



apma 

Advancing foot and ankle
medicine and surgery

APMA Update

Ohio Foot and Ankle Medical Association



APMA Vision and Mission

Vision:

Improving lives through universal access to patient-centered, comprehensive lower-extremity care.

Mission:

Defend member podiatric physicians' and surgeons' ability to practice to the full extent of their education and training to best serve the public health.

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Organizational Structure: Directors



Kathy Balderson
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Education & Programs



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Director,
Corporate &
Foundation Relations



Tiffany Kildale
Director, Member
Engagement



Gail Reese, JD
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Associate Director, HPP



Will Scott
Director, Communications
& Digital Resources



Stephanie Simmons
Director,
Governance



Erin Tench, CMM, CMP
Director,
Meetings

What does APMA do for me?

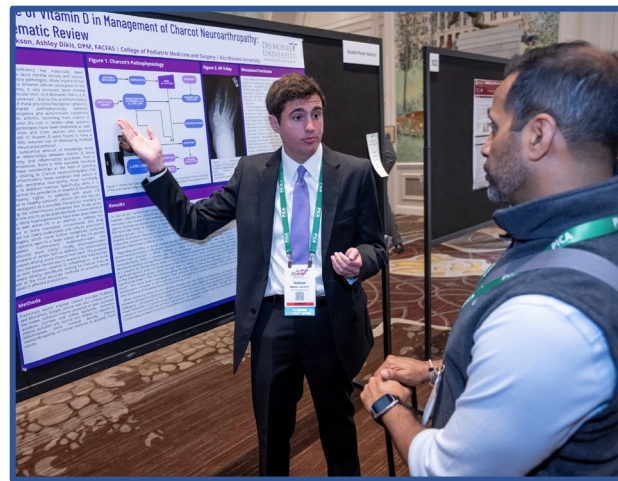
Advocacy



Education



Research



Community



APMA is the only organization to lobby at the federal level on behalf of the profession.



Outcomes from HOD

Policy Proposition 2-24

Codified APMA's support for the unification of the two CPME-recognized certifying boards and supported the cessation of the issuance of a CAQ in surgery.

Budgetary Action Item 3-24

Established a task force to work with a broad group of stakeholders to explore pathways for the unification of the recognized certifying boards. Report shared with profession in October.

Next Steps

Please reach out to your certifying board to share your concerns!

Membership: Challenges



Declining Membership

- More members converting to life status
- Fewer young physicians joining or converting from free resident membership
- Large portion of members score as vulnerable or disengaged

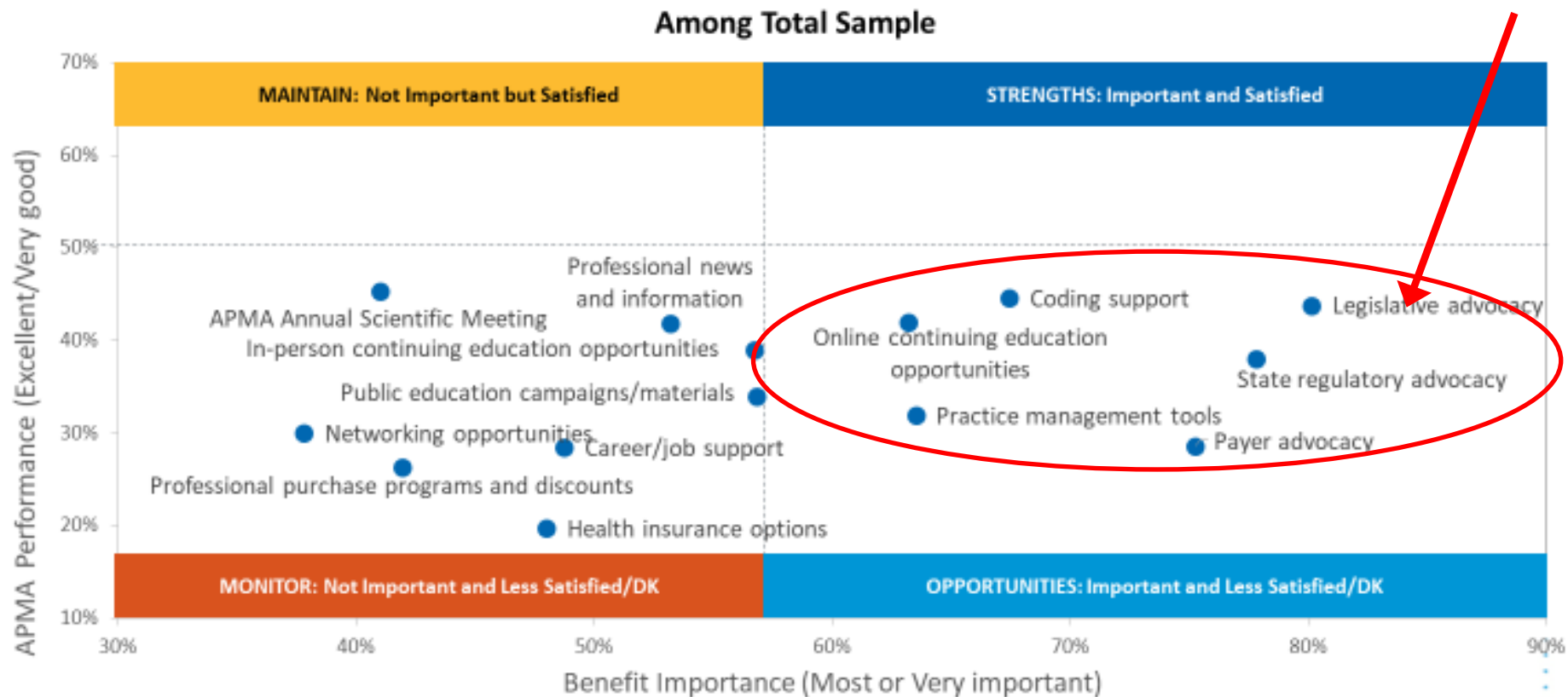


Membership: Opportunities

- Strategic recruitment and retention plan
- Member segmentation and targeted communication
- Research around tiered membership model
- Improve our service
- Collaboration with component organizations: FPMB data, communications guidance, participation in membership summit

Research Results

Podiatrists want APMA to focus on advocacy, coding, and online CE. Payer advocacy represents the greatest opportunity for APMA to move the needle





Advocacy: Center for Professional Advocacy and Federal Advocacy

- **VICTORY** in DC in averting consolidation of the podiatry board under the medical board
- **VICTORY** in Alabama to modernize scope
- Potential fix for DEA MATE omissions in Congress
- Ongoing support for Mississippi and Massachusetts in scope battles
- **VICTORY** MISSION Act and corresponding fixes



Advocacy: Payer Advocacy

- **VICTORY** on skin substitutes LCDs with the Medicare Part B MACs.
- **VICTORY** on MIPS hardship exception for providers impacted by Change Healthcare cyberattack.
- **VICTORY** on Novitas, First Coast, and CGS Part B MACs skin substitutes policy
- **VICTORY** with Aetna to resolve at-risk foot care with -59 Modifier denials
- **VICTORY** with CMS on surgical treatment of nails policy for CPT 11750 (nail excision), and working on addressing CPT 11730
- Collaborating with AMA and other stakeholders to oppose new Cigna -25 Modifier documentation policy
- Leading effort to address LCD/LCA process
- Working with PIMMS and CMS to address ongoing MIPS concerns and MIPS Value Pathways for podiatric physicians
- **VICTORY** on eliminating Podiatry-Specific E/M – G Codes

APMA's work on podiatry-specific E/M codes and -59 Modifier alone has saved members hundreds of millions of dollars.

E-Advocacy



- **Take minutes to send customized messages to your legislators**
- **www.apma.org/eAdvocacy**

Student Recruitment



APMA's support for student recruitment has shifted to the Foundation for Podiatric Education, a separate entity now developing recruitment plans through a data analytics and marketing firm.

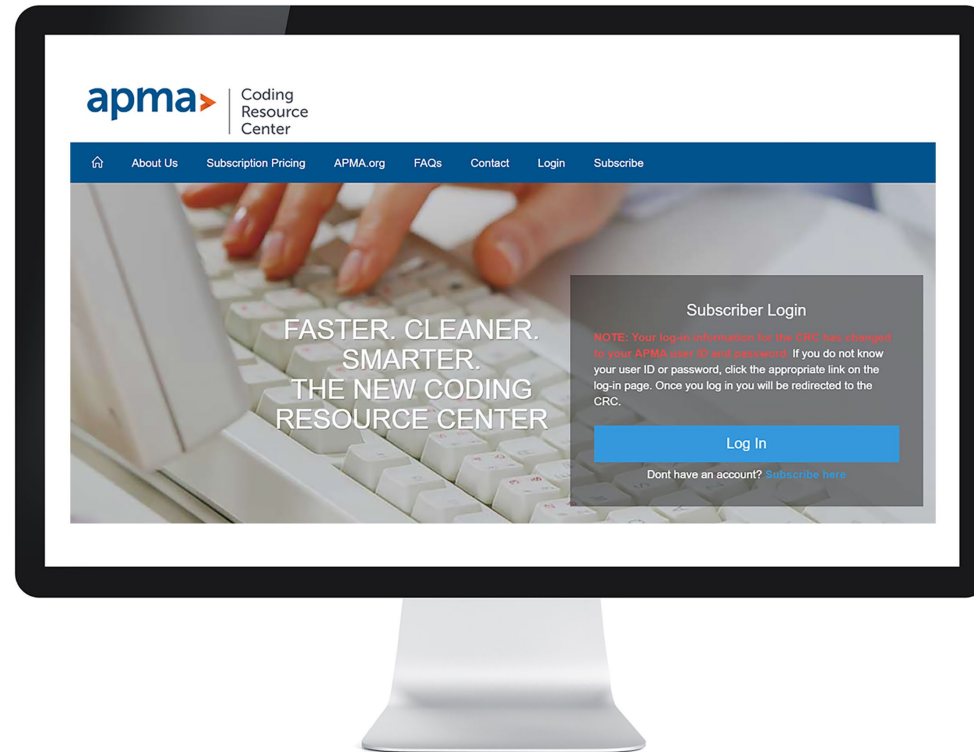


FREE Coding Resources

- Articles
- Webinars
- Podcasts
- Infographics

www.apma.org/coding

Coding Resource Center



www.apmacodingrc.org



**SAVE
THE
DATE,
Y'ALL!**

www.apma.org/thenational



DALLAS/FORT WORTH • JULY 24-27, 2025

THE NATIONAL

APMA ANNUAL SCIENTIFIC MEETING

Next summer The National
is coming to Dallas/Fort Worth.

Financial Benefits



Group purchasing discounts through Talar Medical

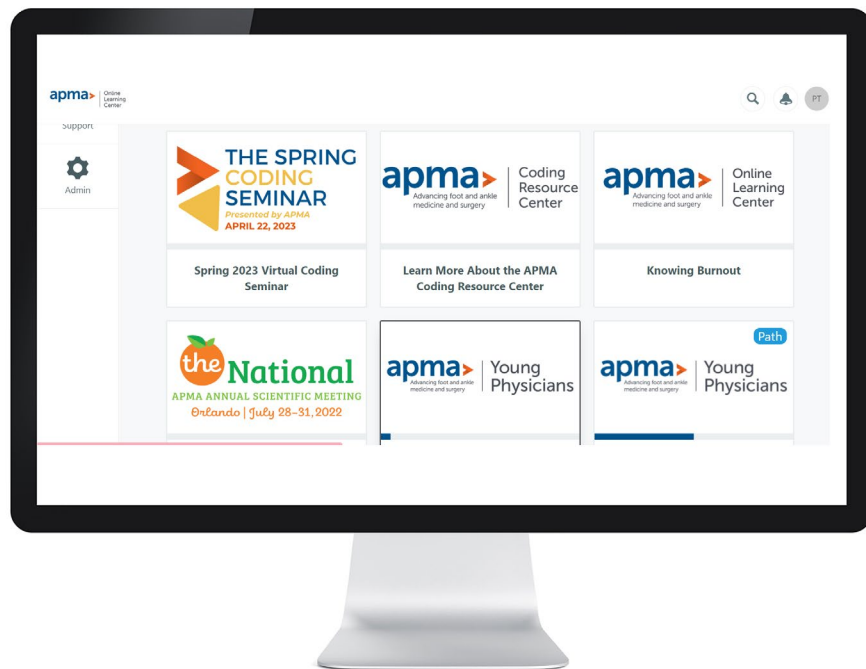


Cash back and no annual fees with the APMA Business Mastercard



Health insurance options for every member in partnership with the Ark Group

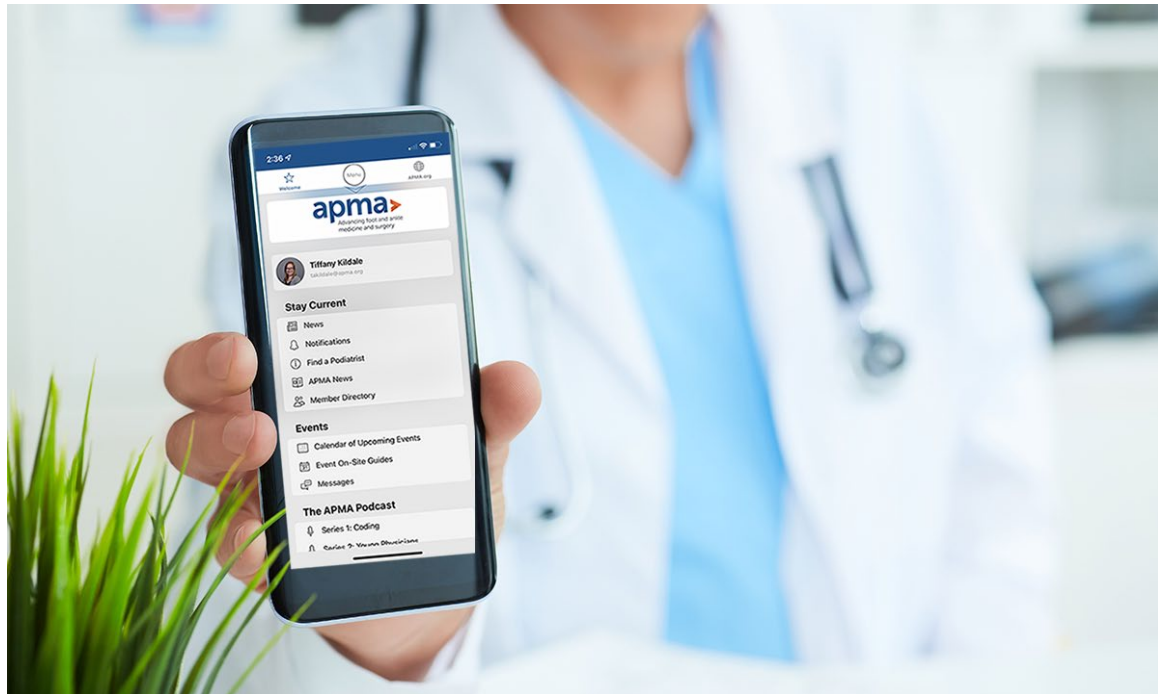
APMA Online Learning Center



- On-demand learning and live events
- The convenience of learning from anywhere

www.apma.org/onlinelearningcenter

APMA Engage—The APMA Member App



- Available for iOS and Android devices
- Instant access to news, Seal products, Find a Podiatrist, and more
- Listen to the APMA Podcast and read *APMA News*
- Receive alerts when you need to take immediate action on legislation

Patient Education

PLAYING THE LONG GAME WITH DIABETES



- Visit www.apma.org/diabetes and check out our digital tool kit!
- Materials for your waiting room, EHR, or practice website
- Suggested content for social media

Get Involved!



Follow

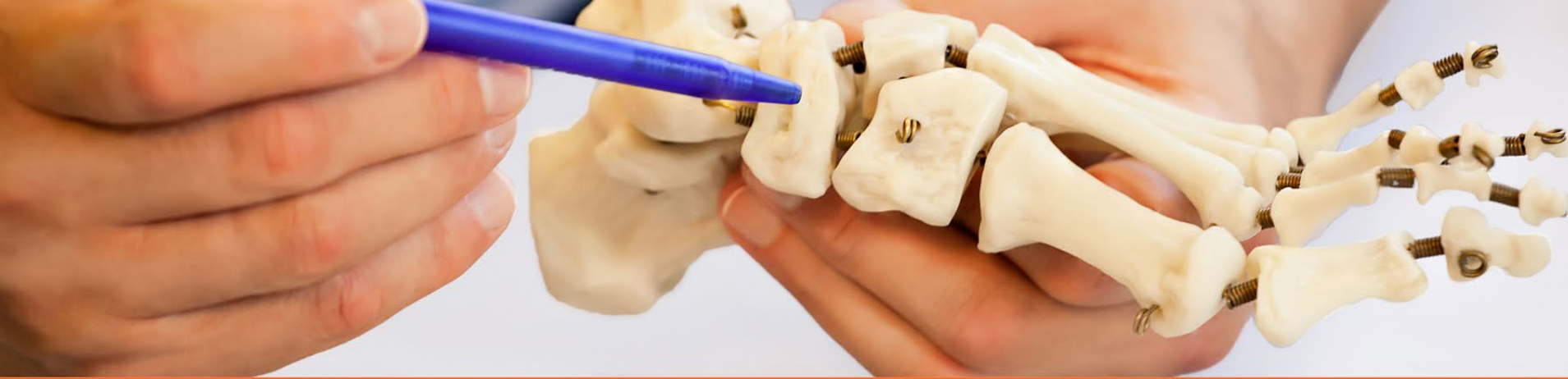
Follow us on social media platforms

Volunteer

Volunteer to participate in student recruitment efforts

Contact

Contact Tiffany Kildale
(Tkildale@apma.org)



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Thank you!

rsage@apma.org