



ACFAS Update

VOLUME 25 ISSUE 5

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

Ready for NOLA?

Elvis had it right when he sang, “You’ll never know what heaven means until you’ve been down to New Orleans.” A timeless city with an extraordinary way of life, New Orleans is a journey and a celebration. Steeped in European traditions and Caribbean influences, the picturesque Big Easy calls curious minds to sweet sounds of jazz and savory aromas fueled by 300 years of history.

This makes New Orleans the ideal location for **ACFAS 2019, February 14–17, 2019**, at the New Orleans Ernest N. Morial Convention Center. Join us as we celebrate the learning, progress and fellowship that define our profession and help shape its bright future.

Expect new clinical sessions and workshops on trending topics and advanced surgical techniques plus:

- 100s of exhibits of the latest products and devices
- Award-winning manuscripts and posters
- Special events filled with opportunities to catch up with old friends, meet new faces and grow your network
- Focused, candid and insightful discussions in the HUB theater
- The ACFAS Job Fair featuring onsite resume review
- Preconference workshops and a first-ever Residents Day on Wednesday, February 13

Visit acfas.org/neworleans for the latest updates on ACFAS 2019 and watch for more conference details in upcoming ACFAS publications.



Consider a Responsive Website

A Research Commitment to Advance the Profession

President’s Perspective
COLLEGE: THE EXPERIENCE

COLLEGE: THE PRODUCT, THE PACKAGE, THE EXPERIENCE



As I write this, your American College of Foot and Ankle Surgeons (ACFAS) Board of Directors just returned from a very productive summer board meeting. I think each of you would have been proud to be in that meeting room to see the heavy lifting being done by the committees, leaders, staff and board members of this great College. ACFAS is aggressively and efficiently pursuing our mission and vision by using the many talents and resources that are the strength of this membership organization.

ACFAS...The Product

The American College of Foot and Ankle Surgeons is a professional society but when it comes down to it, we really are a “special interest group.” We are an exclusive organization with very specific membership criteria that ultimately requires board certification. Our focus is to rally the combined strength of our 7,600 members for education, research and advocacy in foot and ankle surgery. We operate this organization with comparably low annual dues and take great care in efficiently directing our \$6.5 million annual budget. About 40 percent of our budget comes from your dues, which covers the many projects that generate no revenue, such as consumer education, public relations, clinical consensus statements, research and public policy. Our strategic plan very specifically outlines the College’s priorities and how we utilize our human and financial resources. This “strategic compass” is regularly updated

based on the member and practice surveys you complete every three years.

ACFAS...The Package

Your ACFAS is lead by a handful of dedicated volunteer leaders and just 14 paid full-time staff members. The volunteers of ACFAS include an 11-member board, 16 committee chairs, nine regional presidents, 173 committee members and more than 200 others who assist as faculty, authors, reviewers, task force members, etc. Our Chicago headquarters is efficiently run by a CEO who is regarded as one of the best in the industry, Chris Mahaffey, MS, CAE, FASAE, who has been with ACFAS since 2003. He, along with our entire staff, provide the support and institutional memory necessary to guide the volunteer leadership.

ACFAS...The Experience

Each of you need, and gets, something different from this College. Some of you are heavy consumers of our educational materials and conference offerings, while others may lean on advocacy efforts to assist you with hospital credentialing, etc. ACFAS has abundant educational offerings, many of which are focused toward hands-on learning for advanced foot and ankle surgical techniques. Our education committees design and refine these programs to consistently elevate your daily surgical practice. The Annual Scientific Conference is undoubtedly our most visible educational

product. This landmark meeting for the profession continues to improve upon itself and set new records each year. The 2018 Nashville conference was no exception with 1,720 DPMs attending and an overall attendance of 2,950. If you haven’t experienced an ACFAS Annual Scientific Conference recently, I highly recommend you plan to attend the February 14-17, 2019 edition in New Orleans and see the best and brightest of this profession!

Another key element of the ACFAS Experience is *The Journal of Foot & Ankle Surgery (JFAS)*. We publish *JFAS* every other month and are proud of the increasing quality and quantity of material this journal is contributing to the scientific body of knowledge for our specialty. In our recent member survey, *JFAS* was rated our number two service offered by ACFAS (83 percent), only behind our CME programs at 87 percent.

As the current Fellow at the helm of this great College, part of my job description is to field concerns and complaints from our members. I welcome “activist investors” who are motivated to speak up on behalf of the betterment of the College. We welcome, consider and often act on these member concerns. If YOU have something constructive to suggest for the future of this College, please contact me at president@acfas.org.

A handwritten signature in blue ink, appearing to read 'John S. Steinberg'. The signature is fluid and cursive.

John S. Steinberg, DPM, FAFAS
ACFAS President

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

Join ACFAS on the Road Again This Fall

Your favorite regional program, *ACFAS on the Road*, is packing up and getting ready to ship out on a cross-country tour filled with everything you need to succeed when working “In the Trenches” together with your colleagues.

This two-day seminar begins on Friday night with the presentation, “Controversies and Complications,” followed by an informal panel discussion during which you can share your own work cases.

Saturday kicks off with a series of interactive lectures that will help you:

- Discover new surgical approaches
- Apply your technical skills in a variety of foot fixation options
- Better understand how to select the right surgical treatment for each patient

You will then practice your newly acquired skills and techniques in two sawbones labs focused on fixation options, fusions, osteotomies and more. Faculty will wrap up the seminar with “Tips, Tricks and Quips” to drive home the key points and takeaways.

Visit acfas.org/ontheroad to register today!

Supported with an unrestricted educational grant by:

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2018-2019 On the Road Schedule

October 5-6, 2018 (Friday/Saturday)
Minneapolis Airport Marriott
Minneapolis, MN

October 26-27, 2018 (Friday/Saturday)
Embassy Suites by Hilton
Berkeley Heights, NJ

December 7-8, 2018 (Friday/Saturday)
Renaissance Denver Downtown
City Center Hotel
Denver, CO

April 26-27, 2019 (Friday/Saturday)
Hilton Orlando Bonnet Creek
Orlando, FL

May 3-4, 2019 (Friday/Saturday)
Hilton Americas Houston
Houston, TX

2018-2019 EDUCATION PROGRAMS

October 5-6, 2018 (Friday/Saturday)
ACFAS on the Road—In the Trenches

Minneapolis Airport Marriott
Minneapolis, MN

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

Hilton Chicago Magnificent Mile Suites
Chicago, IL

October 26-27, 2018 (Friday/Saturday)
ACFAS on the Road—In the Trenches

Embassy Suites by Hilton
Berkeley Heights, NJ

December 7-8, 2018 (Friday/Saturday)
ACFAS on the Road—In the Trenches

Renaissance Denver Downtown
City Center Hotel
Denver, CO

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

Orthopaedic Learning Center
Chicago, IL

SOLD OUT

April 26-27, 2019 (Friday/Saturday)
ACFAS on the Road—In the Trenches

Hilton Orlando Bonnet Creek
Orlando, FL

May 3-4, 2019 (Friday/Saturday)
ACFAS on the Road—In the Trenches

Hilton Americas Houston
Houston, TX

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

12 Fellowship Programs Receive Status with ACFAS

The ACFAS Fellowship Committee recently determined the following fellowships exceed the minimal requirements to be upgraded to Recognized Status with the College after their first successful year:

Orthopedic Center of Florida Foot and Ankle Fellowship, Fort Myers, Florida

Program Director:
Andrew Belis, DPM, FACFAS
acfas.org/fellowshipbelis

Palo Alto Foundation Medical Group, Santa Cruz Foot and Ankle Fellowship, Santa Cruz, California

Program Director: Timothy Blakeslee, DPM, FACFAS
acfas.org/fellowshipblakeslee

Reconstructive Foot and Ankle Surgery Fellowship, Louisville, Kentucky

Program Director: Paul Klutts, DPM, FACFAS
acfas.org/fellowshipklutts

Foot and Ankle Specialists of Central Ohio Foot and Ankle Surgery Fellowship, Newark, Ohio

Program Director: Daniel Logan, DPM, FACFAS
acfas.org/fellowshiplogan

Penn Presbyterian Podiatric Research Fellowship, Philadelphia

Program Director: D. Scott Malay, DPM, MSCE, FACFAS
acfas.org/fellowshipmalay

Active Orthopedics and Sports Medicine Podiatric Fellowship, Hackensack, New Jersey

Program Director: Ralph Napoli, DPM, FACFAS
acfas.org/fellowshipnapoli

Atlanta Reconstructive Surgery and Limb Preservation Fellowship, Smyrna, Georgia

Program Director: Allen Raphael, DPM, FACFAS
acfas.org/fellowshipraphael

Emory Midtown Foot and Ankle Surgical Fellowship, Atlanta

Program Director: Mohammad Sharif, DPM, FACFAS
acfas.org/fellowshipsharif

The following fellowships have been granted Conditional Status with ACFAS since the programs are new to the College and have not yet had a fellow matriculate through:

Portland Foot and Ankle Reconstructive Fellowship, Portland, Oregon

Program Director: Michael Gentile, DPM, FACFAS
acfas.org/fellowshipgentile

UT Southwestern Medical Center Wound Surgery Fellowship, Dallas

Program Director: Lawrence Lavery, DPM, FACFAS
acfas.org/fellowshiplavery

Northern Illinois Advanced Foot and Ankle Fellowship, Sycamore, Illinois

Program Director: Douglas Pacaccio, DPM, FACFAS
acfas.org/fellowshippacaccio

Pediatric Foot and Ankle Fellowship, Cedar Knolls, New Jersey

Program Director: Mark Solomon, DPM, FACFAS
acfas.org/fellowshipsolomon



All Conditional Status programs are considered for Recognized Status with ACFAS after they have received status and the first fellow completes the program.

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.

A Research Commitment to Advance the Profession

By Paul J. Kim, DPM, FACFAS, Research Committee Chair

In early June 2018, the ACFAS Research Committee convened a special session to discuss the development and implementation of a long-term research strategy. At this meeting, committee members were asked to review goals identified by the Board of Directors and to prepare recommendations on the development of a new ACFAS research agenda. Through implementation of the agenda, the College intends to create a culture that embraces evidence-based practice and is committed to continuous improvement through research.

The Board and the committee recognize that research is an important part of clinical practice as it impacts reimbursement, credentialing/privileging, profession credibility, cost effectiveness, best practice and basic good clinical care. As the scientific and surgical arm of the profession, ACFAS is choosing to take a leadership role in the development and deployment of a long-term research strategy to benefit all aspects of the profession.

Historically, ACFAS has implemented several research programs that did achieve the desired, but limited goals. The Board directed the committee to think beyond past research programs to develop a multifaceted strategy that would engage members and promote the participation and knowledge of evidence-based research. The Research Committee is comprised of members representing both academic and private practice physicians with an established history of scholarly activity.



A comprehensive approach with short, medium and long-term tactics is currently in development. This includes meeting the research needs at every level: podiatric medical students, residents, fellows and practicing podiatric physicians. There is no expectation that every member will be an expert in research. However, there should be an expectation that all will be informed consumers and have access to research-related resources.

As we begin the development of a research strategy, the ACFAS Board, Research Committee members and I are committed to providing tangible steps with realistic goals that will assist in the natural evolution of our profession. This approach will only be effective if there is long-term commitment to change. I ask for patience and support as we take on this very important endeavor.

Dr. Kim is professor of surgery, Georgetown University School of Medicine, and vice chair of research at MedStar Health Plastic & Reconstructive Surgery, Washington, DC.

Joint Task Force of Orthopaedic & Podiatric Surgeons Convenes in Chicago



On April 11, 2018, leaders from the American Academy of Orthopaedic Surgeons, the American College of Foot and Ankle Surgeons, the American Orthopaedic Foot & Ankle Society and the American Podiatric Medical Association came together in Chicago for a first-of-its-kind meeting of a Joint Task Force of Orthopaedic Surgeons and Podiatric Surgeons.

The task force will work to enact policy initiatives, both at the state and federal levels, that are of mutual benefit to podiatric surgeons, orthopaedic surgeons and their patients. It will also examine the education and training of graduates from colleges of podiatric medicine with the goal of consensus on options for education, training and certification.

“The first meeting of our task force was full of positive energy,” said John Steinberg, DPM, FACFAS, co-chair of the task force.

“It was the first of many meetings to come and is a great example of the collaborative spirit of our two professions,” said Steven Ross, MD, co-chair.

Watch for more information to come about the joint task force and its efforts.

A Peek Behind the Scenes at ACFAS 2019



Al Ng, DPM, FACFAS
Annual Scientific Conference Committee Chair

Topping a show-stopping conference like ACFAS 2018 in Nashville is no easy feat, but the College's Annual Scientific Conference Committee is working hard to do just that. Alan Ng, DPM, FACFAS, Annual Scientific Conference Committee chair, and the committee members have met twice so far to begin building the framework for next year's conference in New Orleans, all while taking into account attendees' feedback and suggestions from ACFAS 2018.

"Our educational program in Nashville was second to none, but we plan to try some new approaches to enhance attendees' educational experience and meet their needs," explains Dr. Ng.

Based on the input from ACFAS 2018, Dr. Ng and the committee determined

attendees really enjoy panel discussions and the real-world answers and solutions they provide. "Our membership seems to get the most out of down-to-earth commentary from our speakers," he notes. "Questions focused on everyday scenarios can bring out thought processes that the audience can then incorporate into their practice."

Sessions at ACFAS 2019 will continue to include audience participation, but attendees will have even more opportunity to interact with speakers and moderators. They will be able to text comments and questions to the panel—eliminating the need to stand in line at a microphone—and engage with doctors from other medical specialties. "We want to give our attendees the big picture," says Dr. Ng.

Attendees can also expect a healthy mix of both panel-type and didactic sessions on the conference schedule, but the committee is taking special care to ensure that session topics include something for everyone, with minimal overlap. "While instances will always occur where an attendee will want to go to two sessions that

are scheduled at the same time, we're diversifying the track topics to reduce overlap," he says.

"We want the program content to appeal to all attendees, so tracks will range from total ankle replacement to hammertoes," adds Dr. Ng. "Managing hammertoes postoperatively can often be as challenging as managing a complex reconstruction. By covering all aspects of foot and ankle surgery, we hope to deliver a great educational experience for everyone."

The Annual Scientific Conference committee will also encourage moderators to contact their panel prior to the conference to review the content to make sure it reflects attendees' input from ACFAS 2018 and includes new ideas and techniques from subject matter experts.

Dr. Ng recommends attendees plan ahead to make the most of their ACFAS 2019 experience and all it will offer. "Review the schedule well in advance and map out everything you want to see. Take time to explore the beautiful city of New Orleans and to catch up with your colleagues too!"

“ Our educational program in Nashville was second to none, but we plan to try some new approaches to enhance attendees' educational experience and meet their needs.”

— Alan Ng, DPM, FACFAS, Annual Scientific Conference Committee Chair

MARKETING TOOLBOX TALK



Each issue of *ACFAS Update* answers a question about how to market your practice and generate referrals from other healthcare providers. This issue's featured Q&A explains how to use the *Take a New Look* referral PowerPoint presentation available in the ACFAS Marketing Toolbox at acfas.org/marketing.

Q: How can I best make use of the *Take a New Look* referral PowerPoint presentation?

A: Use the referral presentation whenever you need to elaborate on foot and ankle surgeons' expertise. You may customize the presentation so it is relevant to your practice and aligns with your goals for generating referrals. Some ACFAS members host lunch-and-learns with potential referral partners and use the presentation as a conversation starter. A script is also included to help guide your discussion, but please feel free to make the presentation your own.

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

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email: TNiedermeier@HACU.ORG **Phone:** 630.276.5736

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Consider a Responsive Website for Your Practice

In 2015, a Google algorithm change began to reward better search rankings to websites designed for use on smartphones and tablets and gave lower search rankings to websites that were not mobile friendly.

Google made the change because:

- Mobile searches now outnumber desktop searches.
- Sixty-eight percent of American adults own smartphones.
- One in five American adults have no other access to high-speed internet at home.
- Mobile usage accounts for more than 60 percent of all time spent consuming digital media.
- Sixty-two percent of smartphone owners have used their phone to look up information about a health condition.

Most practices adapted to the change by using a traditional mobile website that redirected patients to the mobile version when they tried to access the website from a phone or tablet.

However, responsive websites are a stronger option because they identify what sort of device is trying to access them and adjust themselves automatically.

Google ranks responsive sites higher than other sites because:

- Traditional mobile sites require two URLs, and responsive sites require only one.
- Mobile sites require a redirection, which means longer loading times.
- With responsive design, each page only needs to be crawled once, which means Google can index your content more efficiently and can keep your information fresh.

ACFAS Member Benefit Partner Officite can help you make your website more responsive. Visit onlinepodiatrysites.com to learn more or call (888) 932-5560.

Boost Your Practice Marketing Efforts with Fall *FootNotes*

Download the latest edition of *FootNotes* from acfas.org/marketing for a quick and easy way to promote your practice and also educate your patients this fall.

Customize page 2 of *FootNotes* with your practice contact information then:

- Print *FootNotes* and distribute copies to your patients.
- Post *FootNotes* on your practice website and social media outlets.
- Bring copies of *FootNotes* to any local speaking engagements you have lined up.

Articles in the Fall issue include:

- *Keep Kids' Feet Healthy with the Right Back-to-School Shoes*
- *Ankle Fractures Often Not Diagnosed*
- *Protect Your Feet During Yard Cleanup*

Go a step 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) in advance of National Diabetes Month in November.

New free products and resources are added to the ACFAS Marketing Toolbox year-round, so visit acfas.org/marketing regularly and stay tuned for updates.



In Memory

Lawrence G. Lefler, DPM, AACFAS
Fremont, NE

W. Bradford Glass, DPM, FACFAS
Midland, TX

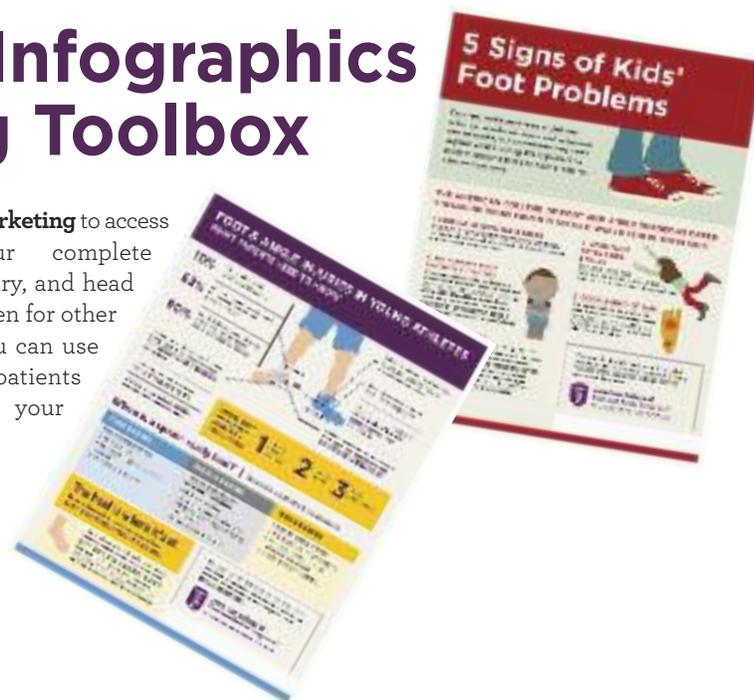
Harold Rubenstein, DPM, FACFAS
Delray Beach, FL

New Customizable Infographics Added to Marketing Toolbox

The infographics you count on to educate your patients and promote your practice can now be customized with your office's contact information. Download our newest releases, **Foot & Ankle Injuries in Young Athletes: What Parents Need to Know** & **5 Signs of Kids' Foot Problems**, from the ACFAS Marketing Toolbox and add your contact details to the box in the lower righthand corner on each. Then be sure to:

- Post the infographics on your practice's website and social media channels
- Distribute copies to your patients and referring physicians
- Display the infographics in your office

Visit acfas.org/marketing to access these and our complete infographics library, and head to the Toolbox often for other free resources you can use to educate your patients and promote your practice.



Use *Take a New Look* Referral Tools at the Grassroots Level

We have laid the foundation for you—now it is your turn to take the reins and start spreading the word to local healthcare providers about the important work you do.

Use the free referral tools available in the **ACFAS Marketing Toolbox** to let other doctors know why your specialized education and training make you a valuable asset in their patients' foot and ankle care.

Resources include:

- PowerPoint presentations,
- fact sheets,
- referral guides,
- press release templates,
- a video,
- social media marketing tips
- and more.

You can also direct providers to the *Take a New Look at Foot & Ankle Surgeons* website at TakeANewLook.org for an inside look at how foot and ankle surgeons can enhance a patient's care team.



Visit acfas.org/marketing now to begin incorporating these tools into your practice.

Visit the ACFAS Logo Store!

Show your College pride—visit the online ACFAS Logo Store to check out the many products available for ACFAS Members!

New apparel and gifts available in the store include:

- Dress and casual shirts
- Fleece jackets and baseball caps
- Scrubs and surgical caps
- Coffee mugs and water bottles
- Professional pens
- Hoodies, t-shirts, socks and more!

(Clothing is available in a variety of colors and sizes.)



Visit [acfas.org/logostore](https://www.acfas.org/logostore) today!



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ACFAS Update

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



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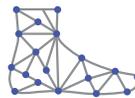


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