MEET DR. MICHAEL DELLA CORTE
An interview with your new ABPM President

What does being President of ABPM mean to you?
Being President of the ABPM is truly an honor. I am humbled to be the President of the national board that certifies podiatric physicians in such a critical dimension of their practice - in fact most of what they do every day. When I was in podiatry school at NYCPM in the late 70’s and early 80’s my goal was to achieve the highest level of education and training I could. At that time the focus was mostly on surgical certification. Yet, even back then I realized the importance of certification in podiatric medicine because it is the bulk of our practice; as President of ABPM I want to continue to send that message to students, residents and the general public.

What committees have you already served on with ABPM?
I have both served on, and chaired, the Examination Committee, and with feedback from the resident community, was instrumental in changing the In-training Examination from five modules to one, and in streamlining its administration from twice to once per year. The feedback on these modifications has been very positive.

I chaired the committee charged with our organizations name change from the ABPOPPM to the ABPM to reflect the changing structure of residency from PPMR (Primary Podiatric Medical Residencies) and PSR (Podiatric Surgical Residencies) programs to PMSR (Podiatric Medicine and Surgery Residencies) programs.

I have also been the Liaison to ACFAOM (American College of Foot and Ankle Orthopedics and Medicine) and, as Treasurer, have served as chair of the Budget Committee.

~ continued on page 12
LETTER FROM THE EDITOR

DEAR COLLEAGUES:

Welcome to the Fall 2014 edition of the ABPM member newsletter. I am very pleased to have been chosen as Editor of your newsletter.

In this issue our new President, Michael DellaCorte, DPM will address you on the status of ABPM now and the Board’s plans for the future.

Your newsletter would not be complete without articles on the upcoming conferences, examination deadlines, and photos of your Board on the go, from the APMA National meeting. You will also be updated with our current financial status with a financial report and a report for Headquarters.

CONGRATULATIONS to our new Diplomates, we are proud to have you join us.

The Board of Directors has been busy with strategic planning which will be detailed in an article from our Executive Director.

Most importantly, the Board has established a standing committee in Marketing, chaired by Mitchell Shikoff, DPM, to ensure ABPM is visible, viable and available via lectures/presentation through our Speaker’s Bureau, official ABPM website, Twitter, LinkedIn and Facebook, resident newsletter and membership newsletter.

We would like to develop a section entitled “Members on the Move.” We are proud of our Diplomates and would like to showcase your accomplishments. Please let us know when you are promoted on hospital staff, medical college, state/national organizations, have published papers, or received community, state awards. You may email these to Admin@ABPMed.org or click contact us on our website: ABPMed.org

Your thoughts and comments on this Member newsletter are welcomed. I can be reached at dgeorge@ABPMed.org.

David H. George, DPM
Editor, Past ABPM President

TREASURER’S REPORT

The following charts illustrate ABPMs overall operating budget. These were reviewed in July during our annual meeting of members. This year our meeting was held during the APMA National in Honolulu, HI.

2014 INCOME BUDGET

2014 EXPENSE BUDGET
If 2013-2014 was the year to build a strong, contemporary presence with our website and social media outlets, then 2014-2015 will be the year to leverage that presence as we emphasize to residents, medical facilities and insurance panels – and ultimately patients, the well established reputation, testing rigor, and industry recognition this board has in the areas of podiatric orthopedics and podiatric medicine.

As the healthcare industry continues to change and evolve, all “consumers” of healthcare will be looking at schooling, credentials and certifications as a way to select their providers. As a premier board we want to ensure to current and future Diplomates that the standards that built this board are widely known and that an American Board of Podiatric Medicine (ABPM) certification remains one of the most respected certifications in podiatry.

Our goal for the upcoming year is to increase outreach to residency programs, podiatry schools, medical facilities and third party payers. We will be doing this through our expanded Speakers Bureau, increased education regarding ABPM through face to face meetings and mailings, and ongoing exposure around the talent and professional achievement of our Diplomates – as you all submit your accomplishments to us! ABPM Certification helps you enhance your career, but your accomplishments reflect the kind of professionals you are every day. We want to hear more about your work so we can share that within our Board community and the public.

Please email your accomplishments to Admin@ABPMed.org.

Lastly, we want to ensure that our In-training, Qualification and Certification examinations continue to address current health care delivery patterns and, through the full use of testing centers, are both accessible and available nationwide, minimizing added travel expenses for examination candidates.

As a Diplomate of the ABPM your input is valued and your feedback appreciated. Please let us know if and how you might like to get further involved with the ABPM. We would be pleased to discuss opportunities with you. Interested parties are encouraged to contact Board Headquarters.
The ABPM has a few, very targeted, strategic goals aimed at key stakeholder groups including our Diplomates and Board Qualifieds (Members), Residents, Students, Hospitals and Insurance Panels, and the Public. Our ongoing strategic goals and plan includes:

1. Bring ongoing value to MEMBERS by increasing awareness of the professional strength of ABPM with hospitals, insurance panels and patients; providing an efficient, effective and respected MOC process; supporting access for the public to member contact information through a robust directory and increasing opportunities to highlight professional accomplishments (speakers bureau, articles and through social media links) as appropriate.

2. Bring value to RESIDENTS with an In-training examination and a straightforward certification path that includes a web-based access to ABPM information and a well-structured examination process.

3. Bring value to STUDENTS by increasing education on the board certification process and understanding of opportunities available with ABPM Board Certification. We will do this through speakers bureau, mailings and simplified access to ABPM information.

4. Bring value to CREDENTIALERS by educating them on the importance of ABPM certification, the areas and rigor of our examination and the simplicity and thorough nature of our online verification process.

5. Bring value to the PUBLIC through a Board Certification examination and Maintenance of Certification (MOC) process that reflects current podiatric practice within the specialty. By selecting an ABPM credentialed podiatric physician, the public has additional assurance that their chosen podiatrist has gone beyond foundational training and has been tested and has passed examinations in critical areas of care.

To achieve these goals we will continue our marketing efforts as outlined in both Dr. Shikoff’s article and the Update from our Board of Directors, but we also want to increase engagement from our membership. We invite our members to reach out to see where their particular skills, talents and interests could help support our goals. We encourage all members to share their accomplishments, consider working on one of our committees or in our outreach programs such as the Speaker’s Bureau.
MARKETING THE ABPM

WOW! Things have certainly changed in just a few short years. As a direct result of the membership survey that your ABPM (formerly ABPOPPM) Board of Directors conducted of the membership in the Fall of 2010, your board certification status has dramatically increased. Your responses to the survey indicated that you desired improved awareness and stature of your certification. Specifically, you indicated that you wanted your certification to be better perceived and acknowledged by the public, your peers, insurance companies, hospitals, and other health professionals. We are well on our way to achieving these goals.

Immediately following the survey, I conceived a concept to educate and promote the ABPOPPM to residency directors and residents nationwide. There was a broad lack of knowledge regarding our board. The amount of residents taking our In-training examination was poor. I initiated two concepts. The first was a process where Directors of our board would invite residency directors who were not utilizing our In-training examination in their program as a self-assessment tool into small groups to an intimate dinner while they were conducting interviews at the Central Residency Interview Process (CRIP). The Board approved the budgeting and the plan was actualized. We discussed with the residency directors the ABPOPPM and why they should have their residents take our In-training examination, in addition to any other methods they were utilizing for self-assessment. Dr. David George and I spearheaded the project, which continued for two additional years. The results were spectacular. Many more residents were taking our In-training examination and getting exposure to our board and its significance.

This was followed in April 2012 by the second concept, the first ever ABPOPPM Resident Newsletter. Hopefully you have all read the past newsletters, as we have sent them to all Diplomates and Residents. This was part of the plan to have name recognition.

After a strategic planning session by the BOD, the goal of brand awareness was formulated. However, our name was perceived by many as too long and “alphabet soup”! A name change committee was formed and the Diplomates were surveyed. The overwhelming result was the American Board of Podiatric Medicine, ABPM.

A marketing subcommittee was then formed consisting of Drs. David George, Marc Benard and me. In April of 2012 and after strategic planning by the Board, we approved a Request for Proposal, better known as an RFP. This would be presented to three national marketing firms to assist us in accomplishing the diplomate mandate. Careful vetting, including meetings and interviews, was performed by the subcommittee. In October 2012, the Board of Directors approved the largest expenditure ever to hire the Edelman Company to help advance our goals.

This was followed by a complete overhaul of our logo and website. Needless to say, it took many hours, conference calls, and friendly disputes amongst the members of the subcommittee and Edelman to iron out the final details. The final product is tremendous. We have charted a new path. Our examination committees have redefined our product and the examinations are now completely computer administered. This combination of factors has resulted in a substantial number of residents taking our In-training and qualification examinations. This has been a dramatic turnaround.

Most recently, I proposed that the marketing subcommittee be converted into a standing marketing committee. The BOD has agreed and that committee is being vetted and formed. It is a huge task and commitment going forward, but your BOD is committed to achieving the mandate you, the Diplomates, issued with your voices in September 2010. The committee will initially focus on goals, benchmarks, marketing ideas, collaborations, self-assessment, website enhancements, SEO, Website analytics, PowerPoint

~ continued on page 12
On September 5 and 6, sixteen ABPM Diplomates gathered in Chicago for our first formal Speaker’s Bureau workshop, offered to Diplomates who demonstrated interest in becoming part of the ABPM Speaker’s Bureau. The Speaker’s Bureau offers to residents and students an important opportunity to learn more about the ABPM. In some situations, presentations will be coupled with clinical content related to our specialty.

One of the key components of the workshop was learning how to best include the speaker’s own personal experience with ABPM and the value it has brought to their career, into the presentation.

“Sharing the value of an ABPM certification is an important component to the evolution of our profession. It is an honor to be part of the Speaker’s Bureau, and I hope to provide a better understanding of the certification potential and its endless rewards. The workshop provided by ABPM was an invaluable experience, and I was thankful to participate,” said Dr. Nicole DeLauro.

Last year, the ABPM Speaker’s Bureau presentations reached nearly 300 students and over 200 Residents. “Our goal with the Speaker’s Bureau is not only to share key information about Podiatric Medicine as prescribed in our charter, but also to highlight the benefits of ABPM. The workshop is a value-add component for those participants as they can also use the skills they may learn in their own professional lives,” stated Dr. Marc Benard, Executive Director, ABPM.

Our Foundational pieces: Website, Social Media and more…

“Since launching our new website late last year, we have continued to make improvements to our content including many new online forms and databases such as exam results and the directory. We will continue these efforts as we expand our reach to Diplomates, residents and students,” explained Dr. Benard. We are also becoming more involved with groups such as Present Residency Education Summits, the APMA Young Physicians Group as well as our ongoing presence at other major podiatric conferences.

Examples of our ongoing media outreach below.

IMPROVED EARNING POTENTIAL:

•

•

CAREER ADVANCEMENT AND MARKETABILITY:

•

INDUSTRY RECOGNITION:

•

ABPM-certified podiatrists have

Nearly 50% more than 20%

2. Results reflect respondents to ABPM diplomate survey


PROVIDE every day – 80% according to APMA.

~ Timothy Chan, DPM, Diplomate since 2011

~ Qeena Woodard, DPM, Diplomate since 2010

"The Board is a positive group. They’re looking forward and evolving to respond to changes committed to excellence exam for exam applications, dates and general information.

"When making the transition from training to private practice incomes when compared to national statistical averages for all podiatrists. 

"My residency director advised me that ABPM certification would help me be able to join a hospital staff. He was right. I was brought onto hospital staff right away after I completed certification.”

Dr. Marc Benard speaks at Present Residency Summit

JOIN AN ORGANIZATION, insurance panel admission helped them achieve hospital privileges certification helps you gain medical privileges ABPM certification helps you become ABPM will help you become ABPM-certified podiatrists have more than 50% more than 20% ABPM diplomates have served in the Hospital Department certification to their peers would recommend ABPM DIPLOMATES Diplomates of Podiatric Medicine The American Board of Podiatric Medicine The American Board of Podiatric Medicine The American Board of Podiatric Medicine

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CONGRATULATIONS

THE FOLLOWING INDIVIDUALS BECAME BOARD CERTIFIED MEMBERS OF THE ABPM IN 2013

Darleen Abadco
Julie Abboud
Ronald Adelman
Modupe Aderibigbe
Ronny Alfandari
Syed Ali
Monica Andres
Janet Baatile-Ajrouche
Gary Baer
Caleb Baker
Edward Bayham
James Blaine, Jr.
Elina Bower
Shelly Bowers
Henry Bradford
Diane Bray
Marc Butcher
Paul Cannon
Charles Caplis
Catherine Casteel
Nicole Castillo
Quinn Charbonneau
Bright Chen
Allison Cheney
Jean Chen-Vitulli
Katherine Chou
Louis Ciliberti
Laurence
Cloutier-Champagne
Oscar Corral
Keith Crandall
Brittany Crowhurst
Benjamin Cullen
Kimberly Curesky
Nicole DeLauro
Jason Denton
Kristen Diehl
Frederick DIEL
Sean Dougherty
Heather Driessen

Kristina Dugandzic
Jessica Duggan
Gloried Bewsorth
Ali El-Khalil
Shannon Floyd
Benjamin Fluhman
Nicole Freels
Brian Freeman
Monika Friedrich
Michael Fusaro
Jefferson Futch
Janna Geter
AnnaMaria Giordano
Daniel Godfrey
Irma Godoy
Howard Goldsmith
Cheryl Goldstein
George Gopoian
Tyler Grout
Lilya Gumenik
Marshall Gwynn
Shaun Hafner
Myung Han
Nancy Han
Andronica Handie
Ibrahim Haro
Bradley Hart
Michael Hattan
Elizabeth Hernandez
Melissa Hill
Linda Ho
Rachel Hoyal
Ceasar Irby
Nathan Jennato
Shine John
Adam Johnson
Rachel Johnson
Matthew Jones
Stacia Jones
Paul Keller

Darleen Abadco
Julie Abboud
Ronald Adelman
Modupe Aderibigbe
Ronny Alfandari
Syed Ali
Monica Andres
Janet Baatile-Ajrouche
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Benjamin Cullen
Kimberly Curesky
Nicole DeLauro
Jason Denton
Kristen Diehl
Frederick DIEL
Sean Dougherty
Heather Driessen

Christy King
Susan King
Adam Klein
Erin Klein
Zinaida Kopylenko
Avijit Kumar
Peninnah Kumar
Paul Kushlak
Alicia Lanzito
Vito LaPuma
Gretchen Lawrence
Nancy Lee
Lana Lem
Annaliese Lembach
Thomas Lim
Mary Brighid Lodge
William Long
Jose Looor
Luke Madsen
Joshua Mann
Jonathan Margolin
Randy Metzger
Kevin Miller
Yasir Mir
John Moore
Melinda Moore
Michael Munson
Sherrill Murad
Sarah Naglich
Ajitha Nair
Jason Neufeld
Lan Ngo
Anthony Nguyen
Theresa Nguyen
David Nielson
James Noel
Barbara Norvell
Abe Osborne
Elizabeth Pacocha
Peter Panagakos
Nicholas Parrilli
Marianne Peacock
Doan-Trinh Pham
Sarah Pope
Carla Porter-Pursnani
Fernando
Quirindongo-Solano
Tracy Robillard
James Robinson
Marinilda Rodriguez
Felipe Ruiz
Matthew Sabol
Soorena Sadri
Rachel Samsel
Valerie Schade
Faith Schick
Sarah Schneider
Brian Short
Lance Sims
David Smith
Jason Smith
Quyen Soulsby
Brittany Stillman
Priya Sundararajan
Tameka Taylor
James Torhorst
Vincent Traverso
Rosanna Troia
Rachel Tuer
Saylee Tulpule
Brent VanTil
Jeannette Velazquez
Susan Walsh
Summer Weary
Alecia Williams
Kory Williams
Marvin Williams, Jr.
Seth Winslow
Cara Wylie
Ijaz Zia
CONGRATULATIONS

THE FOLLOWING INDIVIDUALS BECAME BOARD QUALIFIED MEMBERS OF THE ABPM IN 2014

Melissa Abercrombie
Jamelia Abrams
Pedro Abrantes
Sarah Abshier
Monica Agarwal
Ghaleb Alameer
Neville Alexander
Manal Anz
Rosario Araguas
Shellie Auguste
Sherrill Ayars
Neville Ba
Adewole Babalola
Collin Ball
Bohdan Batorfalvy
Richard Beatty
Attlee Benally
Chrysalis Berg
Adam Bills
Scott Billy
Svend Bjorn
Felicia Bock
Yelena Boumendjel
Millicent Brown
John Brust
Candance Buckley
Lindsey Calligaro
Anne Carlson-Buren
Joan Carver
Adam Caton
Venante Charles
Stanley Chen
Brian Church
Justin Cohen
Lisa Cohen
Carolyn Cole
Rachel Collier
Gerard Collins
Jane Cortes
Brian Damitz
Peter Dang
Matthew Daugherty
Niccos David
Imaze Davis
William Davis
Robert DeLeon
Tiffany DeLutis
Andrea Dirksen
Geoffrey Dye
Christine Edmundson
Amr El-Khassab
Mark Ellis
Diana Emini
Christopher Enriquez
Mohammad Esmaili
Stephanie Famulari
Leehsin Fang
Kamran Farahani
Sheila Feaster
Armin Feradouni
Leonora Fihman
Michael Fishman
Sarah Fitzgerald
Jennifer Fox
Kathering Freelend
Patrick French
Dara Friter
Emad Gabriel
Sandra Garcia-Ortiz
Kieutrinh Geis
Nihar Ghathe
Bernadette Giangreco
Ayan Goswami
Joshua Grimm
Jeri Grunes
Crystal Haskin
Kelly Heppert
Lisa Hobbs
Catherine Hoyt
Kamran Hussain
Hang Huynh
Ejiro Isiorho
Zachary Jagmin
Heather Jones
Taunna Jones
Cara Kalogerou
Takahito Kamimura
Harley Kantor
Ashish Kapila
Nicole Kessel
Filza Khan
Tahir Khan
Alexsey Kheynson
Jamie Kim
Michelle Kim
Crystal Kincaid
John King
Daniel Kirk
Rachel Kish
Robert Koivunen
Aleksandr Komarov
Amy Kotouch
Richard Kunig
Trung Ky
Lorelei Lam
Mindy Lam
Shelly Larson
Elisa Lear-Rayborn
Barbara Lee
Charles Lee
Hubert Lee
Jamelah Lemon
Dominic Leonetti
Lisa Levick
Lena Levine
Gary Liao
Nelya Lobkova
Lincoln Lowe
Ricardo Lundi
Sarah Mahowald
Cristina Marchis-Crisan
Hope Markowitz
Jim Maxka
Tyler May
Gregory Mazur
Michael Mazziaotta II
Rosemary Mibong-Mabo
Larissa McDonough
Kristen McGinness
Amy McPherson
Maria Mejia-Perez
Bill Michie
Andrew Miller
Sabrina Minhas
Yuko Miyazaki
Christopher Moore
Jonathan Moore
Jennifer Morancy
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Jennifer Mulhem
Angela Myers
Elham Nasab
Kashi Nassau
Maria Natividad
Joseph Nelson
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Giao Nguyen
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Lisa Nhan
David Northcutt
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<td>Julia Zwiebel</td>
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**ON THE ROAD...** ABPM STAFF AND BOARD MEMBERS SHARE information about ABPM at recent conferences. For more photos of recent events, please visit our Albums on our Facebook Page at American Board of Podiatric Medicine.

**WESTERN FOOT AND ANKLE CONFERENCE** | Anaheim, CA | June 2014

**PRESENT RESIDENCY SUMMIT** | Teaneck, NJ | August 2014

**MIDWEST PODIATRY CONFERENCE**
Chicago, IL | April 2014
DIPLOMATES IN THE NEWS: CONGRATULATIONS TO...

CHET EVANS
Florida Podiatric Medical Association member and ABPM Diplomate Chet Evans, DPM was appointed Founding Director for the Rollins College Center for Health Innovation in Winter Park, Florida. Dr. Chet Evans comes to Rollins College after serving as Vice President for Medical Education and Program Development and Professor of Surgery at the Lake Erie College of Osteopathic Medicine in Brandenton, Florida. Dr. Evans became board certified with ABPM in 1993.

LAWRENCE KOSOVA
Lawrence Kosova, DPM was credited with helping a young Naperville, Illinois competitive dancer overcome serious ankle injury and return to national competition. Jacalyn Tatro, a fourteen year-old girl landed awkwardly on one ankle during national dance competition in New York City last year, rupturing her anterior talofibular ligament. A year later, with skilled care from Dr. Kosova, she returned this past August to win the same competition. Dr. Kosova became board certified with ABPM in 1995. He is a member of the International Association of Dance Medicine and Science and the Illinois Podiatric Medical Association.

JOSEPH D’AMICO
For the second year in a row, comedian Jerry Seinfeld has made a substantial donation to the New York College of Podiatric Medicine (NYCPM) as a tribute to his podiatrist, Joseph D’Amico, DPM, Professor of Orthopedics and Pediatrics at the College. Dr. D’Amico directed that the donation be made to NYCPM, his alma mater. It will be used to support the Richard O. Schuster Memorial Biomechanics Seminar and biomechanical research at the College. Dr. D’Amico became board certified with ABPM in 1978.

FRANK SPINOSA
Frank Spinosa, DPM was installed this year as the President of APMA after numerous years of active involvement on APMA’s Board of Trustees. Dr. Spinosa is a graduate of the New York College of Podiatric Medicine, an ABPM Diplomate and currently practices on the East End of Long Island, NY. Dr. Spinosa became board certified with ABPM in 1988.

R. DANIEL DAVIS
R. Daniel Davis, DPM, APMA President-Elect, has served on the APMA Board of Trustees for the last 10 years and chair of several committees during his tenure. Dr. Davis became board certified with ABPM in 1993.

MATTHEW G. GAROUFALIS
Matthew G. Garoufalis, DPM Immediate Past President of APMA has been accepted as a member of the Royal College of Physicians and Surgeons of Glasgow, Faculty of Podiatric Medicine. Dr. Garoufalis became board certified with ABPM in 1987.

PHILIP WARD
Philip Ward, DPM, APMA President-elect, has served on the APMA Board of Trustees since 2004 and served on 11 different committees, including the Legislative and Health Policy Committee. Dr. Ward became board certified with ABPM in 1993.

SHARE YOUR ACCOMPLISHMENTS!
Tell us what you are doing! Send a short email to: Admin@ABPMed.org.
What do you plan to start, stop and continue?

My personal goal is to encourage every graduating resident to sit for our qualification and certification examination. The three year model of residency training supports this approach. I want to make sure students and residents understand this early and can plan accordingly.

Students need to understand the value of ABPM certification as they define their practice and the kind of procedures they are most skilled and interested in performing. While some may choose to balance surgery and medicine and others may prefer not to perform surgery. I want students and residents to understand those options and the doors that are opened once they secure the ABPM certification.

I don't plan on stopping anything at this time. Moving forward, while we may modify some programs, I don't plan on eliminating anything. We are in a growth mode improving support and awareness to our current and future members.

I want to continue three key things: the excellent marketing efforts that began two years ago, continued development and expansion of the pool of clinical cases for the certification examination and lastly, I want to continue our committee work on subspecialty certification.

What do you see as ABPMs greatest strength/value and how do you intend to expand or promote that during your tenure?

Our greatest asset is the strength of a strong Board of Directors and Executive Director, and the ongoing professional recognition of being the only APMA recognized board certifying in orthopedics and podiatric medicine. The Board is proactive, creative and committed to providing podiatric physicians with a credential that not only continues to measure standards in this specialty, but is also sought after by hospitals, insurance panels, and the public.

Working with ABPM on the Board and the various committees is also a great opportunity for newer Diplomates to expand their network and participate in the value of their certification. With that in mind, I want to recruit new, forward thinking ABPM certified podiatrist to our committees and the board to continue and expand the excellent work the existing board has done.

~ continued from page 05, Marketing the ABPM

presentations, conversion of Board Qualifieds to Board Certifieds, etc. Our goals will be accomplished through newsletters, website, promotions, journal advertising, speaker's bureau, In-training examination promotion for residents, receptions at seminars, etc. We will use our current methods as well as new ones.

This is the new ABPM and we hope that you will continue to embrace our initiatives.