

Are Our Leaders Listening?

BY BARRY H. BLOCK, DPM, JD

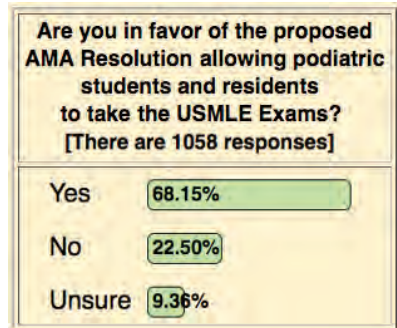
Much of the credit for the advancement of podiatric medicine and surgery must be given to podiatric organizations. They have spearheaded the increases in educational standards while fighting the never-ending battle to ensure that practitioners are fairly compensated for the services we provide. *Podiatry Management* has always been a supporter of podiatric associations and appreciates their value.



Membership in podiatric organizations has gradually declined, despite the fact that dues of most associations have remained below inflationary expectations. The reasons for this decline are multi-factorial, with some not controllable.

There is one easy step associations can take to increase member retention—that is by actively listening to members.

For more than five years, *PM News* has been polling its readers on a number of topical and controversial issues. While the poll is not scientific, it gives readers, including our leaders, a feeling about the sentiment in the podiatric community. An example



is shown above. Surprisingly, two presidents of large state associations submitted a letter which *PM News* published challenging this poll in which they stated, “This is not an ‘overwhelming majority’ of a universe of over fourteen thousand podiatrists, or eleven thousand APMA members, or the twenty two thousand subscribers of *PM News*.” We disagree. To ignore this poll is to ignore reality!

Our elected leaders have a fiduciary duty to act in the best interests of those they represent. Occasionally, this means taking a politically unpopular stance. However, to deny the reality of overwhelming popular sentiment undermines credibility and carries risk. In this age of digital communication, any podiatric association can easily poll its members. This form of active listening builds trust and retains members.

Respectfully Submitted,

Barry H. Block D.P.M.

Barry H. Block, DPM, JD, Editor-in-Chief
 bblock@podiatrym.com

Visit us on Facebook



Dedicated to Practice Growth and Prosperity Since 1982

Volume 40, Number 8

Publisher	Scott C. Borowsky 610-645-6950
Editor-in-Chief	Barry H. Block, DPM, JD 718-897-9700
Managing Editor	Hermine S. Block, MS
Desktop Publishing & Graphic Design	Stephanie Kloos Donoghue stephkloos@optonline.net
Senior Editor	Marc I. Haspel, DPM
Director of Continuing Medical Education	David George, DPM
Consulting Editors	David G. Armstrong, DPM John Bergmann, DPM Nicholas Bevilacqua, DPM Michael Brody, DPM G. Dock Dockery, DPM Robert Frykberg, DPM Alison J. Garten, DPM Lynn Homisak, PRT Jon Hultman, DPM, MBA Warren S. Joseph, DPM Stanley Kalish, DPM Jeffrey D. Lehrman, DPM Hal Ornstein, DPM Kenneth Rehm, DPM Doug Richie, DPM Jeffrey Robbins, DPM Lee Rogers, DPM Robert J. Snyder, DPM
Advertising	David Kagan Associate Publisher 1062 E. Lancaster Ave. Rosemont Plaza, Ste. 15F Bryn Mawr, PA 19010 215-808-0770 (m)
Controller	Joseph W. Mellek 610-645-6944 accounting@kanec.com
Circulation	Susan Mease

PODIATRY MANAGEMENT

1062 E. Lancaster Ave.
 Rosemont Plaza, Ste. 15F
 Bryn Mawr, PA 19010
 (610) 645-6940
 FAX: (610) 645-6943

E-mail: podiatrym@kanec.com

Website:
podiatrym.com

Copyright © 2021 and published by Kane Communications, Inc. at 1062 E. Lancaster Ave., Rosemont Plaza, Ste. 15F, Bryn Mawr, PA 19010 in the U.S. All rights reserved. No part of this periodical may be reproduced without the consent of Kane Communications, Inc. All material subject to this copyright may be photocopied for the non-commercial purpose of scientific or educational advancement. Printed in U.S.A.

Periodicals postage paid at Bryn Mawr, PA 19010 and additional entry.

Send Manuscripts and Letters to: bblock@podiatrym.com

Acceptance and publication by this magazine of an advertisement, news story, or product information does not imply endorsement or approval of the company, product, or service by this magazine or Kane Communications, Inc.