

# Orlando in July: A Preview of The National APMA Annual Scientific Meeting



Here's the scoop on the upcoming conference.

BY WILL SCOTT, DIRECTOR OF COMMUNICATIONS, APMA

The APMA 2015 Annual Scientific Meeting (The National), July 23–26 in Orlando, FL, is this summer's premier foot and ankle conference. The National brings together podiatrists, podiatric medical assistants (PMAs), students, residents, and other medical professionals from across the country for four days of learning and networking. With lectures covering everything from surgery and dermatology to ICD-10 and ethics, The National truly encompasses the full spectrum of podiatric medicine. There are several reasons The National stands apart from other conferences. (For more information about The National and to register online, visit [www.apma.org/TheNational](http://www.apma.org/TheNational))

## Sheer Scope

No podiatric meeting can match the sheer scope of The National. This is just one reason why The National boasts more attendees than any other national foot and ankle meeting. The educational program offers up to 25 CECH and includes content specifically for experienced members, young physicians, and assistants. Attendees can earn an additional four CECH at no additional cost by attending small group discussions on Friday, July 24. Each two-hour discussion is presented by an APMA affiliate and focused on that affiliate's area of expertise.

Participating organizations include the American Society of Podiatric Medicine, the American Society of Podiatric Dermatology, the American College of Foot and Ankle Pediatrics, the American Association of Women Podiatrists, and the Association of Extremity Nerve Surgeons.

Also on Friday afternoon, the Young Physicians' Program will pro-

year: women versus men! Taking place on Saturday, July 25 at 2 p.m., controversy debate veteran Emily Cook, DPM, MPH, CPH, will captain the women's team featuring Roya Mirmiran, DPM, and Dyane Tower, DPM, MS, MPH. Dr. Cook's husband, Jeremy Cook, DPM, MPH, CPH, will lead the men's team that includes Patrick Burns, DPM, and Keith Cook,

**The National  
truly encompasses the full spectrum  
of podiatric medicine.**

vide participants with an additional two CECH. The program offers a mix of practice management and clinical advice for podiatrists who have been in practice for ten years or less. The topics covered include student debt management, financial planning and liability, biomechanics and DME, and compliance issues. Like the small group discussions, this session is free for attendees. Additionally, the Florida Podiatric Medical Association will offer a Florida State Laws and Rules session on Friday at 3:30 p.m.

Part of the scope of The National includes confronting divisive topics head on. The popular controversy debates will take on a new twist this

DPM. The dynamic session will be moderated by Alan Block, DPM.

The first topic discussed during the friendly competition will be "Acute Achilles Tendon Ruptures." The men will argue for operative treatment while the women will advocate for non-operative management. Next, the teams will tackle "Lapidus Bunionectomy." The men will support weight-bearing post-operatively, while the women will support non-weight-bearing. The final topic is "Treatment of Osteomyelitis." The women will side with surgical treatment while the men will endorse medical management.

*Continued on page 82*

Orlando (from page 81)

APMA is excited to once again partner with the American Society of Podiatric Medical Assistants (ASPMA) to present the Podiatric Medical Assistants' Educational Program at The National. The program is a natural fit at the premier foot and ankle conference, and provides PMAs with the chance to further develop the skills they use each day to help you. The PMA program at The National is a combination of sessions to provide your assistant with a working knowledge of common podiatric conditions and procedures as well as practical advice for working with patients and managing an office. It is designed to provide a complete education for your PMA.

### Cutting-Edge Resources

The scope of The National extends to the exhibit hall. Once again, hundreds of exhibitors will be on hand in the expansive exhibit hall to showcase the latest supplies and products in podiatric medicine. The exhibit hall at The National is the place to go for everything you need to augment your practice. Additionally, the Wright Medical Labs RV will be onsite to provide surgical demonstrations.

For a more hands-on training experience, attend a workshop! This year, The National will offer three

al grant from Universal Imaging, Inc. to support this workshop.

Podiatrists interested in improving their surgical skills will want to take note of the other two workshops available at The National, both of which take place on Saturday, July 25. Attendees can participate in "Introduction to Ankle Arthroscopy" from 6:30-

from the entire podiatric community. This characteristic gives the meeting a reunion-like atmosphere and allows for excellent networking opportunities. Catch up with old friends and make new connections while wandering the exhibit hall between lectures. Additionally, it is a time to celebrate the entire podiatric commu-

---

---

## Podiatry Management's Hall of Fame luncheon is returning to The National in 2015!

---

---

9 a.m., and "Advanced Ankle Arthroscopy" from 10 a.m.-12:30 p.m. These workshops run concurrent to the regular educational program, so no additional CECH will be offered. Together, these sessions offer attendees at The National five hours of focused, hands-on surgical training. Each session will be led by Patrick Burns, DPM, with co-instructors David Yeager, DPM, and Stephen Palmer, DPM. Each workshop costs \$250 to attend, and is limited to 20 attendees. (If you have already registered for The National and would like to add a workshop to your meeting experience, call 1-800-ASK-APMA).

The National is also home to cutting-edge research. The Oral Abstracts

nity while supporting the future of the profession.

Podiatry Management's Hall of Fame luncheon is returning to The National in 2015! Joshua Gerbert, DPM, and Richard Bloch, JD, will be inducted on Friday, July 24 at 12:30 p.m. You may register to attend the luncheon when you register for The National; individual tickets are \$75 or you can purchase a table with 10 seats for \$750. Proceeds from ticket sales benefit the APMA Educational Foundation Student Scholarship Fund.

Another great way to connect with colleagues and support the future of podiatric medicine is to join Team APMA! Participate in the Team APMA 5K Run/Walk on Saturday, July 25. The event will take place on property at our host hotel, the Orlando World Center Marriott. Like the Hall of Fame luncheon, proceeds from the event support the APMA Educational Foundation. Register today at [www.apma.org/TeamAPMA](http://www.apma.org/TeamAPMA) to make your commitment to fitness and the future of podiatric medicine!

Need another way to support the Educational Foundation? Join Meredith L. Ward, DPM, as she pays it forward! Dr. Ward, an APMA Educational Foundation scholarship recipient (2012-2013 and 2013-2014), is offering a WERQ® fitness class on Friday, July 24 at 5:30 a.m. to raise money for student scholarships. WERQ® is a fiercely fun dance fitness class based on pop, rock, and hip-hop music taught by certified fitness professionals. Registration is \$20.15

*Continued on page 84*

---

---

## For a more hands-on training experience, attend a workshop!

---

---

workshops. The Ultrasound Workshop will take place on Friday, July 24, from 1:30-5:30 p.m. and earn attendees an additional four CECH. (If your state requires radiology CECH, this is an excellent opportunity to earn more in addition to the hours already included in the educational program.) Instructor Nate Schwartz, DPM, and co-instructors Albert Armstrong Jr., DPM, and Benjamin Levine, MD, will lead participants through the latest techniques in ultrasound diagnostics. The fee to participate is \$200, and the workshop is limited to 25 attendees. APMA has designated an unrestricted education-

and Evidence-Based Medicine Presentations on Friday, July 24, and the Posters Abstract Symposium on Saturday, July 25, present the latest breakthroughs in podiatric medicine. Eight oral abstracts and seven evidence-based medicine presentations will be heard. The topics discussed cover the full range of podiatric medicine. In the exhibit hall, nearly 100 posters will be on display. The poster abstract competition provides awards in a variety of categories, including student and resident submissions.

### Community

The National is, well, a national meeting, and draws its attendees

*Orlando (from page 82)*

and proceeds from this event benefit the APMA Educational Foundation Student Scholarship Fund (of course). On-site registration takes place at the APMA booth (#923). Like the Team APMA 5K, the event is open to attendees registered for The National and exhibitors, and family members of registrants and exhibitors are also welcome to participate.

Your family will also enjoy the first-class accommodations of our host property, the Orlando World Center Marriott. It is the perfect property to take advantage of all the excitement of Orlando. Enjoy the on-site golf course, numerous dining options, a luxurious spa, and a range of recreation activities for children of all ages. The hotel is also a short drive from many of the city's world-class amusement parks! For more information about The National's host hotel, transportation deals, and discounted amusement park tickets, go to [www.apma.org/Orlando](http://www.apma.org/Orlando). The cut-off date to reserve a room at The National's discounted rate of \$193/night is June 26, so make your plans today!

### **Authority**

The National is the place to be to meet and mingle with academic

and professional leaders. The educational program features world-renowned speakers representing the best minds in podiatric medicine and other medical specialties. The faculty includes representatives from six podiatric medical colleges and three Ivy League institutions among its 26 active clinical instructors, eight young physicians, and two national medical organization leaders.

and professional leaders. The educational program features world-renowned speakers representing the best minds in podiatric medicine and other medical specialties. The faculty includes representatives from six podiatric medical colleges and three Ivy League institutions among its 26 active clinical instructors, eight young physicians, and two national medical organization leaders.

Perhaps most impressively, The National is home to the most authoritative ICD-10 and reimbursement content at any podiatric conference. With the transition to ICD-10 hap-

---

**Year after year, the majority of attendees indicate they are “very satisfied” with their National experience and would recommend the meeting to a colleague.**

---

pening in October, The National will provide an excellent opportunity to prepare for the change. The final day of the meeting will be devoted completely to ICD-10 and Medicare incentive programs. The morning will begin with a breakfast symposium, “Introduction to ICD-10.” APMA consultant and coding expert Harry Goldsmith, DPM, and Ira Kraus, DPM will

give a general overview of the new system. The session will be moderated by Laura Pickard, DPM. (Of course, waiting until The National to start planning for ICD-10 is a terrible idea. Visit [www.apma.org/ICD10](http://www.apma.org/ICD10) for invaluable resources, including complimentary webinars, and get your practice prepared today.)

The crash course at breakfast will be followed by the ever-popular “The Ultimate APMA Coding Seminar: ICD-10.” In the first part of this session, Dr. Goldsmith will expand upon the introduction and launch into an advanced lecture on the intricacies

exhibitors. Year after year, the majority of attendees indicate they are “very satisfied” with their National experience and would recommend the meeting to a colleague. New exhibitors sign on to be a part of the premier foot and ankle conference because they know it is where to find decision-makers in podiatric medicine.

One of the reasons attendees enjoy their experience at The National so much is because of the ease and convenience of the meeting's mobile app. The National smartphone app continues to gain in popularity, and we expect the trend to continue this year! With the app you can search and filter education sessions and exhibitors to create your own personal itinerary; access floor plans and exhibit hall maps; receive breaking news alerts; and much more! Best of all, if you still have last year's app on your mobile device, you are all set for this year! If you do not have the app, look for “APMA Meetings” in the iTunes App Store or Google Play Store.

Additionally, *The National Today*, a daily print newspaper, remains an incredibly popular benefit for attendees. With each issue, you'll get the can't-miss news and information from each day of the conference. Learn about the big events you may have missed yesterday and get a taste of what is to come today. A digital edition is also available on APMA's website.

### **Unique Value**

Perhaps the number one reason The National is the premier national foot and ankle conference is because of the unique value it offers attendees. APMA members can register for the meeting until July 9 and pay the low rate of \$495, a \$100 discount off the on-site registration price. Ad-

*Continued on page 86*

---

**The National is home to the most authoritative ICD-10 and reimbursement content at any podiatric conference.**

---

of ICD-10, including specific coding examples. In the second part of this session, APMA Director of Scientific Affairs James R. Christina, DPM, will provide an update on Medicare incentive programs, including PQRS and meaningful use. The session will end with Drs. Kraus, Goldsmith, and Christina on stage for a panel discussion covering coding and reimbursement issues.

### **Satisfied Customers**

The National continues to thrive through word-of-mouth and the positive endorsement of attendees and

Orlando (from page 84)

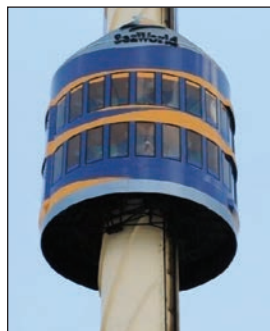
ditionally, students and residents always receive complimentary registration to The National. With up to 29 CECH available at one low price (should you attend the optional Friday small group discussions),

as well as outstanding ICD-10 education and networking opportunities, you will not find a better deal than The National.

Visit [www.apma.org/TheNational](http://www.apma.org/TheNational) today and make your commitment to be a part of this premier foot and ankle conference. **PM**



**Will Scott**, Director of Communications, APMA



SeaWorld's Sky Tower

## See the World at SeaWorld

There's more to "sea" than meets the eye.

BY HERMINE AND BARRY BLOCK

86

Attendees at this year's APMA National meeting in July will probably feel the urge to visit at least one of the iconic amusement parks in Orlando. SeaWorld® combines amusement aspects of the other large Orlando parks with the educational and environmental messages of a super-aquarium in 200 acres of rides, animal encounters, and thrilling shows. SeaWorld's iconic Sky Tower looms over the park's many attractions. Two awe-inspiring roller coasters (the Kraken and the Manta™) tease the adventurous. The Manta™ is a flying roller coaster where riders are positioned into seemingly traditional seats which turn to give them the feel of soaring through spins and loops, close to a waterfall and down to a lagoon. Journey to Atlantis® combines elements of a roller coaster and water flume, and the Kraken is a floorless roller coaster.

Close-up encounters with live animals enthrall both children and adults. In Turtle Trek one gets a view of the mysterious ocean through the eyes of a turtle in a 3-D 360 degree show. Wild Arctic takes the rider on an extreme flight through tundra and sea. Youngsters have their own family-friendly rides at Shamu's Happy Harbor. There is an extensive play area featuring tot-appropriate rides,

climbing nets, slides, and water activity. One can take out a paddle boat, and seasonal concerts are held at Bayside Stadium.

Multigenerational entertainment features exciting shows with dolphins, high flying birds, and acrobats (Blue Horizons at Dolphin Theater), killer whales (One Ocean at Shamu Stadium), and a show with cats, dogs, and some animals not traditionally thought of as pets (Pets Ahoy! at Seaport Theater).

For those who love animals, SeaWorld has an extensive aquarium, with dolphin nurseries, mantas, stingrays, alligators, sea turtles, and manatees. One can watch the feeding of sea creatures which have been rescued from the wild. SeaWorld's efforts to save injured and sick animals are reminders of the connectivity and fragility of all life. There are 10 aquariums with more than 3,000 animals and a dolphin nursery. One sea turtle's shell and spinal cord had been punctured by a boat motor, another lost its lower jaw when it became entangled in fishing nets and now has to be fed with a human's hand acting as the lower jaw. One can get up close to the animals (minimum age 10) for an additional fee. What an interesting lesson it is for children to see how caring people come to the rescue of stranded and injured sea life!

Check for hours and prices online. There is a Quick Queue to get access to

the front of the line for the more popular attractions. There are nursing facilities, and wheelchairs and strollers are available for rental. A SeaWorld App, which has many features, is available for both Apple and Android devices, with real-time updates on wait times for attractions and GPS navigation, as well as a car finder feature.

Two additional parks in the SeaWorld family are worth a visit. Information about prices, hours, and attractions can be found online.

Aquatica™ is a water park that one can combine with a SeaWorld visit. It features 36 slides, Walhalla Wave (a fun family raft ride), other adventurous rides, beaches, rivers, lagoons, and a lazy river and children's play area.

Discovery Cove is SeaWorld's exclusive, all-day experience for up to 1,300 people, where families can escape the lines and crowds and in a more intimate environment enjoy time swimming with dolphins (over age 6), hand-feeding birds, and playing with otters and other animals. The Dolphin Swim Day Resort Package includes breakfast, lunch, unlimited snacks, soft drinks and alcoholic beverages, with all-day parking at Discovery Cove. With this package, one has unlimited admission to SeaWorld® and Aquatica™ for 14 consecutive days around the reservation. Because attendance is so limited and very popular, one is encouraged to make reservations several months in advance of the APMA meeting. **PM**