 1-2pm

- Mid-Atlantic Region (MD, NC, SC, TN, VA, DC, WV)
- Tri-State Region (DE, NJ, PA)

Friday, March 23, 1-2pm

- Northeast Region (CT, ME, MA, NH, NY, ON, QC, RI, VT)
- Pacific Region (AK, CA, GU, HI, OR, WA, BC)

Saturday, March 24, Noon-1pm

- Midwest Region (IL, IA, MN, MO, WI)
- Great Lakes Region (IN, KY, MI, OH)
- Southeast Region (FL, GA, PR)

Saturday, March 24, 1-2pm

- Big West Region (AB, AZ, CO, ID, KS, MT, NE, NV, NM, ND, SD, UT, WY)
- Gulf States Region (AL, AR, LA, MS, OK, TX)



New Clinical Consensus Statement on Heel Pain Now Available

ACFAS' newest Clinical Consensus Statement (CCS), *Diagnosis and Treatment of Adult Acquired Infracalcaneal Heel Pain*, is available at jfas.org and will be printed in an upcoming issue of *The Journal of Foot & Ankle Surgery*. The CCS panel, chaired by Harry P. Schneider, DPM, FACFAS, reviewed more than 100 articles on the diagnosis and treatment of heel pain. This statement updates the 2010 Heel Pain Clinical Practice Guideline.

Says Chair Dr. Schneider, "The expert panel has dedicated significant time and effort to review current literature and to provide an updated and thoroughly vetted consensus statement. Members will easily recognize the format, which mimics the most recent CCSs provided by ACFAS."

CCSs encourage dialogue on timely clinical topics and often represent diverse opinions, uncertainties and minority viewpoints. ACFAS' CCS panel members have varied expertise to offer you different approaches to the same issue and to better represent your clinical concerns as a practicing surgeon. Use CCSs to supplement your work or to brainstorm new topics you feel ACFAS should pursue.

Meet Your ACFAS Benefit Partners *at* ACFAS 2018

You count on the ACFAS Benefit Partners for top-level products and services to boost your career and improve your practice. Now visit them in person during ACFAS 2018 at the Gaylord Opryland Hotel in Nashville to learn more about the valuable services they provide.



HealthCare Associates Credit Union

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HACU is ACFAS' official credit union offering ACFAS members, their families and staff competitive rates and services for both business and personal banking needs. Take advantage of low-cost and no-fee business accounts, below-market and flexible-term business loans and business credit cards with fixed rates for your business needs. HACU also offers free checking accounts, online bill pay, Visa debit cards and credit cards with rewards points, auto and home loans and a nationwide network of surcharge-free ATMs and shared branches for your personal finances.

Plus, members have access to free financial wellness with Enrich, an online financial wellness and education platform that includes personalized recommendations, action plans, budgets, games and more. Members can create a free account for day-to-day financial education or for more complex issues, such as debt elimination or budget development. Visit hacu.org to learn more or call Norma Cantrell at (630) 276-5730.



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PodiatryCareers.org and the ACFAS Job Fair

(888) 884-8242

podiatrycareers.org

PodiatryCareers.org, official provider of the fifth annual ACFAS Job Fair at the Annual Scientific Conference, is the leading online employment resource for foot and ankle surgeons and foot and ankle practices. Candidates can apply to jobs online, post CVs confidentially and access career-related articles to assist them in their job search—all for free. Employers can post jobs and also subscribe to a CV database to contact candidates directly.

At this year's ACFAS Job Fair, review available jobs, post your CV and make an appointment to have your CV reviewed to market yourself in the best possible light.

Roya Mirmiran, DPM, FACFAS, to Receive 2018 Distinguished Service Award



When Roya Mirmiran, DPM, FACFAS, joined the ACFAS Student Club at the California School of Podiatric Medicine in 1994, little did she know that nearly 25 years later, she would be an established leader in her new profession. Even more, when she migrated to the United States, leaving her parents in Iran nearly 34 years ago, she never imagined that she would be receiving the 2018 ACFAS Distinguished Service Award for her selfless service to the College.

Dr. Mirmiran has been an unsung hero in many ACFAS roles including, but not limited to, Clinical Consensus Statements, postgraduate/residency affairs, consumer education, *The Journal of Foot & Ankle Surgery* and president of the ACFAS Big West Region. She and her family also donated the Mirmiran Family Scholarship in the College's Legacy Fund that provides student scholarships to the annual conference.

Through her years of involvement with ACFAS, Dr. Mirmiran met many volunteer leaders who freely gave their personal time to

teach and mentor others. Seeing the fruits of their hard work inspired Dr. Mirmiran to volunteer with the College. "I made a commitment that I would do what I could to promote the profession and my colleagues at the hospital, local and national levels while giving back to podiatry," she said.

She credits her volunteer activities with ACFAS for making her a better practitioner, a stronger leader and a lifelong learner, and she appreciates the experiences that come with giving back. This past year, Dr. Mirmiran once again presented a surgical skills workshop to podiatric medical students at Midwestern University in Glendale, Arizona and hosted two third-year students to attend the 2017 annual conference. "To see the students' excitement as they listened to the clinical sessions and learned from leaders in the profession was so rewarding," she recounts.

Helping these and other podiatric medical students and residents succeed reminds Dr. Mirmiran of the many mentors, friends and family members who guided and supported

her as a student and throughout her career. Among them are Drs. Janet Simon, Kathy Piatak, Ross Taubman, Albert Burns, Joshua Gerbert, Jeff Page and Jeff Robbins.

"My uncle, who was a general surgeon in Iran, as well as my husband and parents, always encouraged me to persevere no matter what hardships or obstacles came along," she says. "They stood by me despite my having missed many family weekends and dinners."

Dr. Mirmiran advises those who would like to get more involved with the College to remember that volunteering is a two-way street. This means one donates his or her time, skills and expertise while also thinking broadly to keep members' and the entire profession's best interests in mind. "It doesn't matter what committee or task we're assigned—each one of us can make a difference," she concludes. "As the saying goes, 'Volunteers don't get paid, not because they're worthless, but because they're priceless.'"

The ACFAS Board of Directors selects the Distinguished Service Award winner each year. Dr. Mirmiran will accept her award during the annual ACFAS Honors and Awards Ceremony at ACFAS 2018 in Nashville.

"I made a commitment that I would do what I could to promote the profession and my colleagues at the hospital, local and national levels while giving back to podiatry."

— Roya Mirmiran, DPM, FACFAS

IT'S THE FINAL COUNTDOWN!

MARCH 22-25, 2018



ACFAS 2018 in Nashville is just around the corner! Follow these tips as you count down the days for an outstanding conference experience, with a little bit country, a little bit rock 'n roll, and so much more!

9. Check Nashville's forecast before packing.



Nashville's spring daytime temperatures are usually pleasant with average highs of 61 degrees and lows of 40 degrees, so bring your sweater or jacket and dress in layers to stay comfortable.

8. Download the ACFAS 2018 app. Instantly access your customized conference schedule, minute-by-minute updates, interactive maps, vendor lists and more through your smartphone or tablet. Search ACFAS 2018 in your app store on your device to download.

7. Download the "Navigate Gaylord Hotels" app.

The Opryland Hotel is BIG! It's four themed buildings tied together. The GPS app will give you the shortest path from your guest room to ACFAS meeting space. Also, look for purple-vested ACFAS "Ask Me" guides who will help direct you.

6. Avoid the lines—register early. Preconference registration starts Wednesday at 7am at respective meeting rooms. **Main conference registration opens Wednesday at 1pm** in the Delta Ballroom Lobby.

5. Wear your badge. Your conference badge must be worn at all times for food and beverage service and security. This includes all sessions, the Exhibit Hall and evening events.

4. Follow #ACFAS2018 on social media. Use ACFAS2018 in your Twitter and Facebook posts and to search social media engines to see what others are saying about the conference.

3. Mix and mingle at special events. Kick off ACFAS 2018 with free-flow networking at the Premier Connection opening event, cheer on your colleagues during the ACFAS Honors and Awards Ceremony then join us for the Wrap Party at the Country Music Hall of Fame and Museum. Also check out our industry-sponsored satellite breakfasts and after-hours events! Attend the companies that support/sponsor ACFAS and ACFAS 2018!



2. Stroll through the Exhibit Hall. Meet new vendors, join the compelling conversations in the HUB, browse more than 300 award-winning research studies, look for a new job or new hires at the ACFAS Job Fair or have your headshot taken by a professional photographer.



1. The Gaylord Opryland Hotel is approximately 8 miles from Nashville International Airport. Uber is \$15-20 or taxi fare is approximately \$20-25 depending on traffic, according to taxiautofare.com.

When Disaster Struck, ACFAS Member Stepped It Up

When Hurricane Harvey hit Houston last summer, Frank Henry, DPM, FACFAS, a foot and ankle surgeon with a practice in nearby Victoria, Texas, quickly took action. Once water and power were restored to his office, which had fortunately suffered mostly exterior damage, he and his staff began a shoe drive that ultimately collected 2,000 pairs for the community.

“The response was overwhelming,” recalls Dr. Henry. “People brought in carloads of new shoes to donate.” And with so many residents having no choice but to wade through contaminated flood water during the storm cleanup, he says the ability to provide them with new and gently used shoes went a long way in helping to prevent foot infections. Dr. Henry and his staff also provided free and reduced-fee services to first responders and to anyone else injured or otherwise involved in the relief efforts.

Dr. Henry credits his training as a foot and ankle surgeon and his experience with previous Texas storms with helping him

anticipate which injuries and conditions would be more prevalent during the hurricane cleanup. He was prepared to treat an increased number of broken ankles and feet as well as infections and diabetic foot ulcerations. He also screened for *Vibrio* and other infections so they could be identified early in patients, and he provided public service announcements through the local newspaper, television stations and Facebook to remind residents to dispose of their wet and worn shoes.

While Dr. Henry and his staff faced considerable challenges in the hurricane’s aftermath, they made sure they could provide their usual services for the community and even extended their office hours to accommodate patients in need of immediate care. And thanks to their careful planning prior to the hurricane’s landfall, they helped ensure that patients’ records remained secure.

“Once we knew Hurricane Harvey was headed for Texas, we worked with our electronic medical record (EMR) system’s



“Knowing we were there to help the citizens of Victoria get back on their feet was so rewarding.”

— Frank Henry, DPM, FACFAS

technical support team to transfer patient records digitally to the Cloud,” Dr. Henry explains. “We now have standard operating procedures in place for exporting patient records to an offsite location,” he adds, “so we’re well prepared for any future storms that affect our area.” Since Hurricane Harvey, Dr. Henry has converted all of his office telephone landlines to VOIP Internet-based phones that can be accessed from any location with Internet service and will also forward calls to the doctor’s and staff’s cell phones if Internet service is disrupted.

Dr. Henry and his staff will always remember the outpouring of generosity from the community, local businesses and faith-based organizations and how everyone came together to support those who lost so much during the hurricane. “Knowing we were there to help the citizens of Victoria get back on their feet was so rewarding,” says Dr. Henry. “I have an even greater appreciation and respect for our fellow Texans who go above and beyond to help others in their time of need.”



“I have an even greater appreciation and respect for our fellow Texans who go above and beyond to help others in their time of need.”

— Frank Henry, DPM, FACFAS

Dr. Henry’s Six Tips for Preparing Your Practice for a Natural Disaster

1. Prepare to evacuate early and also encourage your staff to do so. Do not wait until the last minute. Even if storm predictions are uncertain, it is much better to evacuate unnecessarily than to be stuck in potentially deadly storm conditions. Do not allow yourself or your team to become victims.
2. Consider converting your office phones to VOIP Internet phone systems that can be accessed from anywhere.
3. Move your EMR system to the Cloud.
4. If you do not have Cloud EMR access, back up your data to portable hard drives and take them with you. Print out hardcopy appointment schedules for at least 30 days with patient phone numbers and distribute them to doctors and key staff. If you can export this information along with patient records into PDF files, consider doing so while being mindful of HIPAA regulations.
5. Make sure you have adequate insurance for wind, rain and flood risks prior to hurricane season. Consider adding practice income interruption insurance if available.
6. Coordinate and stay in touch with your staff team before, during and after the storm. You cannot do this alone.

MARKETING TOOLBOX TALK



TAKE A NEW LOOK AT
**FOOT & ANKLE
SURGEONS**

Starting with this issue of *ACFAS Update*, we will answer your questions about how to best market your practice and generate referrals from other healthcare providers. This issue's featured Q&A addresses follow-up with referral partners.

Q: How do you recommend I follow up with referral partners to maintain a solid relationship?

A: There is no hard and fast rule for following up with referral partners. However, whenever you reach out to a referral partner, you should always add value to the relationship. For example, you could share a relevant news article based on a previous conversation you had, or you could provide an update on the patient s/he referred to you. Overall, the best professional relationships are natural and organic, so use your best judgment.

For more practice marketing tools, visit acfas.org/marketing.

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ACFAS Update

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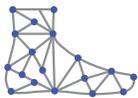
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