



Meet APMA President Dennis R. Frisch, DPM

His easygoing attitude belies his intensity.

At its 2018 House of Delegates meeting in March, APMA installed Dennis R. Frisch, DPM, as president. *PM* recently sat down with Dr. Frisch to learn more about him and his priorities for his term.

Dr. Frisch received his DPM degree from the Illinois College of Podiatric Medicine, now the Dr. William M. Scholl College of Podiatric Medicine at Rosalind Franklin University of Medicine and Science. He completed a residency under the tutelage of Orlando Mercado, DPM; then returned to his home town of Boca Raton, FL, where he has been in private practice since 1983. He now practices with many of the physicians he knew when he worked at the local hospital as an orderly during high school.

Dr. Frisch has been heavily involved in the Palm Beach County division of the Florida Podiatric Medical Association (FPMA), as well as FPMA, and he was elected to the APMA Board of Trustees in 2007.

PM: During the House of Delegates meeting and Legislative Conference, there was much discussion about the VA Provider Equity Act. Give us an update on the status of that legislation.

Dr. Frisch: We still need to achieve full parity. We have worked very hard and are closer than we have ever been to parity within the VA. During the House of Delegates



Dr. Frisch

meeting and Legislative Conference, we had high hopes that the legislation would be included in the omnibus spending package under consideration in the Senate, but ultimately, it was not.

This development by no means spells defeat for the bill. The Senate still may pass it as part of the Caring for Our Veterans Act (S 2193), or it may be rolled into a mini VA omnibus package, traditionally considered around Memorial Day. We remain very optimistic about the bill's chances. Ultimately, if the VA Provider Equity Act passes, it should be a stepping stone to parity within the

federal government and then private insurances.

I hope that people understand that the wheels of government and business grind much more slowly than we want them to. If we could wave a wand or pass a resolution in March and get it done by June, we'd all be happier. Unfortunately, we're not in control of the pace at which things happen. Staff works very hard, but if we ask CMS for a meeting and are not given a meeting for six months, APMA can't control that. I get as frustrated as anyone else with the time it takes, but it isn't for lack of effort or lack of desire.

PM: Student recruitment has emerged as a top priority for the profession. Talk to us about APMA's role.

Dr. Frisch: At the House of Delegates meeting, the house approved Resolution 9-18, directing APMA to dedicate resources and personnel necessary to increase the number of qualified applicants to the schools. My goals have been very clearly laid out by the current situation. We need to increase the pool of qualified prospective students.

We won't fix this problem simply by throwing money at it. We have to do our due diligence and do the research, and again, that may be a little slow for some people to swallow, but we want to do things effectively.

The most important part of increasing student applications is grass-

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Dr. Frisch (from page 119)

roots advocacy. As physicians, we need to be out there all the time telling people what we do, telling our patients, recruiting early at our local high schools, having kids come shadow in our offices.

I am tired of hearing that podiatry is the best-kept secret in medicine. We don't want it to be a secret. APMA will do its part to lead this charge, but it starts in your office, with you telling young people that podiatry is a viable career—a wonderful career—and that they can be a part of the healing arts by being a podiatrist.

PM: *During your installation speech, you talked about the importance of unity. Can you share your vision for the profession?*

Dr. Frisch: What I want to accomplish is continued collaboration internally and externally. I want to see us become a more united, collegial profession, in which everybody

I also want to be in more places explaining the value of APMA membership and the need to be involved in the profession. With membership

tirement in an age of decreasing solo practices. We've developed a data registry to prove our value as providers. We need to provide the data that

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comes responsibility, and even if a podiatrist is not a member of APMA, he or she is a member of the profession and has a duty to that profession.

PM: *As president, what do you see as the value of APMA membership?*

Dr. Frisch: There is one association that represents the interests of every podiatrist. That's APMA.

We are attentive to the needs of every generation of members. I certainly saw that as chair of the An-

we're cost-effective, and that we treat people properly and they get better.

I would like to see every podiatrist belong to APMA, and then whatever specialty organization suits his or her interest. Belong to the American Society of Podiatric Surgeons or American College of Foot and Ankle Surgery if you do more surgery; belong to the American Academy of Podiatric Practice Management or any of the organizations that match your professional interests. But your first membership should be in the association that represents us all.

PM: *What would you ask of individual podiatrists?*

Dr. Frisch: I would ask them to start very simply. Open and read what APMA sends you. Spend some time on our website and see what's there. Respond to surveys. Try the APMA Annual Scientific Meeting. And make decisions for yourself, not based on what an associate or a residency director says. Don't ride on the coattails of others or assume others will do something you can do.

I'd also like to ask every podiatrist to send us just one student. If that happened, we would have a wonderful pool to choose from.

PM: *What else should our readers know?*

Dr. Frisch: I would like them to know that I and all the APMA trustees and staff want to do the best we possibly can for our profession. My easygoing attitude does not translate to the intensity of my work or my passion for podiatry. **PM**

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is working toward the end benefit of podiatry.

I don't believe in construction by destruction. I don't believe someone gets better at the expense of someone else. I want us all to work to the betterment of the profession first and then our own personal benefits next.

nual Meeting Committee as we built programming designed for differing educational needs. We are offering more and more material as needs are identified. We've placed a significant focus on young physicians, and we're also realizing, for example, that there needs to be more material about re-