



ACFAS Update

VOLUME 25 ISSUE 4

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

Have You Seen the New JFAS Website?

The Journal of Foot & Ankle Surgery (JFAS) just got a face lift! Your online resource for the latest in podiatric medical research now boasts a cleaner and sleeker look and features streamlined navigation, photo previews of articles and more. The redesigned jfas.org is also more secure and better aligned with the College's brand.

You can still view the current issue, articles in press as well as most read and most cited articles, but the new website now includes photo highlights from the current issue plus a featured article of the month. Browse through the *Journal* archive for specific issues and supplements, or search the Collections to quickly find articles categorized by foot and ankle topics. *Journal* metrics posted on the jfas.org homepage give you important data on:

- The most recent impact factor, or the frequency with which the average *JFAS* article has been cited in a particular year
- Average number of days until a first decision is made on a submitted article
- Average number of overall full-text article downloads in a particular year

Guidelines and tools for authors, peer reviewers, editors and advertisers are easier to find, and a new Research Academy hosted by *JFAS* publisher Elsevier provides free access to e-learning modules to guide you at every stage of the research process. Also view videos of Journal Clubs in action for examples of how to critically appraise medical literature and get inspired to start a Journal Club at your own institution.

Visit jfas.org to explore the new website or to submit your article to a future issue of *JFAS*.



Tell Us Your Patient Success Stories

page 10



PAST
PRESIDENT
PROFILE

page 6



ACFAS is now
on Instagram!

page 2

#KeepYouOnYourFeet

Show us where your feet take you! Be part of ACFAS' new **#KeepYouOnYourFeet** social media awareness campaign to show how foot and ankle surgeons help keep the world "on their feet" to do the things they love.

Share photos of your feet hard at work, on vacation, exploring the world or just living day-to-day life, and use **#KeepYouOnYourFeet** in your posts so we can be with you on your journey. Also encourage your patients to post photos of their feet on the move using the **#KeepYouOnYourFeet** hashtag.

Want us to post your photo to ACFAS' social media pages? Send your photos to **melissa.matusek@acfasc.org** and be sure to add your name, the location or action in the photo and where you practice.

Let's show the world the impact foot and ankle surgeons have on our lives! Plus, be sure to follow the **#KeepYouOnYourFeet** campaign on ACFAS' new Instagram pages or on Facebook and Twitter. We look forward to seeing where your feet take you and your patients!

Thank you to Robert M. Joseph, DPM, PhD, FACFAS, for our first photo submission—his feet took him high atop a glacier in Iceland!



ACFAS is now on Instagram! Follow us at both **@ACFAS.Foot.and.Ankle.Surgeons** for the latest from your College and **@Foot.Health.Facts** for some great tips to keep your feet and ankles happy and healthy.

Encourage your patients to follow **@Foot.Health.Facts**, too!

Your Latest Research Deserves the Spotlight at ACFAS 2019



Bring your newest discoveries before a focused audience of your peers by submitting a manuscript or poster to ACFAS 2019, February 14-17, 2019 at the New Orleans Convention Center.

The College's popular manuscript and poster competitions always showcase the very best in podiatric medical research and continue to grow in size and scope each year.

Mark these important deadlines on your calendar now, and check acfas.org/neworleans during the summer for submission guidelines and criteria:

- August 15, 2018: Manuscript submissions due.
- September 10, 2018: Poster abstract submissions due.
- November 2, 2018: Poster PDF submissions due (if accepted).

Welcome to the Next Class of Student Leaders!

ACFAS Student Club leaders are instrumental in welcoming podiatric medical students into the ACFAS community. ACFAS Student Clubs are on all nine podiatric medical school campuses, and they provide student members access to ACFAS Region support, scholarships and onsite presentations by members of the ACFAS Board of Directors. The clubs also provide invaluable opportunities for students to enhance their surgical exposure beyond their academic curriculum.

Join us in wishing these ACFAS student leaders success in growing the ACFAS community!

New Student Club presidents for the 2018-2019 school year:

- AZPod: Kyleigh Pierson, Class of 2021
Barry: Misha Tavaf, Class of 2020
CSPM: Varsha Salunkhe, Class of 2020
DMU: Robert Clements, Class of 2020
Kent State: Natasha Bhagat, Class of 2020
NYCPM: Jonathan Shalot, Class of 2020
Scholl: Sherjeel Hassan, Class of 2021
Temple: Stephanie Golding, Class of 2020
Western U: Byron Lemon, Class of 2021

2018 EDUCATION PROGRAMS

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

SOLD
OUT

September 29-30, 2018 (Saturday/Sunday)

Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

SOLD
OUT

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.

In Memory

Edward L. Hochman, DPM, FACFAS
West Palm Beach, FL

Eugene V. Hurtienne, DPM, AACFAS
Sheboygan, WI

Norbert H. Ketai, DPM, FACFAS
West Bloomfield, MI

Edward M. Reoon, DPM, AACFAS
Buffalo, NY

New PowerPoints Await You in the Marketing Toolbox

Three brand-new, free PowerPoints are ready for download in the ACFAS Marketing Toolbox at acfas.org/marketing. Use these presentations when speaking with patients or when giving talks at local health fairs this summer.

These latest additions to the Toolbox include:

- Achilles Tendon Injuries
- Flatfoot in Adults
- Having a High Arch (Cavus Foot): Too Much of a Good Thing

Each presentation outlines condition signs and symptoms plus surgical and nonsurgical treatment options. The files also feature a customizable slide for your practice's contact information as well as an accompanying script to keep the conversation on track.

Visit the Toolbox regularly for other free resources, such as healthcare provider referral tools, the seasonal *FootNotes* patient newsletter, press release templates and more, to help you promote your practice year-round.



advocacy



South Carolina Becomes 47th State with DPM Ankle Scope

On May 10, 2018, the South Carolina legislature approved changes to the podiatric scope of practice that will allow DPMs with three-year residencies and RRA certification to perform most ankle surgeries. All DPMs will gain greater amputation privileges as well. The governor has signed this legislation into law.

In addition to the tireless efforts of ACFAS past president Michelle Butterworth, DPM, FACFAS and many other ACFAS members, ACFAS would also like to recognize the effort of allopathic physicians who supported this effort. This scope of practice victory was achieved through extensive grassroots efforts and will help offer the citizens of

South Carolina increased availability of expert foot and ankle care.

Now only three states remain: Massachusetts, Alabama and Mississippi. Massachusetts DPMs are engaged in similar efforts right now and prospects look good, but nothing is a certainty in legislative politics. No DPM scope legislation is pending in Alabama or Mississippi.

SAVE THE DATE: ACFAS 2019



Round-the-clock nightlife, a vibrant live music scene and spicy, singular cuisine await you in New Orleans, host city for the 2019 ACFAS Annual Scientific Conference, February 14-17, 2019 at the New Orleans Convention Center.

Join us in this world-famous melting pot of cuisine and culture for everything you have come to expect from the conference each year, including:

- Focused clinical sessions and intensive hands-on workshops presented by leaders in the profession
- Exhibits of the newest products on the market
- Award-winning manuscripts and posters
- The HUB theater
- The ACFAS Job Fair featuring onsite resume review

Preconference workshops plus a first-ever Residents Day will also take place on Wednesday, February 13, 2019 to whet your appetite for the excitement ahead.

We are using your valuable feedback from the ACFAS 2018 evaluations to compile next year's conference programming. Watch acfas.org and College publications for the latest updates on **ACFAS 2019**—we look forward to seeing you in New Orleans!



Nashville 2018 attendance was a chart topper – join us at ACFAS2019 as we hit the high notes in New Orleans.



**NEW ORLEANS
CONVENTION CENTER
NEW ORLEANS, LA**

**ANNUAL SCIENTIFIC
CONFERENCE**

**FEBRUARY 14-17, 2019
(THURSDAY THRU SUNDAY)**

**PRE-CONFERENCE
WORKSHOPS**

FEBRUARY 13, 2019

1980S

PAST
PRESIDENT
PROFILE

Donald W. Hugar, DPM, FACFAS

The old adage, “If you do what you love, you will never work a day in your life,” might best apply to the 59-year career of past ACFAS president, Donald W. Hugar, DPM, FACFAS. Since 1959, his practice, Hugar Foot & Ankle Specialists in Elmwood Park, Illinois, has served patients in Chicago and the surrounding suburbs and remains a familiar landmark for those living near the intersection of Harlem and North Avenues.

However, this all might not have happened were it not for a foot problem Dr. Hugar experienced when he was a pre-med student. “I always knew I wanted to be a doctor and to help people, but I hadn’t yet decided what specialty to pursue,” says Dr. Hugar. “When I went to a local podiatrist for treatment for my own foot problem, I learned he was a clinician at the podiatric medical school. He invited me to visit the school with him to learn more about the profession, and the rest is history.”

As a student at the Dr. William M. Scholl College of Podiatric Medicine, Dr. Hugar was elected president of the Alpha Gamma Kappa fraternity. This position allowed him to schedule and assist in surgeries, which in turn piqued his interest in foot surgery and led him to join the College in 1964. An active volunteer, he became ACFAS president in 1980 and served a two-year term due to several factors.

During that time, the Annual Scientific Conference expanded its sessions and exhibition and changed its meeting date from midsummer to midwinter. *The Journal of Foot & Ankle Surgery* received an upgrade to include more surgical articles and advertisements, and the College was also in the process of securing professional liability insurance for its members.

Dr. Hugar considers himself fortunate to have seen so many positive changes take place in

the profession in the 35+ years since his term as ACFAS president ended. “Not only do foot and ankle surgeons today have greater opportunity to pursue surgical residency, they can more freely practice in hospitals and receive more recognition and referrals from MDs,” he notes. He also points to the increased availability of rearfoot and ankle surgical training, as well as ACFAS workshops, and to the inclusion of podiatrists in more insurance and Medicare plans. “Technology has definitely changed how we practice as well,” he adds. “Computers, iPhones, e-prescriptions and other applications have revolutionized the profession.”

Dr. Hugar gets to experience many of these changes firsthand today at his practice, which he shares with his son Ronald W. Hugar, DPM, FACFAS. He also continues to attend at area hospitals, including Gottlieb Memorial,

“Not only do foot and ankle surgeons today have greater opportunity to pursue surgical residency, they can more freely practice in hospitals and receive more recognition and referrals from MDs.” — Donald W. Hugar, DPM, FACFAS

“But what makes me most grateful that I chose a career in podiatric medicine, is when patients tell me, ‘Thanks, doc! My feet have never felt better!’”

— Donald W. Hugar, DPM, FACFAS



Rush Oak Park, Edward Hines, Jr. VA and Loretto, and chairs Loretto’s podiatry section. He still teaches residents, is a member of national and state podiatry organizations and has attended every ACFAS Annual Scientific Conference since 1964.

Supporting the profession has always been a top priority for Dr. Hugar, especially as the role of the foot and ankle surgeon continues to grow. “Financial support of the APMA and Illinois Podiatric Medical Association Political Action Committees is absolutely necessary if we’re to pass legislation to level the playing field for the profession,” he says. “And as a former Board of Trustee member of the Scholl College of Podiatric Medicine, I feel it’s important to financially support the various school and alumni activities and to provide endowments.”

He believes the podiatric medical schools are on the right track in promoting general podi-

atric care as well as orthopaedic and surgical advances within the profession. “We must not abandon general foot and ankle care,” Dr. Hugar stresses, “because we could miss much of the pathology, leading the patient to seek care elsewhere.” He continues, “Podiatrists who specialize in foot and ankle surgery should, in effect, be the very best at what they do. However, foot and ankle surgeons should know and be able to use all conservative and palliative treatment prior to any surgical procedure performed.”

According to Dr. Hugar, maintaining a connection to general podiatry is vital to the profession’s future. As more residents join medical and orthopaedic group practices, he worries that foot and ankle surgeons will lose patients and referrals to other specialists and providers of foot care. “With anticipated population growth and an increased number of medical problems, particularly diabetic

pathology, we need to be the leaders in foot and ankle care and to provide patients with the highest-quality treatment,” he asserts.

As he reflects on his career and ACFAS membership, Dr. Hugar knows one thing for certain—he would never change the path he chose. “I have enjoyed many years of successful practice while spending time with my wife, children and grandchildren, with one grandson considering a career in medicine and possibly podiatry,” he says. “I also had the chance to train under past ACFAS presidents, Dr. John Collett and Dr. Earl Kaplan, two pioneers in the profession.”

“But what makes me most grateful that I chose a career in podiatric medicine,” he closes, “is when patients tell me, ‘Thanks, doc! My feet have never felt better!’”

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— Donald W. Hugar, DPM, FACFAS

ACFAS Member Helps Those in Need Stay on Their Feet

Shoe Pantry Plus, a nonprofit organization founded by Anthony Weinert, DPM, FACFAS, began with a promise he made to his mother before she passed away. As one of 15 siblings growing up in a rural town, Dr. Weinert's mother and her brothers and sisters often wore hand-me-down, holey or ill-fitting shoes or went barefoot, even to school.

Based on his mother's experience, Dr. Weinert knew in his heart that he would one day create an organization to help those in need have access to new, properly fitting shoes. That moment came when he and his son went to a Detroit Red Wings game.

"We were walking to Joe Louis Arena and saw a homeless man wearing shoes with holes in them and no socks," Dr. Weinert explains. "My son saw that the man wasn't wearing socks,

and he was distressed to think how cold the man's feet must have been. I then started researching how to start a 501(c)(3) nonprofit the next day."

Today, Shoe Pantry Plus provides free, brand-new properly sized shoes and socks to thousands of low-income and homeless men, women and children, including veterans and people living with disabilities, in the Detroit and surrounding communities. Last year, Shoe Pantry Plus distributed more than 5,000 pairs of brand-new shoes, boots and socks to people in Detroit and the surrounding area. Dr. Weinert's goal for 2018 is to distribute 10,000 pairs of shoes and socks by the end of this year.

Donations come primarily from local shoe companies and the public, and all shoes and

socks received must be in new condition. "This is important to me as a foot and ankle surgeon," says Dr. Weinert, "because your shoes should be broken in according to your own foot structure and biomechanics and not another person's. This improves comfort and helps you avoid any potential foot, knee, hip or back problems." He also takes time to measure the feet of each shoe recipient to ensure a perfect and comfortable fit.

The overwhelmingly positive response to Shoe Pantry Plus's efforts to help local communities has motivated Dr. Weinert to expand the organization's reach nationally. Shoe Pantry Plus was featured on the front page of *Detroit Free Press* and on ABC, NBC and Fox 2 local news stations as well as WWJ and WJR radio. Dr. Weinert would like to



Mrs. Weinert & Dr. Weinert as an infant.

“My family and I are so fortunate to be able to support our community in this way.”

— Anthony Weinert, DPM, FACFAS



establish Shoe Pantry Plus facilities in all 50 states, with hopes to extend into Canada, and is working to secure donations, sponsorships and financial support to do this and to also purchase other mobile vehicles.

“I’m searching for a mobile van with shelving units for shoes and socks that has ample space to conduct foot evaluations and measurements so my volunteer team and I can serve other areas in need and provide foot health education,” he says. “We would eventually like to have a fleet of mobile units that would travel weekly to other communities and help more people.”

Long term, Dr. Weinert would like Shoe Pantry Plus to connect with other podiatrists as giving partners to ignite what he calls a “sole movement” that would provide shoes to a million people nationwide. This would

also include working with major sponsors, as well as shoe suppliers and manufacturers, that could regularly donate new shoes in exchange for advertising opportunities on the Shoe Pantry Plus website and tax-deductible charitable incentives.

Some may wonder how Dr. Weinert strikes a balance between managing his practice and overseeing the activities of Shoe Pantry Plus, but his passion and drive for helping others allow him to combine the two. “I truly enjoy helping people and putting a smile on their face with them knowing that someone cares,” he says.

While finding balance may also mean earlier mornings and later nights for Dr. Weinert, he appreciates how much his wife and son pitch in to keep Shoe Pantry Plus running smoothly. “My family and I are

so fortunate to be able to support our community in this way,” he adds.

For those foot and ankle surgeons who want to volunteer in a similar capacity for those in need, Dr. Weinert recommends offering free clinics or shoe drives and volunteering at local shelters, rescue missions or soup kitchens. “Giving is the secret to spreading love and compassion to others,” closes Dr. Weinert. “It brings me such joy and happiness to help families and to honor my mother through Shoe Pantry Plus. It’s true what they say: the best things in life aren’t what you hold in your hand, but in your heart.”

To learn more about Shoe Pantry Plus, visit shoepantryplus.org.

“I truly enjoy helping people and putting a smile on their face with them knowing that someone cares.”

— Anthony Weinert, DPM, FACFAS

Summer *FootNotes* Makes Practice Marketing Easy

Feeling the heat to boost your practice's marketing efforts this summer? Don't sweat it. Download the summer issue of *FootNotes* from the ACFAS Marketing Toolbox at acfas.org/marketing, customize it with your practice's contact information then:

- Print and distribute copies of *FootNotes* to your patients.
- Post *FootNotes* on your practice website and social media pages.
- Bring copies of *FootNotes* to any local health events you will speak at during the summer.

Articles in this latest edition include:

- Don't Forsake Foot Health for Fashion with Flip Flops
- Tips for a Safer Barefoot Summer
- Living with Diabetes? Protect Your Feet from Summer Heat

Be sure to also take advantage of the many other free resources available in the Marketing Toolbox, such as PowerPoint presentations, infographics and healthcare provider referral tools, to both promote your practice and educate your patients.



Tell Us Your Patient Success Stories

ACFAS would like to share your compelling patient stories with the national media to help raise awareness of the valuable work you do as a foot and ankle surgeon. As part of this initiative, the College would like to highlight how you:

- Helped a patient get his or her life back through the use of an innovative or "first of its kind" surgical procedure
- Helped a patient adjust after an amputation
- Helped detect a life-threatening illness in a patient before it was too late
- Gave a patient hope when s/he felt no other options were available
- Got an athlete back in the game
- Made a positive impact on the lives of those in your community

Contact Melissa Matusek, CAE, ACFAS director of Marketing and Communications, at melissa.matusek@acfas.org or (773) 444-1306 with your story, and watch *ACFAS Update* for the latest on the College's national public relations campaign.



MARKETING TOOLBOX TALK



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

Each issue of *ACFAS Update* answers a question about how to best market your practice and generate referrals from other healthcare providers. This issue's featured Q&A explains what to include in your direct email campaigns.

Q: What kind of content should I include in my direct email campaign?

A: You want to be sure the information you share in your direct email campaign is valuable and demonstrates your expertise. *The Take a New Look* direct email campaign, which is targeted to both patients and physicians, includes referral stories and information about foot and ankle conditions.

For your own emails, you may want to highlight:

- Any innovative procedures you have recently performed
- Details about the latest CME credit you have received
- Seasonal foot and ankle issues relevant to your area

Above all, make your direct email campaign your own and emphasize what makes you and your practice unique.

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

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and Ankle

Silver Level

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PICA

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ACFAS Update

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Officite



in this issue

Your Latest Research Deserves the Spotlight at ACFAS 2019



page 3



TAKE A NEW LOOK AT
FOOT & ANKLE SURGEONS

Marketing Toolbox Talk

page 11



Summer *FootNotes* Makes Practice Marketing Easy

page 10