



International Federation of Podiatrists  
Fédération Internationale des Podologues

# footsteps

SPRING 2015



## 19 SPECIAL FEATURE

Why Podiatrist's Day?



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# President's message



**Carine Haemels**  
.....

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It's hard to believe it's April already – and nearly a year since I became President.

Our Executive Board has been hard at work researching files and reviewing past actions of the FIP-IFP. We're doing our homework so we can be at our most effective as we fulfill the FIP's mission to advance podiatry worldwide through education, advocacy and strategic alliances.

Our mission statement doesn't address communication explicitly, but I believe that it's crucial to us serving our mandate. We all understand the importance of bringing more recognition and respect to our profession. The best way to do that is to communicate clearly and frequently.

I want to start by improving communication with you. To that end, after each monthly board meeting we will be sending a short email to FIP delegates, detailing what was discussed and decided. The FIP delegates will distribute our emails to you. I hope you'll see this as an opportunity to get involved. If you have any thoughts about what you see in the emails or if you have any issues you'd like raised, I'd love to hear from you. Email me at [carine.haemels@skynet.be](mailto:carine.haemels@skynet.be)

Committees are another important way for us to move forward and involve members in fulfilling our mission. It's taken some time for us to identify the committees we need and invite members to participate, but I'm very pleased to report that both the World Foot Health Awareness Month (WFHAM) Committee and the Articles and Bylaws Committee have been doing some outstanding work.

Articles and posters to help promote World Foot Health Awareness Month in May are already up on the FIP-IFP website and available for your use. Please, take advantage of the material.

Meeting podiatrists in person is a very special part of the job. This month (March) I'll be in Washington to speak to the House of Delegates at the American Podiatric Medical Association. While I'm there I will also meet with the people at Special Olympics International. I'll be able to continue my work in helping the Special Olympics people see just how much podiatric care can help people with disabilities, particularly if they're athletes. Then, in April I'll speak to the House of Delegates for the Society of Chiropractors and Podiatrists (SOCAP) at their meeting in April. FIP Vice-President Dr. Matt Garoufalis (USA) has graciously agreed to represent the Executive Board at the Czech Podiatry Association's annual meeting.

Of course we are very excited about the FIP-IFP's upcoming AGM in Athens in May. All of our plans to make this a great learning and networking event are really starting to come together. As soon as we've made final decisions, we'll share them with you.

And while it's still a way off, the Executive Board is making good headway on preparations for the next World Congress (2016) in Montreal, Canada. We've set ourselves the goal of making each World Congress better than the last. With the tremendous success of the 2013 event in Rome, the next World Congress is an event you won't want to miss.

Carine Haemels, FIP President

# Executive Director's Update



It's been an exciting past few months. As some of you may know, I'm Canadian. So I was very pleased and proud when the Executive Board selected Montreal, Quebec as the location of the next World Congress in 2016. I don't live very close to Montreal (it's a four-hour plane ride across our country) but I've been there and I love it. I am sure you will too. It has a lot of history (more than most North American cities), great food and a very European vibe. Of course planning a World Congress takes a great deal of time and attention to detail. Right now, CEO Robert Chelin and I are finalizing the contract, working on the budget and developing the exhibitor/ sponsorship prospectus.

FIP President Carine Haemels mentioned in her message the work the Executive Board has been doing with FIP committees. And she spoke about how pleased she is with the work of both the World Foot Health Awareness Month Committee (WFHAMC) and the Articles and Bylaw Committee. Since World Foot Awareness Month (May) is just around the corner, it meant we had to move quickly to select a theme, design an eye-catching poster, and put together a resource guide, corporate partner guide and fact sheets. But we did it! Check out the results by going to the FIP website and selecting the globe at the bottom of the home page that says World Foot Health Month. These materials are produced for your use.

It's important that the FIP have a presence at podiatric events. So I'm very pleased that we were able to secure a complimentary booth at conferences organized by FIP members.

Last, but not means least, I've spent time this month developing something brand new for us – Podiatrist's Day. This is a special occasion to acknowledge the work you do and the role foot care plays in patient health. Podiatrist's Day will be May 2. Watch our website in April for material you can use in your practice to mark the day.

That's all for now.  
Jayne Jeneroux

# FIP MEMBER COUNTRY UPDATES

## Australia

The Australasian College of Podiatric Surgeons (ACPS) is committed to advancing knowledge in podiatric surgery and to upholding the highest standards in foot and ankle (surgical and related) care by podiatric surgeons in the community.

One of the principle objectives of the ACPS is preparation of specialists in the field of podiatric surgery by providing the leading role in the training, support and examination of podiatric surgeons. The ACPS has worked hard in 2014 to prepare for accreditation of its education and training program with the Australian and New Zealand Podiatry Accreditation Program. In addition, the ACPS has focused extensive effort on normalizing podiatric surgery within the Australian health care setting, with formal application for Medicare funding for podiatric surgical services.

The ACPS has continued its support and enhancement of clinical practice for general podiatrists through its 2014-2015 Foot & Ankle Insight Seminars. Our 2014 seminar series on difficult ankle and rearfoot pathology was well attended and praised by attending podiatrists from across the country. The ACPS looks to continue its clinical seminar series in 2015 with focus on assessment and management of common foot and ankle trauma, including lectures, case discussions and workshops. For further information regarding our 2015 dates – 18 July, 29 August, 12 September, 10 and 24 October, go to our website seminar and courses page ([http://acps.edu.au/seminars\\_events.php](http://acps.edu.au/seminars_events.php)).

The ACPS will continue to take a leading role in advocacy, research and education in podiatric surgery in the Australian health care setting into 2015-2016.

Pat Trubiano  
Assistant Secretary  
Australasian College of Podiatric Surgeons

## France

At a presentation by the Minister of Health in France, the Federation Nationale des Podologues (FNP) took the opportunity to ask for an extension of podiatry competencies within the French Act. This enquiry aims to recognize the profession of the podiatrist as a medical one with limited competencies.

A new Director has been appointed as the Head of the French Insurance for Health; Serge Coimbra met him and informed him that FNP will ask during future negotiations

that new podiatric acts be reimbursed (diabetes, elderly people, hand-foot disease, etc.).

NATIONAL CONGRESS OF PODIATRY IN FRANCE : 16-17 October, 2015 in the Paris Event Center, on "Wounds and Healings : The role of the podiatrist in the multi-disciplinary team".

Serge COIMBRA  
FNP President

## Ireland

The Society of Chiropodists and Podiatrists of Ireland (SCPI) Annual Conference will be held on Saturday 7th March, 2015 at Royal Marine Hotel, Dun Laoghaire, Co Dublin.

## Germany

Verband Deutscher Podologen (Association of German Podiatrists)

Dear Members: Please visit this page on our organization's website: <http://verband-deutscher-podologen.de/>. It lists a wide variety of educational conferences and seminars on podiatry and the diabetic foot.

Volker Pfersich  
President

## Peru

The Ministry of Education, selected to the School of Podiatry JEVIAL and our association to be part of BECA PERU program, which will allow access with scholarship to study podiatry to students from around the country with few economic resources but have high academic achievement. For this, the Ministry of Education initiated campaigns on podiatry throughout the country and thereby revealing the quality of service that podiatry provides.

We are very proud to be the first institution to be elected by the Ministry of Education and reaffirm its commitment to raise the educational level of podiatry in our country.

## World Diabetes Day

Podiatrists, doctors and nurses worked together on the health campaign by the World Diabetes Day which was held on November 14th worldwide.



# FIP MEMBER COUNTRY UPDATES

We participated in 2 hospitals and 2 concentration points where we provide free care to hundreds of people. It was a great opportunity to show the qualities and skills of podiatrist to treat diabetes.



## Visit of Vincent Hetherington to Peru

In November Vincent Hetherington, DPM Senior Associate Dean and Professor in the Department of Surgery of the College of Podiatric Medicine of Kent State University had the opportunity to visit the Jevial School of Podiatry in Lima, Peru. The visit included participation in a seminar for practicing podiatrists and students.

Podiatrist Jessica Palomino, a member of the faculty of the Jevial School of Podiatry and Dr. Hetherington presented lectures on various topics including peripheral arterial disease, peripheral neuropathy, ulcers of the lower extremity in diabetics and non- diabetics, common dermatological problems and history and physical examination principles relative to foot ulcerations. There were w total 10 hours of education provided to the attendees

The visit also allowed Elena Regalado, Director of Jevial School of Podiatry and Dr. Hetherington, both members of the Academy of Podiatric Medical Educators, to discuss academic matters and the challenge of creating a global group that integrates. Opportunities to discuss and enhance educational programs, share clinical experiences and research opportunities. They discussed the educational diversity of FIP member countries and how to seek greater interest in the Academy.



Vincent also had the opportunity to visit the School of Podiatry and observe the curriculum and clinical experiences the provided to students. He had the opportunity to view classes with different students groups, and talk with teachers and students.

An occasion was provided to visit the Guillermo Almenara Hospital, a hospital of the national health program and visited clinics where students perform podiatry care for patients inside hospital. These clinics provide prevention and treatment services for diabetic and other patients. Dr. Hetherington had the opportunity to meet with Dr. Wilson Gallardo Rojas an endocrinologist on the hospital staff to discuss the challenges of diabetic foot complications

Doctors and nurses at the hospital talked with Dr. Hetherington concerning the importance of preventive care, and interprofessional health care education and patient care. The potential for future collaborations was also mentioned.

## Christmas

As every year, we celebrate Christmas together with students, podiatrists, faculty and staff . They were days of great camaraderie and all share beautiful moments of friendship.

People shared gifts and a dinner days before Christmas and they were unforgettable moments.



## Decoration for the Path

The Garcilaso de la Vega University, through the Faculty of Education, gave the podiatrists Elena Regalado, the award academic merit, recognition that she received with great excitement, which was transmitted to the audience.

Attended by the highest authorities of the University, the activity was led by Dr Carlos Otoyá Martínez, Dean of the Faculty of Education, who highlighted the work and dedication that the Podiatrist Regalado and others

# FIP MEMBER COUNTRY UPDATES

Educators who have been conducted over the years by offering an quality education in their respective fields.

The ceremony concluded with a toast and a gala reception at the premises of the University.

## Annual Assembly Meeting in Athens

Our delegation will be present at the next AGM meeting in Athens, Greece and we hope to see everyone again and to continue working together for the benefit of the podiatry. See you soon!!

Aldo Palomino

## Poland

We are proud to announce that after few years of hard work, we achieved our goal in Poland and finally registered the profession of podologyst. It became valid from 01.01.2015.

It is only a first step. Next to follow.

It is not registered as a medical profession, however name and competencies has been recognised by doctors in Poland.

Polish Podology Association will be participating in setting up the detailed competencies of that profession. It may take another few months to have it all done, but we have additional momentum to move on with this issue here.

Fingers crossed that all goes as planned.

## United Kingdom

The College of Podiatry has commissioned two important research projects aimed at enhancing the evidence base for the clinical and cost effectiveness of podiatry. Despite the growth in the elderly and diabetic population, the number of student-places for podiatry training has been declining. It is essential that we convince policy-makers of the need to train more podiatrists to meet the population's needs.

The College has also commissioned a series of short films, available on our website and social media, which explain the scope of podiatry to the public. The first film, which is already available, gives a general overview. It will be followed throughout the next year by films on specific areas of practise, such as biomechanics and dermatology.

There is a general election in the UK in May, and the future of the National Health Service is one of the main campaign issues. This gives the Society of Chiropractors and Podiatrists (SCP) plenty of opportunities to promote the value of podiatry to politicians and the public alike.

The SCP conference will take place this year on 19-21 November in Harrogate, Yorkshire. The theme is "Putting People First". The call for papers has been issued, with a deadline of 27 April for oral presentations and 7 September for poster presentations. Please visit [www.scpconference.com](http://www.scpconference.com) for further information.

Joanna Brown  
Chief Executive Officer, SCP

## Sweden

Sveriges Foterapeuter, SF, is cooperating with the Swedish company CCS Health Care AB which manufactures, among other things, products for foot care. CCS will be launching two major campaigns in 2015. During a month long campaign in spring, SF and CCS will be cooperating closely to make the public aware of how important good foot care is, and who to turn to!

SF's annual general meeting in April will this year be held in the beautiful city of Karlskrona on the southern tip of our long country. We are expecting about forty exhibitors, yes forty! We usually have a very good turnout of exhibitors, and our members are more than happy to place orders with them for the coming year.

We have four committees: Education, Members' magazine (our Footsteps), Validity check, Congress/Exhibition. Three to six members per committee are working hard to have a first presentation in April at our AGM. The Magazine committee has been working successfully for several years already.

Our chairman Ann Lindström is one of the board members of a new school for chiropractors in northern Sweden. Ann has also been part of the group that forms the national guidelines for diabetic foot care 2015, chaired by The Swedish Health Authorities.

Bästa hälsningar!  
Stella Tommos

## United States

### APMA Wraps Up Record-breaking Diabetes Campaign

While a diabetes diagnosis may be frightening, confusing, or disheartening, there are many ways to help a patient feel empowered and in control of the disease. APMA created a public education campaign with this concept in mind for last November's Diabetes Awareness Month.

Diabetes continues to affect a large portion of the US population, with an estimated 29.1 million people suffering from the disease, according to the Centre for Disease Control (CDC).

While the statistics may seem grim, it's been proven that preventive care by a podiatrist can dramatically reduce amputation rates—in some cases as much as 80 percent. This fact helped focus APMA's diabetes campaign into one of patient empowerment and positivity: YOU Can Outsmart Diabetes! The campaign messages included:

- Diabetes doesn't need to control you. You can outsmart diabetes and avoid foot complications by being proactive and learning how to monitor your foot health.
- You've got an ally. Make an appointment with a podiatrist, the foot and ankle expert, to have your feet examined. Receiving care from a podiatrist is a critical step in avoiding diabetic foot complications and amputation.
- There are affordable options. Don't let a lack of insurance keep you from receiving proper foot care. Podiatrists treat patients in health clinics, in addition to private practices. Work directly with your podiatrist to create alternative options such as payment plans.
- Start off on the right foot. Certain types of shoes, socks, and custom orthotics are all created especially for those with diabetes. Medicare may pay for these shoes. APMA.org includes a list of podiatrist-approved footwear and products for patients with diabetes.

These messages were emphasized throughout the month-long campaign, which used a combination of traditional media relations, advertising, social media, and grassroots outreach to reach target audiences.

### Educating Patients

APMA used several tactics to reach the general public, with special emphasis on women 35–55 years of age, who tend to be responsible for making health-care decisions for their family.

Our nationally distributed news releases directed readers to APMA's diabetes resource page at [www.apma.org/diabetes](http://www.apma.org/diabetes). This page, which will remain live throughout the year, served as the main "hub" for the campaign, with all advertising, social media posts, and articles directing users to visit the page to learn more. The page includes links to all information and materials produced by APMA, as well as resources related to diabetic foot care developed by other organizations. We saw traffic significantly increase to the site. In the month of November, the web page had 9,841 unique page views, representing a whopping 630-per cent increase from the 1,349 views in November 2013.

APMA also conducted a national radio tour as another way to reach the public. We targeted radio stations in states with the highest incidence of diabetes and provided the APMA member spokespersons with talking points, campaign-specific messages, and statistics. This initiative resulted in 21 interviews, which aired 355 times on 132 different radio stations. The stations reached a total audience of more than 2.6 million people in major media markets including Los Angeles; Chicago; Atlanta; Washington, DC; and others.

APMA also had a unique opportunity to place a full-page ad as part of a special section in the November 21, 2014 issue of USA Today. The special edition, published as part of National Diabetes Awareness Month, was available in print in target markets, reaching more than 1.3 million readers in addition to the digital edition. The ad was designed to drive awareness of podiatrists' critical role on the diabetes management team, and encourage patients and their families to visit an APMA member podiatrist.

### Tools for Members and States

APMA provided its state components with a digital campaign toolkit. The robust toolkit included a high-resolution campaign logo, press release template with state-specific diabetes statistics, "Dear Colleague" letter for use with referring physicians, tip sheet in both English and Spanish listing diabetes-related products with the APMA Seal of Acceptance or Approval, sample campaign announcements, sample social media posts, social media banners, background images, and web banners in standard sizes for state component websites.

Several states took advantage of these resources:

- The California Podiatric Medical Association distributed a news release that garnered more than 58,000 impressions, included the campaign logo in its member magazine, and posted headline banners with links on its website.

# FIP MEMBER COUNTRY UPDATES

- The Illinois Podiatric Medical Association customized and distributed a news release, added the campaign logo and information on its website, and posted campaign statistics on social media.
- The Iowa Podiatric Medical Society distributed a customized feature press release with pickup throughout the state, and posted on its Facebook and Twitter pages.
- The Massachusetts Podiatric Medical Society shared campaign information with members and posted on its website.
- The Michigan Podiatric Medical Association promoted the campaign to members and shared videos on its website.
- The Ohio Foot and Ankle Medical Association shared state-specific diabetes data on social media, sent an e-mail blast to members, and drafted an op-ed for the Columbus Dispatch.

## Social Media Targeting

Social media continues to play an important part in our educational campaigns as we see quality engagement and great return on investment for our online advertising initiatives. Our campaign messages were woven into all online ads, and new ads ran each week throughout the month.

Twitter's post format (140 characters or less per tweet) allowed us to share quick statistics, facts, and links. Our tweets were promoted to users who expressed an interest in foot health, podiatry, or diabetes. The effort was incredibly successful, with almost 1 million total impressions, resulting in more than 3,500 clicks, 24 retweets, and 811 new followers.

We took a similar approach to Facebook, with original content posted weekly, paired with advertising. We saw great success, with more than 11 million impressions, resulting in almost 6,500 clicks and 189 new "likes." Our click-through rate (the number of clicks on an ad divided by the number of times it is displayed) was 0.59 percent, above the industry average of 0.03–0.05 percent.

While campaign activities came to a close at the end of November, educational materials remain on APMA.org year-round, as will the DVD, posters, fact sheets, and brochures related to diabetes in our e-Store. Take advantage of the resources available, and let us know how you've educated your patients and community about the critical role today's podiatrist plays in outsmarting diabetes!

For more information about APMA's public education campaigns, contact Brielle Day at [bcday@apma.org](mailto:bcday@apma.org).

## APMA's Annual Scientific Meeting

APMA's 2015 Annual Scientific Meeting (The National), July 23–26 in Orlando, FL, is the premier foot and ankle conference. The National offers attendees unique value, authoritative content, cutting-edge resources, and unparalleled access to the podiatric medical community.

This year's meeting offers a wide range of options to meet your educational needs. Attendees will enjoy world-renowned speakers covering a wide array of topics from surgery to wound care to dermatology. Plan to spend time in the vast exhibit hall and enjoy opportunities to mingle with old friends and new colleagues at the Welcome Reception, Team APMA 5K, Podiatry Management Hall of Fame luncheon, and other events. Get up to speed on the latest research with Oral and Poster Abstracts. Tailor your meeting experience by selecting from a variety of optional workshops, the Young Physicians' Program, and small group panel discussions.

Of course, take time to explore everything this family-oriented vacation destination has to offer. Orlando's exciting theme parks are an obvious choice, but the city also is a hub for great dining, sports, entertainment, and shopping. There are several pools and a golf course at the Orlando World Center Marriott, and there are fantastic restaurants both on and off the property.

Register today at [www.apma.org/thenational](http://www.apma.org/thenational).

## New Feature Article Library Online

APMA members can enjoy a new Feature Article Library as part of the "Promote Your Practice" section on the APMA website. This library contains patient-focused articles on a variety of topics for members to customize and share in their local community. With over 20 articles on a wide range of topics, there is no shortage of interesting and relevant material you can share year-round. Articles are conveniently organized by topic and available for download in Word Document format. Take advantage of this valuable promotional tool today!



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# FIP's World Foot Health Awareness Month Committee (WFHAMC) is Working for You!

FIP created the WFHAMC to increase world-wide awareness in May of the importance of foot health among the general public and other health professionals, and of the podiatrist as the practitioner of first choice for foot and ankle care.

The theme for this year's Foot Health Awareness Month is "Teenagers and Their Feet"

**The committee has created:**

- a poster tailored to your own part of the world featuring the Teenagers and their Feet theme,
- an accompanying focus document on teenagers, and

- five fact sheets on the most common complaints we see from patients: blisters, corns and calluses, ingrown toenails, warts and Athlete's foot.

Take advantage of all the work the committee has done for this year's annual campaign to increase awareness about foot health in May by going to this link WFHAM. Simply download and print off any of the material you'd like to use.

The World Foot Health Awareness Month Committee members are: Christian Jerome (Chair-France), Margreet Van Putten (Netherlands), Sylvia Verbulis (U.S.A.), Paula Goldea (Sweden), and Carine Haemels (Belgium).

## Get Involved!

The members of WFHAMC would love to hear your ideas about promoting World Foot Health Awareness Month. If you have any suggestions about possible themes or materials, please contact any of the committee members. You'll make their day!

**WORLD FOOT HEALTH AWARENESS MONTH**  
**MAY 2015**

International Federation of Podiatrists  
Fédération Internationale des Podologues

[www.fip-ifp.org](http://www.fip-ifp.org)

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# Heel pain gains: Studies support multimodal treatment

Source: Courtesy of Lower Extremity Review

## In the moment: Rehabilitation

By *Jordana Bieze Foster*  
Courtesy of *ler magazine*

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Multimodal physical therapy is associated with significant symptom relief in patients with plantar heel pain, but may be most effective for those with symptoms lasting less than seven months, according to research presented in February at the annual Combined Sections Meeting of the American Physical Therapy Association.

Investigators from Bellarmine University in Louisville, KY, assessed self-reported pain and function in 19 patients with chronic heel pain who completed one of two four-week therapy protocols. Ten patients did stretching only, while nine patients did the same stretching protocol plus strengthening exercises and roller massage.

After four weeks, only patients in the multimodal group demonstrated significant improvement from baseline, specifically for the Foot and Ankle Ability Measure (FAAM) sports and activities of daily living subscales, a visual analog scale weekly pain rating, and an average score for daily first-steps pain.

“The differences between groups might have been even greater with a few more weeks of therapy,” said Corey Malone, PT, DPT, a former Bellarmine doctoral student who is now a physical therapist at the Rubin Institute for Advanced Orthopedics in Baltimore, MD, and who presented the findings at the Combined Sections Meeting.

“Typically it takes six to eight weeks to see physiological changes with exercise,” Malone said. “So with a longer

protocol, the strengthening component would have had more of a chance to shine.”

Malone also noted that the duration of symptoms in the overall study population ranged from two months to three years, and that this variability could have affected the results.

“Patients with a longer duration of symptoms might not have had as much improvement,” he said.

This assessment was consistent with the findings of a second study presented at the Combined Sections Meeting, in which patients with a shorter duration of heel pain symptoms were most likely to respond to multimodal physical therapy.

In that study, researchers from Des Moines University in Iowa analyzed data from an earlier clinical trial to identify significant predictors of a positive response to physical therapy for heel pain. The earlier trial, which was published in the August 2009 issue of the *Journal of Orthopaedic and Sports Physical Therapy*, randomized





continued

60 patients to one of two four-week therapy protocols: electrophysical agents plus exercise, or manual therapy plus exercise. In the secondary analysis, the two groups were combined.

Treatment success was defined by achieving a minimal clinically important change in the FAAM and numeric pain rating scale, with a second, more stringent definition that included the global rating of change scale.

Patients with symptoms for less than 7.2 months were 4.2 times (based on the more stringent definition) or 8.5 times (based on the less stringent definition) more likely to respond than those with a longer history of symptoms.

The study, which was published in November 2014 by Foot & Ankle International, also found that age and body mass index did not predict treatment response. "The latter result is particularly encouraging," said Shane McClinton, DPT, an assistant professor of physical therapy at Des Moines University who presented the findings at the Combined Sections Meeting.

"On average we do see individuals with this condition who are overweight, but these findings suggest that these patients do respond to treatment," McClinton said.

McClinton also noted that the age of the oldest patient in the study was 63 years, so the finding that age did not predict treatment response may not apply to populations with larger numbers of older patients.

Sources:

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Stellenbosch

Learn: Connect: Play

14 - 16 August 2015 | Protea Hotel Stellenbosch

## 7 months to Congress | Early Bird registrations Abstract Submission

### It's 2015 - and less than 7 months to go to Congress!

2015 has hit us quickly and we're already three months into the new year ... which means that we have less than seven months to go to Congress! We have had some interesting abstract submission proposals from both local and international speakers - Congress promises to be a varied and educational experience.

Make sure that you get your registration in for the 10th Biennial Congress 2015 - you will find all the information you need before you register on the website, and registration is also done via this medium. Once you've checked fees, accommodation options and terms and conditions, simply click on the 'Register Now' button to access the secure online registration.

### Early Bird registrations

Early bird fees are valid for registration and payment by 30 April 2015. Take advantage of the reduced fees by registering and paying by 30 April 2015.

*Win a refund of your registration fee!*



One Early Bird delegate (registered and paid by 30 April), will win a refund of their registration fee. All delegates registered and paid by 30 April will go into a draw and one lucky delegate will win a refund of their registration fee, making Congress that much more enjoyable!

### Abstract Submission

The Scientific Committee invites the submission of abstracts for oral and poster presentations. The closing date of submissions is **Friday 17 April 2015**. All abstracts must be submitted via the Congress Website, using the 'Submit an Abstract' button in the left-hand column.

*Theme: Making a Difference to Practice!*

Please note that at least one of the authors of accepted abstracts must register and attend Congress to present. All appropriately submitted abstracts will be reviewed by the Scientific Committee.

### More Information

If there is any additional information that you would like, please contact us at [info@pasacongress.co.za](mailto:info@pasacongress.co.za)

Our Conference Organisers – XL Millennium Conference and Event Management – are able to assist with all logistical aspects of the Conference, including travel and accommodation, pre- and post-Conference excursions or partners and family programs.

For more information on the Conference, please visit our Conference website: [www.pasacongress.co.za/](http://www.pasacongress.co.za/)

*We look forward to welcoming you to Cape Town!*



### CONTACT US

To keep up to date with PASA CONGRESS 2015 matters, please refer to our website PASA Congress 2015 or drop us an email at [info@pasacongress.co.za](mailto:info@pasacongress.co.za)

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[www.fipworldcongress.org](http://www.fipworldcongress.org)



**International Federation of Podiatrists  
Fédération Internationale des Podologues**

**CPMA**

Canadian Podiatric Medical Association  
L'association médicale podiatrique canadienne

# FIP-IFP 2016 World Congress Reminder

Every three years podiatrists from more than 30 countries around the world gather at the FIP-IFP World Congress of Podiatry. It's a time to renew acquaintances and catch up on the latest scientific developments in podiatry.

This time (and for the first time) Canada will play host in Montreal, Quebec, May 26 – 28, 2016.

2016 may seem like a long way ahead, but an event of this magnitude takes a lot of planning.

Right now, in fact, the Scientific Committee is starting to develop the academic program. You can expect a call for abstracts in the near future.

For the latest information on the 2016 World Congress, watch this magazine or visit the web site <http://www.fipworldcongress.org>



## Mark Your Calendar

### 2015

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#### May 6 – 8

Australasian Podiatry Conference  
Gold Coast, Australia  
<http://apodc2015.com.au/>

#### May 8, 2015

SSP 24th Congress  
Valais, Switzerland

#### May 20 – 23

7th International Symposium on the  
Diabetic Foot  
The Hague, Netherlands  
[www.diabeticfoot.nl](http://www.diabeticfoot.nl)

#### May 22

FIP delegate session in the afternoon,  
followed by the FIP President's dinner in  
the evening  
Athens, Greece  
[www.fip-ifp.org](http://www.fip-ifp.org)

#### May 23

ECP Annual General Meeting FIP  
Annual General Meeting  
Athens, Greece  
[www.fip-ifp.org](http://www.fip-ifp.org)

#### May 23

FIP-IFP Annual General Meeting  
Athens, Greece  
[www.fip-ifp.org](http://www.fip-ifp.org)

#### June 11-14

BCPMA Annual Conference  
Delta Grand Okanagan Resort -  
Kelowna, BC  
[www.bcpodiatrists.ca](http://www.bcpodiatrists.ca)

#### July 23-26

APMA Annual Scientific Conference  
Orlando, Florida  
[www.apma.org](http://www.apma.org)

#### August 2-8

International Association for  
Identification  
Sacramento, California  
[www.theiai.org](http://www.theiai.org)

#### August 14 – 16

Podiatry Association of South Africa  
10th Biennial Congress  
Stellenbosch, South Africa  
<http://podiatrist.co.za>

#### September 11 - 13

AAPSM Conference  
New York, USA  
[www.aapsm.org](http://www.aapsm.org)

#### September 24-25

1st Congress of the Swiss Societies of  
Wound Care  
Bienne, Switzerland

#### November 30 – December 4

International Diabetes Federation (IDF)  
World Congress  
Vancouver, Canada  
<http://www.idf.org/worlddiabetescongress>

### 2016

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#### May 18 - 20

Malvern Diabetic Foot Conference  
Malvern, UK  
<http://www.malverndiabeticfoot.org/>

#### May 24

FIP delegate session  
Montreal, Quebec  
[www.fip-ifp.org](http://www.fip-ifp.org)

#### May 25

ECP AGM  
FIP AGM  
Montreal, Quebec  
[www.fip-ifp.org](http://www.fip-ifp.org)

#### May 26-28

FIP World Congress of Podiatry  
Montreal, Quebec  
[www.fipworldcongress.org](http://www.fipworldcongress.org)

#### July 14-17

APMA Annual Scientific Conference  
Philadelphia, Pennsylvania  
[www.apma.org](http://www.apma.org)

#### August 7-13

International Association for  
Identification  
Cincinnati, Ohio  
[www.theiai.org](http://www.theiai.org)

### 2017

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International Association for  
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# 2015 FIP-IFP Humanitarian Award

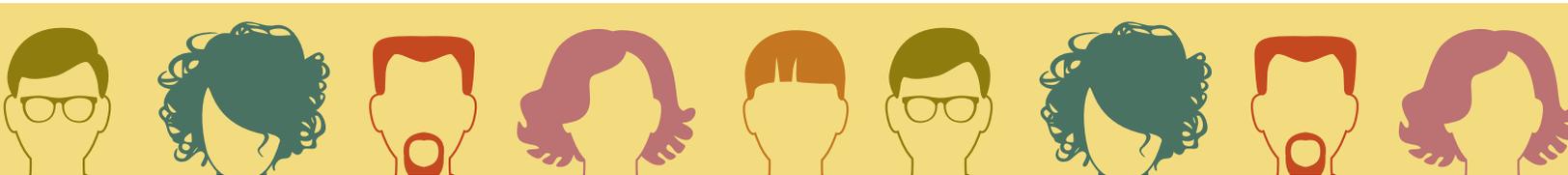
Did you know that the FIP-IFP presents an FIP-IFP Humanitarian Award each year to a special individual whose selfless work in the field of podiatry has made a difference in the lives of others? And did you know that you can nominate one of your colleagues for this award?

If you know of someone who has gone above and beyond to provide podiatry-related care or assistance to others in need, please take a few moments to fill out a nomination form on their behalf. Perhaps you know a fellow colleague who has contributed to disaster relief, enhanced podiatry education in developing countries or has made a unique sacrifice to help others. If so, the

FIP-IFP wants to hear about it and encourages you to nominate this person for the 2015 FIP-IFP Humanitarian award.

Awarded annually to a nominated FIP-IFP member after careful evaluation by the FIP-IFP Board, the 2015 Humanitarian award will be announced at the 2015 Annual General meeting in Athens, Greece on May 23, 2015.

Award criteria and nomination forms are available on the FIP website ([www.fip-ifp.org](http://www.fip-ifp.org)) so take a moment to consider someone you think is deserving of this honour.



## FIP COMMITTEES

The FIP/IFP has a number of working committees that carry out a variety of activities related to the work of the FIP. All committee members are appointed to each committee by the executive board and all committees are governed by the FIP Terms and Conditions document, which is posted on the FIP website.

The only exception to this process is the European Council of Podiatrists (ECP). The ECP consists of all FIP country members of the European Union (EU). The ECP will internally elect its own chairperson as this committee is solely responsible for issues that affect FIP EU country members.

**Provided is a list of the current FIP committees.**

- Articles of Association Committee (AAC)
- Budget and Finance Committee (BFC)
- Economic Development Committee (EDC)
- Corporate Development Committee (CDC)
- European Council of Podiatrists (ECP)
- International Academy of Podiatric Medical Educators (IAPME)
- International Recruitment Committee (IRC)
- Special Olympics International Committee (SOI)
- Website Committee (WSC)
- World Foot Health Awareness Month Committee (WFHAM)

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If you are interested in being involved with one of the FIP committees, please contact Christian Jerome, FIP Member at Large. He can be reached at [Christian.jerome@noos.fr](mailto:Christian.jerome@noos.fr)

# Why Podiatrist's Day?



*FIP is always on the lookout for initiatives to promote the value and professionalism of podiatrists. We thought designating a special day just for podiatrists may raise our profile and promote understanding of the profession. So May 2 is now Podiatrist's Day.*

## Why Podiatrist's Day?

May 2 will be the first-ever Podiatrist Day. It's an idea that originated with the executive of FIP-IFP. Carine Haemels, President, FIP-IFP is excited about it. "I see this as an excellent opportunity for podiatrists around the world to take a bow. We make a huge difference in the lives of our patients and I, for one, have no problem in raising our profile for one special day each year. I hope you'll take advantage of the articles, posters and ideas we've come up with to help you mark this special day."



## Podiatrist's Day – May 2

Friday, May 2 is Podiatrist's Day. It's a worldwide event to recognize the medical discipline of podiatry and the doctors – podiatrists – who do this work in 40 different countries. How does Podiatrist's Day affect you? Well, if you have pain in your feet, it's an opportunity to find out more information about how to get treatment and relief.

A podiatrist is a specialist in the diagnosis and care of foot disorders, including medical and, sometimes, surgical treatment. The podiatrist receives general medical training plus specialized training for foot conditions.

You should see a podiatrist if you have any problems with your feet – including arch pain, heel pain, flat feet, shin splints, bunions, hammertoes, nail problems, skin problems, infections, trauma, corns, calluses, warts and diabetes.

If you'd like to see a podiatrist about the pain in your feet, contact \_\_\_\_\_  
(insert your national/local podiatric organization or your own contact information).

Note to podiatrists: If you like, you can include the specific training that podiatrists receive in your country by

*Podiatrist's Day on May 2 is an opportunity you won't want to miss. We'll help you make it a success!*

## **Six Ways You Could Mark Podiatrist Day**

1. Print off the poster you'll find on the FIP-IFP website (check any time after April 15) and put it up in your office.

*Note: If you put the poster up one week in advance of May 2 and include information on how you'll celebrate it i.e. free coffee, you'll create some anticipation and extend the period that people are thinking about you – and the services you provide.*

2. Provide free coffee for your patients on May 2 (but make sure you let them know why!).
3. Buy a cake with decorative icing saying "Podiatrist's Day" – and share it with your patients on May 2.
4. Wear something special (jazzy shoes for example) on May 2, so patients notice. When they ask about what you're wearing, you can tell them about Podiatrist's Day. (Create a conversation.)
5. Use the article below titled, "Podiatrist's Day – May 2." You could either post the article on your website – or try sending it to your community newspaper. They're usually looking for content. You can increase your exposure by adding your practice's contact information to the article we've prepared.
6. Have a contest the week leading up to a draw on May 2 when the winner (one of your patients) receives a small, inexpensive gift from you.



**Celebrate  
Podiatrist's  
Day on May 2**

# Secrets of Success:

## Doctor, Is your time Productive, Delegated or Wasted?



by: Lynn Homisak, SOS Healthcare & Management Solutions, LLC - [www.soshms.com](http://www.soshms.com)

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**Simply put, a doctor's time can be spent in one of three ways – productive, delegated, or wasted. Have you given some thought as to how you are spending yours?**

- **Productive** – Doctors are the primary financial drivers of revenue and profits to the practice and should spend their time performing those tasks that only they, as doctors, are licensed to do. This is productive time.
- **Delegated** – When doctors do tasks that staff can effectively be trained to do (in order to take unessential tasks off the doctor's plate). The types of tasks assigned to staff vary between practices – many times they even vary WITHIN the (multi-doctor) practice. A number of factors are to blame; fueling the confusion of what can and can't legally be delegated. Among them are professional ethics, individual state law, individual interpretation of state law, staff schooling and licensures, doctor's philosophy of the PMA role, the level of OTJ staff training and observed competencies for starters. In most instances, doctors draw the line at "invasiveness" - defined as, "Of or relating to a medical procedure in which a part of the body is entered, as

by puncture or incision." Within these parameters, a variety of "non-invasive" tasks that a DPM might feel comfortable delegating (with proper training) involve: educating patients (about policy, protocol, podiatry, doctor's education, etc.), taking x-rays (with proper certification/license), pre-filling injections, taking initial patient history, orthotic & AFO foot impressions, dispensing orthotics, shoe and DME (brace, boots, etc.) fittings and dispensing, foot/digital pad applications, adhesive strappings, removal of plaster casts, removal and reapplication of post op or wound dressings/bandages, suture removal, note scribing, in-office dispensing sales, scheduling doctor-prescribed tests for patients (MRI, outsourced x-rays, labwork, etc.), financial discussions with patients, surgery scheduling, online research for patients, patient instructions and nail finishing (filing/grinding).

- **Wasted** – When doctors choose to spend their time doing tasks that SHOULD be done by staff (to create more efficiency). If doctors insist on doing tasks that should instead be delegated to the lowest paid employee who can do them well, they might be wasting their valuable time and let's face it...no one wants to waste time. It's far too precious! Look at it this way. We only get 86,400 seconds deposited into our time bank each day. Not one of them can be carried over to the next day so if we don't use them, we lose them. Some activities that might be considered a waste of the doctor's time involve trying to find staff when it comes time to conclude the patient encounter, looking for written patient instructions or brochures, filling out order forms (MRI, lab work, Rx's), cleaning treatment rooms, seeing drug reps without a scheduled appointment, repeated interruptions, walking patients to the front desk (where even more interruptions are likely), ordering, unpacking or retrieving supplies, inventory control, waiting for patients to be roomed, hesitant decision-making and undoing or RE-doing mistakes that staff make due to improperly training them. These are just a tip of the iceberg.

There is a necessary social aspect that promotes job satisfaction, culture and practice growth, and totally eliminating this time from the workday could have repercussions; however, learning to keep it in check is sometimes challenging. Extensive socializing time (e.g.,

spending too much time in the treatment rooms, on your cell phone or on the phone chit-chatting) can prevent our day from staying on track. Eliminating some of the more unnecessary activities from your valuable time or delegating more patient care duties to capable staff can actually equate to increasing patient volume, reducing your effort AND capturing lost revenue all at the same time. Those captured minutes turn into dollars and over one year's time can become very significant.

It's true...not everything should be about the money! I am reminded of the doctors who express feelings of "burnt out!" Maybe those saved minutes can instead equate to finishing early and having extra time to spend with loved ones, or to pursue hobbies outside of the office. It's all about trade-offs and choices. You get to choose how to best manage your minutes. Would you like to use them productively and do what you went to school to do or would you prefer to continue doing everyone else's job description in the office?

Don't confuse the quantity of time you personally spend with your patient with the quality of time. They know the difference. If patients sense they are being "turfed off" to someone who they perceive as less qualified, they will understandably be apprehensive; even resentful. If however, patients feel that their overall experience in your office was exceptional, then the time and care they received (however distributed between you and your staff) was well spent.

*Ms. Homisak, President of SOS Healthcare Management Solutions, has a Certificate in Human Resource Studies from Cornell University School of Industry and Labor Relations. She is the 2010 recipient of Podiatry Management's Lifetime Achievement Award and recently inducted into the PM Hall of Fame. Lynn is also an Editorial Advisor for Podiatry Management Magazine and recognized nationwide as a speaker, writer and expert in staff and human resource management.*



## Plan to come to Greece in May



## Annual General Meeting

The FIP-IFP Annual Meeting will be in Athens this year. Mark May 22 – 23 in your calendar because, if you need an incentive besides a great opportunity for professional development, think about this – late May is an ideal time to visit Greece. The weather's really nice, but the crowds haven't arrived yet.

The first day of the Annual Meeting (May 22) is reserved for delegate sessions. This year the focus is on communication. There will be a session on referrals, an important topic for podiatrists because we receive referrals from other medical professionals as well as provide them. Another session covers what you can expect from us (FIP) as an organization in terms of communication. We'll tell you what resources are currently available for members on the website.

May 23 is the actual Annual General Meeting. The true measure of success for any AGM is the level of involvement by members, so let's make this year's AGM a good one. The Executive Board of FIP welcomes all of you.

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