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President's Message

A Success Story

by Kevin L. Sneider, DPM



The Region IV Scientific Seminar was a great success! We had an excellent turnout of podiatric physicians and assistants. I would like to thank everyone for their participation, but especially the OPMA staff, Randy and his volunteer group, Dr. Jeffrey Robbins, Dr. Alan Block, Dr. Marc Greenberg and Dr. Allen Guehl. It is always difficult to keep all of our vendors happy, but we had very positive feedback from them this year. Our members seemed to especially enjoy the "point-counterpoint" lectures. We will take your valuable input into account as we are already starting to plan next year's meeting.

As the seminar wrapped up, we anticipated slower times at OPMA headquarters, but due to the planning of the State biennial budget and proposed cuts, things have been far from slow through the month of June. We are hopeful that there will be no significant podiatric fallout from the cuts and I assure you that OPMA has remained proactive to help prevent this. Our eAdvocacy tools on the OPMA website are extremely

valuable at times like these and I urge all members to utilize these tools when asked by our association. Our Congressmen are very conscientious about the number of constituents for or against any issue and our eAdvocacy allows us to voice our opinions in mass. APMA continues to pursue our inclusion into Medicaid Title XIX as physicians so that we do not have to fight for podiatry's inclusion into the state budget every two years.

In May, I had the wonderful opportunity to attend the OCPM graduation. Dr. Hal Ornstein did a great job addressing the graduates. The new school is awesome and improvements continue. I urge all members to visit the school if you have not already done so. It is truly amazing to see how far we have come!

OPMA will continue to meet your daily needs for the advancement of podiatry in the State of Ohio and for the protection of our valuable services. Please let us know if we can help you in any way.

Elizabeth Hewitt, DPM, First Place winner of the Scientific Paper Competition



**YOU ASKED FOR IT... NOW
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Compliance Training**

OPMA is pleased to offer a required training in an online format that is fully OSHA compliant. In conjunction with Donald Berman, MD, OPMA is offering this member service — on-demand. This means that you and your staff may take the program at any time. Upon completion, a "Certificate of Course Completion" may be immediately downloaded. Automatic notification of required annual retraining will be emailed to registrants. *For every CME course that you take for your OH license renewal, OPMA reminds you to keep a personal file of your course certificates in case you are audited by the State Medical Board of Ohio.*

**A GREAT RATE FOR MEMBERS
Bloodborne Pathogen
Infection Control in
the Workplace**

OPMA is offering *Bloodborne Pathogen Infection Control in the Workplace* at a discount rate to all OPMA members. The discounted price is \$15.95 (regular price \$29.95), payable by credit card. One hour of CME credit will be given upon the program's completion, and the program may

be completed in stages. The course was approved by the OPMA Board of Trustees.

To register, simply visit www.OSHAEZ.com, click on the online course tab and select ***Bloodborne Pathogen Infection Control in the Workplace***.

To receive the discounted OPMA member price, during checkout, please identify yourself as a member of **The Ohio Podiatric Medical Association** by entering this important coupon code: **EVFIBW**. Then follow the simple steps to complete the registration and take the course.

**INVITING INTEREST
Summer News**

APMA Summer 2009 issue of *Footprints* newsletter is available to members for download in PDF format. What an excellent way to show patients that steamy weather brings about a plethora of podiatric conditions: corns, calluses, ankle sprains, and melanomas.

Suggested uses: inserted into mailings, placed in your reception area or distribute at health fairs or community events. Customize to include your practice address, phone numbers and Web site. Visit www.apma.org/ marketing.

**PASSAGE OF NOTE
Robert L. Cooper,
D.P.M. .**



Dr. Robert Cooper, age 49, passed away on Sunday, June 14, 2009. He

was a graduate of the Dr. Scholl College of Podiatric Medicine in Chicago and was a registered pharmacist. He completed his residency program in Milwaukee and was the past director of the residency program at Jewish Hospital in Cincinnati. Dr. Cooper was board certified with the American Board of Podiatric Surgery and was a Fellow of the American College of Foot and Ankle Surgeons.

Dr. Cooper had been in practice for over 16 years. He was still active in basketball and running and continued to follow the Green Bay Packers. He and his wife, Sherry, have five children: Alexandra, Abby, Sean, Kyle and Alexandria Steele. He is also survived by his parents Gerald and Gail, brother Dr. Michael and Wendy Cooper, Marla and Mark Holtzman, Dr. Wendy and Jeff Kale, Michelle Wexler, Gabre Gessesse, and Alan and Erin Wexler. Interment was in Toledo, OH.

**ACFAS Elects Two
OPMA Members as
Leadership in Division**

The election of new ACFAS Division leadership has been announced with

two OPMA members becoming leaders. With an overwhelming 40.6% response rate, the top four vote-getters, and thus the new officers, in alpha-order are: Martha A. Anderson, DPM, AACFAS (Ohio); Alan J. Block, DPM, MS, FACFAS (Ohio); William R. Brown, DPM, FACFAS (Kentucky); and Thomas M. Landino, DPM, FACFAS (Indiana). Congratulations Martha and Alan!!

**Ohio Podiatrist
Promotes Foot Health
Month on TV**



Carly Robbins, DPM of Columbus, Ohio, appeared Tuesday, April

28 on Daytime Columbus, Channel 4 (WCMH – NBC affiliate) for a segment on Foot Health Month. Robbins showed examples of various types of footwear and what consumers should evaluate when selecting footwear for support and fashion. She appeared as a member of the Ohio Podiatric Medical Association, which was referenced several times during the segment.

Daytime Columbus is the only locally produced talk show. Hosted by Emmy-award winning television anchor and reporter Gail Hogan, Daytime Columbus provides a look at area businesses, organizations and resources available in Central Ohio.



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From The Desk of the Executive Director Celebrating Summer's Successes

by Jimelle Rumberg, PhD,
CAE



Typically, association work slows a bit with summer. We are fortunate

to have a balanced calendar with the Region IV in June and the House of Delegates in December. Something is always happening every six months at OPMA. In the midst of this flurry, OPMA's Administrative Assistant had a baby boy, Grady Allen Peach on April 7. Who says OPMA isn't productive!

This year has been remarkable with upcoming action on insurance fee discrimination, a hectic legislative session (that hasn't yet come to grips with the state's financial deficit of \$3.2 billion) and APMA trying to get Title XIX passed in Congress. The President's focus on Health Care Reform will certainly impact us all by October.

With the spotlight centered on health care, now is the time to really rally the entire podiatric profession to pass Title XIX federally. If you are uncertain what that entails, please go to www.apma.org and read the federal advocacy information. We need to have DPMs recognized *as physicians* in

Medicaid as we are in Title XVIII for Medicare.

Special thanks should be extended to our Scientific co-chairs for a remarkable Region IV program. Dr. Alan J. Block and Dr. Jeffrey M. Robbins did an outstanding job of coordinating a quality program that was evidenced based and timely. They were both a joy to work with in making our 2009 APMA Region IV such a success.

Additionally, Dr. Allen Guehl, who chaired the Podiatric Assistant's meeting, and Dr. Marc Greenberg, who chaired the Scientific Paper Competition, did a superior job of organizing and spearheading those venues. Our Exhibits Chair, Dr. Paul Lieberman, was on top of exhibit door prizes.

Our exhibitors were busy. One mentioned last week that she's still trying to catch up from all the sales business she conducted during the Region IV meeting. What a great compliment for me to hear! The OPMA Board of Trustees served as moderators, timekeepers and scanners. The staff anticipated and served every attendee congenially.

Special thanks should go to Jim McLean and Lauren Stewart, as well as our temporary staffer, Marla Graham. It was an awesome meeting and the evaluations were excellent.

We're re-developing the Region IV meeting into the preeminent state CME seminar. We're keeping our registration fees extremely reasonable but raising the bar on what attendees want.

Planning is underway for **2010 APMA Region IV**, which will be held **June 3-5** at the Columbus Hilton at Easton. Please plan to attend by making note of the date.

OPMA will host **GXMO** at Columbus State College on August 28 and 29 for the initial course/re-certification class, along with the Clinical portion (digital – podiatric specific) on August 30. We are scheduling another class in the early fall in the Cleveland area, so let your staff know our schedule and plan accordingly. Our full schedule and all details can be found on www.opma.org for your convenience.

Our online, on-demand **OSHA** Web-based program is a new program to assist you in required training on blood borne pathogens. Please reference www.opma.org for details. It's a bargain for our members at under \$16 per person. You will receive a certificate upon completion. Use the special promotion code to receive the OPMA member price: **EVFIBW**

Last, I would like to express my sincere thank you to everyone who sent cards and thoughts of condolence on my father's passing. As a dentist for 53 years, his passion for his professional association instilled my desire to become a dental hygienist and association executive director. He served as state president of the WV Dental Association in 1976, was a terrific mentor and advocate for dentistry. More important, he was very pleased

that I worked for OPMA as executive director. He always asked with keen interest how OPMA was doing legislatively and professionally. Know your expressions of concern to me would have been appreciated by him more than you realize. Thank you again, OPMA!

JUST SO YOU KNOW Advertising Your Shingle

Section 4731.56, Ohio Revised Code, states in part: *A certificate authorizing the practice of podiatric medicine and surgery permits the holder the use of the title "physician" or the use of the title "surgeon" when the title is qualified by letters or words showing that the holder of the certificate is a practitioner of podiatric medicine and surgery.*

Therefore, when a podiatric physician advertises as a physician or surgeon, it is not sufficient to indicate that he or she "specializes" in foot and/or ankle care; such advertisements must also include a designation that the practitioner is a "D.P.M.," "podiatric physician" or "practitioner, podiatric medicine." Careful observance of this statutory requirement will avoid any misunderstanding or misperception by the public and will obviate the need for Medical Board contact to resolve the situation.

APMA Pushes CMS on DPMs' Right to be President of Medical Staffs

A PMA learned that the Joint Commission adopted a change in the definition for medical staff leadership, which excludes podiatric physicians from serving as president of their medical staffs. Subsequently, the Joint Commission informed APMA that the accreditation standard is based on a Medicare Condition of Participation (CoP).

MEDICARE CONDITION OF PARTICIPATION

Although the CoP permits podiatric physicians to serve on a medical staff executive committee or in other positions in a hospital administration, the Centers for Medicare and Medicaid Services (CMS) has interpreted this provision to mean that only doctors of medicine or osteopathy, or doctors of dental surgery or dental medicine, can serve as the president of a hospital medical staff.

APMA, through its Health Policy and Practice and State Advocacy depart-

ments, is working to address the issue with CMS.

REQUESTING CLARIFICATION

APMA raised its objection with CMS on behalf of podiatric physicians nationwide who currently serve as president and president-elect of their medical staffs in hospitals accredited by the Joint Commission. In the written submission, APMA asked CMS to clarify that the CoP does not prohibit podiatric physicians from serving as president (or its equivalent) of a medical staff.

Specifically, APMA stated that the practice

of podiatric medicine has a long history of serving the hospital community. Podiatric physicians are integral members of healthcare teams and presently share the responsibility of overseeing and managing patient care, as well as demanding professionalism and accountability among healthcare providers in hospitals. In many instances, podiatric physicians voluntarily dedicate their time and leadership to their medical staffs to improve the healthcare delivery systems at their hospitals. To exclude podiatric physicians from participating in leadership roles is both arbitrary and discriminatory.

The letter is available on the APMA members' Web site at <http://members.apma.org/MedicareCoP>. APMA will continue to report on its progress with CMS.

| APMA eNews #2803 |

NEXT STEPS

Please follow the Daily eNews or the APMA members' Web site for updates on the association's progress on these and related matters. Contact Director of the APMA Health Policy and Practice Department, Scott Haag, JD, MSPH, with additional questions at (301) 581-9200 or slhaag@apma.org.

| APMA eNews #2805 |

APMA Addresses Confusion Over Routine Foot Care Reimbursement

As you may be aware, a recent MedLearn Matters article suggested a shift in long-standing policy interpretations regarding Medicare coverage of routine foot care. These revised policies represented a significant change in current practice and would have had a serious negative impact on APMA members' ability to provide needed foot care services to eligible patients.

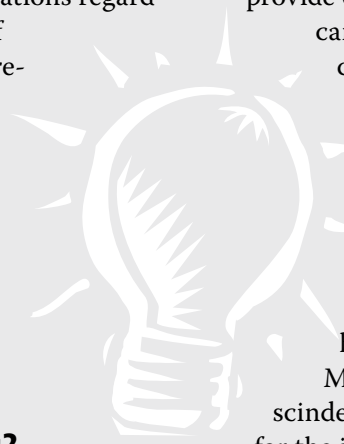
What is APMA Doing?

APMA contacted the Center for Medicare and Medicaid Services (CMS) to explain its members' position and to illustrate how these changes do not reflect current practice and could be viewed as openly discriminatory. CMS has since scheduled

calls with their Medicare contractors and the Contractor Medical Directors to provide clarity around the routine foot care reimbursement policies and to confirm that there should be no change regarding systemic conditions with no active care requirement.

Update

APMA learned from CMS that the CMS Provider Billing Group has asked that the Special Edition MedLearn Matters article be rescinded and removed from the Web site for the immediate future. They will confirm the timing but expect this to happen shortly. APMA has also offered assistance to CMS in conducting any of these calls or in participating in a future meeting to review the CMS Benefit Policy Manual with respect to routine foot care.



APMA Region IV Mid-Eastern CME Seminar June 4-6, 2009 Columbus Hilton Hotel Columbus, Ohio



PPAC Chair – Dr. Gary Unsderfer at the OPPAC booth. OPPAC raised \$6,000 during the Region IV meeting



OPMA Past Presidents Dr. William Munsey and Dr. Pat Nunan working at the OPPAC booth.



The Libation with Information Session was packed.



Dr. Paul Lieberman and Dr. Les Appel were the proud winners of the OPPAC Corn Hole boards.



Wright Medical Mobile Lab crew had a great attendance for Dr. Basile's Saturday's workshop.



A surprise grant was presented to OPMA's Dr. Rumberg from Pamela J. Barbato of the Center for Podiatric Pathology on Saturday.



Scientific Paper Competition winners: Eric Anderson, Second Place; Jared Visser, Third Place; Elizabeth Hewitt, First Place; and William Yoder, Honorable Mention, with Dr. Kevin Sneider, OPMA President.



OPMA Silver Gavel Club Luncheon for Past Presidents of OPMA. Dr. Kevin Sneider was the guest speaker. Dr. Kevin Schroeder is the Silver Gavel Club President; Tom Zoldowski is the Club Secretary /Treasurer; and Angelo Petrolla was elected as Vice President for 2009-2010.



Dr. Bruce Blank, Session Moderator with Dr. Donald Kushner, Dr. Jeff Robbins and Dr. Howard Kimmel on the lecture dais for Thursday morning Point-Counterpoint: Interdisciplinary Care of the Acute Diabetic Foot: Medical Care vs. Surgical Care.

APMA Region IV Mid-Eastern CME Seminar

Platinum Certificate Sponsors for Region IV



Dr. Rumberg and Dr. Sneider with Paula Pitts of Bako Podiatric Pathology Services.



Matt Hartman and Scott Adrian of Wright Medical



Andrew Smullen of BioMedix



Dawn Linder and John Malvic of Advanced Biohealing



Joan Perna and Blase Pignotti of St. Jude Medical Neuromodulation



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SECRETS OF SUCCESS

*By Lynn Homisak, owner of
SOS Healthcare Manage-
ment Solutions.*

- **W-A-I-T:** An acronym for "Why Am I Talk-
ing?" Instead of thinking
about the next thing you
want to say...give your
employee (or patient) the
courtesy of completing
their sentence and their
thought.
- **GRINS & SMILES:** Do
you find your staff rarely
smiles? While it's not your
job to *make* them smile...
it is up to you to help
build an environment that
allows them to!
- **LEARNED BEHAVIOR:**
Do your patients show

up too early or too late
and expect to be taken on
the spot? Do they avoid
paying their co-pay or
deductible? If policies
are not being followed,
it could be due to a weak
system. Take control. Be
firm, but be polite and let
them know that breaking
the rules is no longer ac-
ceptable.

- **HERE'S TO US!** Ac-
knowledge good deeds
by creating an "Applause
Box" and encourage ev-
eryone to participate
in feeding it whenever
something positive hap-
pens. At the end of the
week, one employee note
is drawn randomly and
given a small prize to say
"Thanks."

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January – June, 2009

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OPMA GXMO Schedule for 2009 – 2010

Instructor James Byrne, M.Ed., R.T. (R)

August 28-30, 2009	Columbus State College
October 9-11, 2009	Pending Location
January 15-17, 2010	Columbus State College
March 26-28, 2010	Columbus State College
June 4-5, 2010	Hilton Columbus at Easton
August 27-29, 2010	Columbus State College

GET ON TRACK WITH **BABY STEPS**

NIDA Releases Comprehensive Physician's Outreach Initiative

The National Institute on Drug Abuse (NIDA) has released a comprehensive Physicians' Outreach Initiative, NIDAMED, giving physicians the tools and resources to screen patients for tobacco, alcohol, illicit, and nonmedical prescription drug use.

The NIDAMED resources include an online screening tool, reference guide, and a comprehensive resource guide for clinicians. Research has shown that screening, brief intervention, and treatment referrals by physicians can promote reductions in alcohol and tobacco use. Physicians can access the NIDAMED tools at www.drugabuse.gov.

| Source: OACBHA: Up To The Minute |

Need an OSHA training class that's cost effective and on- demand when you have time?

OPMA is proud to announce that we have made arrangements with OSHA Compliance Made Easy, Inc to provide our members easy to use, fully OSHA compliant course materials.

Federal OSHA regulations mandate that all employees whose duties may result in exposure to "Blood and other potentially

infectious materials" must receive specific training **BEFORE commencing such duties and must also be retrained ANNUALLY.**

OPMA is pleased to offer the required training, fully OSHA-compliant, on-line format. Upon program completion, a "Certificate of Course Completion" may be immediately downloaded.

And here's another PLUS, AUTOMATIC notification of required annual retraining will be sent to registrants via e-mail.

Help-line Assists Hospitals & DPMs with Residency Start-up and Expansion

Is your hospital a good candidate for a residency program, or does it already have a program and would like to expand its number of podiatric residents? With nearly 240 podiatric residency programs in the nation's hospitals, there is room for growth. Unlike allopathic and osteopathic residencies, podiatric residency programs are currently not capped for graduate medical education (GME) reimbursement. To help facilitate expansion, APMA is offering members and their respective hospitals assistance in establishing residencies or expanding existing ones in concert with the Council on Podiatric Medical Education (CPME) and the American Association of Colleges of Podiatric Medicine's Council of Teaching Hospitals (COTH).

"In order to keep up with growing patient demand, we

need to expand the number of new podiatric residencies offered to students," said APMA President Ross Taubman, DPM. Experienced APMA staff and podiatric physicians will work directly with APMA members or hospital representatives to explain the residency development process.

If you are interested in receiving more information, call the help-line 24 hours a day at **1-800-372-0775.**

| APMA eNews #2799 |

Foot Surgery Patients Run Low Risk for Blood Clots

Although recent surgery is a risk factor for deep vein thrombosis (DVT) or blood clots, according to Reuters Health, a new study suggests that patients who undergo podiatric surgery may have a relatively low risk for thrombotic events. In a five-year retrospective analysis, researchers from Kaiser Permanente Center for Health Research reviewed the charts of 7,264 patients who underwent podiatric surgical procedures. Of the 16,804 total procedures recorded, overall incidence of post-procedure venous thromboembolism (VTE) was 0.30 percent. The incidence of VTE increased slightly with the presence of risk factors, including prior VTE, use of hormone replacement therapy, and obesity. Researchers conclude that the low overall risk of VTE in podiatric surgery suggests routine prophylaxis is not warranted. This study is published in the April issue of the journal

Chest.

| Source: APMA eNews 2810 |

CMS Introduces New E-Prescribing Resources

APMA provides *only members* with *free access* to valuable e-prescribing resources, including a transcript and archived recording of APMA's recent, highly successful e-prescribing Webinar. Additionally, APMA's resources can help make it easy for members to receive a 2 percent bonus on all Medicare payments for the year.

The Centers for Medicare & Medicaid Services (CMS) has announced two new section pages on the 2009 Electronic Prescribing (e-prescribing) Incentive Program page of the CMS Web site. They include:

- **E-Prescribing Measure Section page:** This page contains several resources including: measure specifications; new claims-based reporting principles; and a sample e-prescribing claim.
- **Educational Resources Section Page:** This page contains "MLN Matters" articles; E-Prescribing Incentive Program fact sheets; a link to Medicare's Practical Guide to the E-Prescribing Incentive Program; and information on how to receive continuing education credit related to the E-Prescribing Incentive Program.

Visit www.cms.hhs.gov/ERXIncentive for frequent updates.

| APMA eNews #2807 |

IN YOUR BEST INTEREST

Beware of "Off-Label" Use of Marketed Drugs and Medical Devices

Sound medical practice and the best interests of the patient require that podiatrists use legally available drugs and devices according to their best knowledge and judgment. However, podiatrists may routinely utilize a Food and Drug Administration (FDA)-approved drug or medical device to treat a condition or perform a surgical procedure for which the product has not yet been approved.

Podiatrists may receive information about the success of such off-label use from colleagues, seminars, medical literature, and, in some cases, from the manufacturer itself. In these cases, the podiatrist has the responsibility to be well-informed about the product; to base its use on firm, scientific rationale and on sound medical evidence; and to maintain records of the product's use and effects.

When using a drug or device for an off-label use, DPMs should inform the patient of this use, advise the patient of possible complications, and document

this conversation in the patient's medical record in ink.

While off-label use of a prescription drug or device by medical practitioners can contribute to a manufacturer's success, FDA regulations allow manufacturers to promote only approved indications for drugs and devices. FDA permits a manufacturer to disseminate only educational, "non-promotional" materials about non-approved indications or uses, such

as peer-reviewed medical journal articles and reports of clinical studies. FDA also requires that if a manufacturer wants to disseminate information about the new use, it must have a pending application to FDA for approval of the new use, provide the FDA-approved labeling for the current indications, or use and make it clear that the off-label use of the product described in materials is not yet FDA-approved. Similarly, podiatrists cannot promote or

advertise the off-label use of a drug or device. The podiatrist can, however, advise a patient seeking treatment of the off-label medication or device when the patient presents with a condition for which the podiatrist determines that the off-label medication or device is in the patient's best interest.

If you have questions about the appropriateness of devices used in your practice, visit www.fda.gov for more information.

| Source: APMA eNews No. 2,816 |

Sunscreens under new FDA labeling standards

Until recently there was not a standard indicator that measured a sunscreen's ability to filter the UVA (or aging) rays. As a result of the broad spectrum sunscreens, they barely grazed the UVA range on the nanometer scale which measures the length and depth of the sun's molecules. Over the next 10 years expect to see some new changes in labeling of sunscreens that will include UVA and UVB measures by the FDA new labeling standards. These new standards will implement true broad-spectrum labeling.

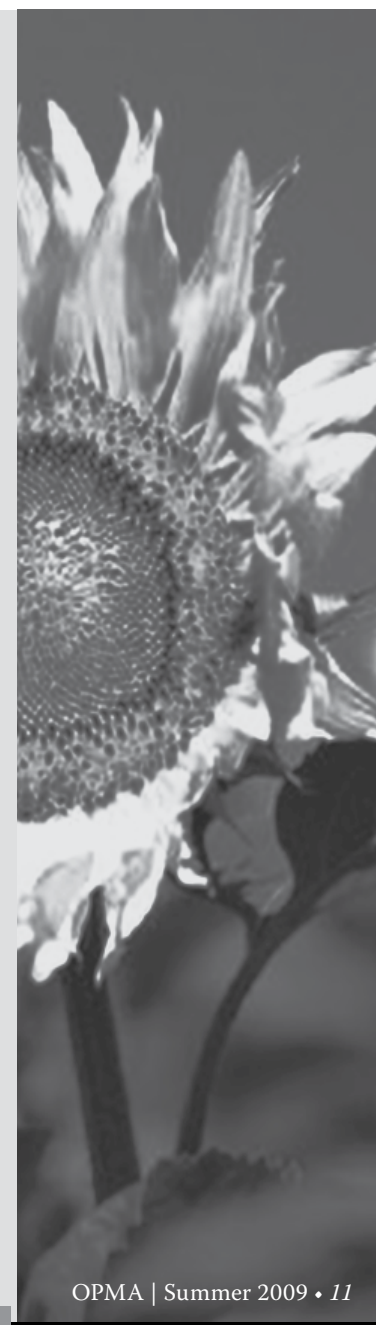
The UV monograph will now define and bring to the public's attention the immune damage done by UVA rays, which results in malignancies, skin disease, and extrin-

sic aging. Until these new standards are implemented use these clinical research guidelines to better protect your skin:

- A. Sunscreens are more effective with topical anti-oxidants (vitamin C and E) applied to the skin prior to the application of the sunscreen.
- B. Apply enough sunscreen – a golf ball size is needed for the face, ears, and neck alone. A golf ball sized amount should be used on the top of each foot and ankle too and reapplied as recommended on the sunscreen. If you do not apply enough sunscreen you compromise the SPF.

Get educated with the facts and protect yourself and your patients. Go to www.cancer.gov for more information!

| Source: V Mickey, About Face, May, 2009 |



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