

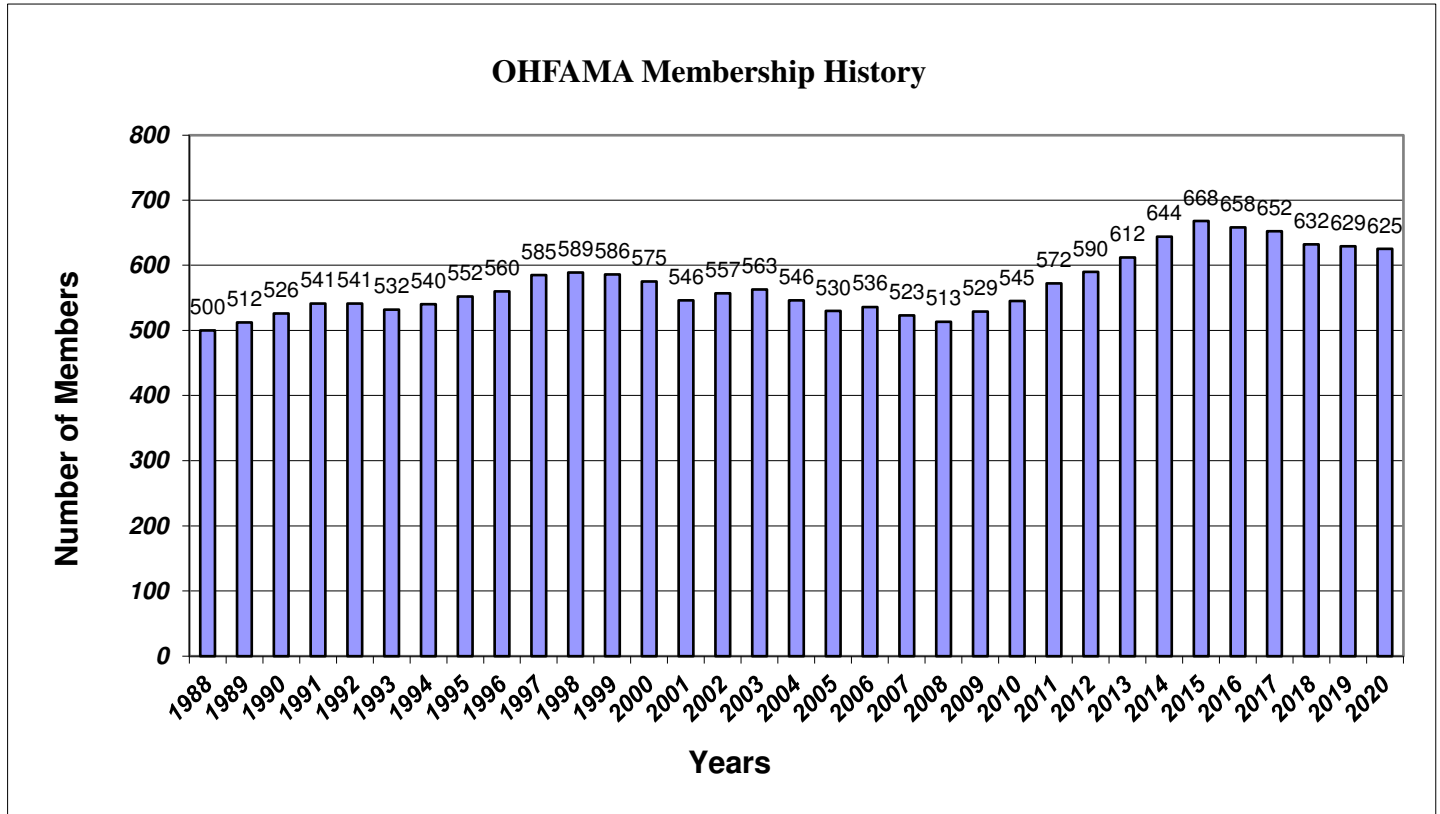
REPORT OF THE OHFAMA BOARD OF TRUSTEES

REPORT C
HOD-NOV 2020

Subject: **OHFAMA Membership**

Presented by: Richard Kunig, DPM
OHFAMA President

Referred to: Corey Russell, DPM, Chair OHFAMA Reference Committee



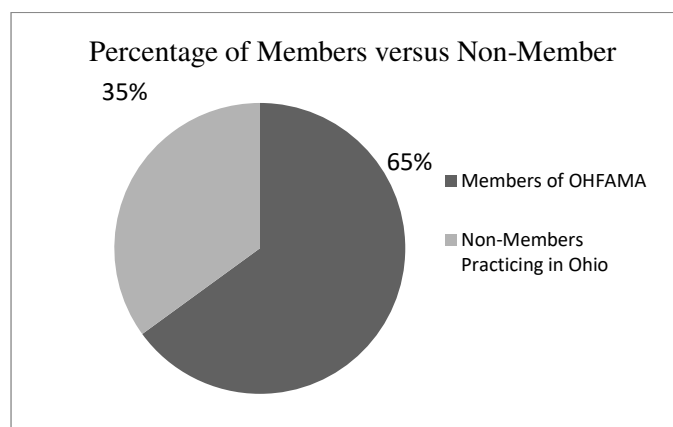
<i>Year</i>	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<i>Members</i>	497	500	512	526	541	541	532	540	552	560	585	589	586	575	546	557	563
<i>Year</i>	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<i>Members</i>	546	530	536	523	513	529	545	572	590	612	644	668	658	652	632	629	625

Member to Nonmember Ratio

* (does not include Resident Members)

Members of OHFAMA	65%*
Non-Members	35%

885 Total in-state licensed Podiatrists in OH (SMBO) October 28, 2020



	Oct 27, 2020	Oct 20, 2019	Oct 30, 2018	Oct 25, 2017	Oct 31, 2016	Oct 20, 2015	Oct 29, 2014	Oct 31, 2013	Nov 9, 2012	Nov 10, 2011	Nov 1, 2010
5.4	31	28	27	27	26	20	23	23	19	15	12
A1	4	10	10	13	9	7	15	15	14	18	8
A2	17	9	16	11	6	16	15	14	19	9	6
A3	12	14	10	12	16	15	13	16	9	8	13
A4	12	10	11	14	13	13	16	9	10	12	6
AC	303	309	322	327	331	339	328	337	341	338	332
FC	16	17	18	17	17	16	17	15	17	16	16
LM	122	120	113	108	101	92	86	78	75	76	79
NPM	3	4	3	3	3	4	6	4	2	2	4
PDM	1	1	2	2	3	3	4	4	5	5	6
SM	10	10	10	11	12	15	15	13	13	11	13
R13	22	39	33	42	43	48	33	33	27	26	21
R23	43	27	26	32	37	34	32	26	14	18	13
R33	27	27	29	30	34	35	34	25	25	18	16
Fellows	2	3	2	1	1	2	3				
NPR	0	1	0	2	6	9	4				
Total Members	625	629	632	652	658	668	644	612	590	572	545

2020 Membership Campaign

2020 Membership Campaign consisted of:

1. Member mailing on Member Services and information updates at OHFAMA- October
2. Personal letter to all new members by the Assistant Executive Director
3. Visiting KSUCPM for the APMA Visitation Day; Visited 4 OHFAMA Academies (due to the pandemic)
4. Continued PR radio campaign to market membership and recommending patient's see a OHFAMA member podiatric physician. As of August 2020, over 64,000 radio commercials aired across all 88 counties in Ohio. Ohio Radio News Network has 74 stations
5. The PR campaign was expanded in 2020 to include a new component for digital broadcasting called Over The Top (OTT). OTT is video content and programming that is transmitted over the internet, bypassing traditional cable or linear distribution on platforms such as Hulu, Prime Video, Hotstar and Sling TV. The OTT campaign made over 88,000 impressions with an almost 98% Video Completion Ratio. The Video was created and produced in September 2019 and included two patient profiles highlighting treatment for diabetes and a patient that had a total ankle replacement
6. Contacted the State Medical Board on all newly licensed podiatric physicians for follow-up with Membership applications
7. Follow-up with all graduating residents for OHFAMA membership
8. Will complete a non-member recruitment campaign in November

Necrology Report (as of October 29, 2020)

Harry Cupp, DPM	April 10, 2020	LM
George Costaras, DPM	January 13, 2020	LM
Ronald Kaplansky, DPM	January 8, 2020	LM
Robert Kubinski, DPM	April 12, 2020	LM
Irving Lewis, DPM	June 26, 2020	LM