

**PODIATRIC**

Winter 2021

# PROFILES

MICHIGAN PODIATRIC MEDICAL ASSOCIATION • MICHIGAN'S FOOT AND ANKLE PHYSICIANS

A portrait of Dr. Joneigh S. Khaldun, a Black woman with short, curly black hair, smiling warmly. She is wearing a bright red blazer over a dark top and pearl earrings. The background is a soft, out-of-focus grey.

## MICHIGAN TAKES ITS BEST SHOT

Dr. Joneigh S. Khaldun

*MDHHS Chief Medical Executive and Chief Deputy Director*

NEW!

# Web Space Infection DNA Test Panel



The most accurate diagnostic method,  
combined with ease of use and rapid results.

- ✓ Highest sensitivity and specificity test available
- ✓ Definitive diagnosis for effective therapy decisions
- ✓ Rapid test results to drive faster patient care
- ✓ Simple skin scraping collection technique

## The BakoDx Web Space Panel tests for:

- Pan-Dermatophytes
- *Candida spp*
- *Corynebacterium minutissimum*
- Pan gram-negative bacteria
- *Staphylococcus aureus*\*

\*If positive, reflex to *mecA*  
(methicillin resistance)

## Comparison of Tests

	Culture	Histopathology	KOH (fungal)	Web Space DNA Test
Turnaround Time	2-28 days	2-3 days	Same day	1-2 days
Sensitivity	50-75%	85-90% <sup>1</sup>	73-91% <sup>2</sup>	92-100% <sup>3</sup>
Specificity	100%	72% <sup>1</sup>	42-91% <sup>2</sup>	97-100% <sup>3</sup>

## Why differentiate?

Interdigital infectious dermatitis may be due to a variety of organisms. While they may look similar, their treatment differs:

- ✓ *Corynebacterium minutissimum* in erythrasma
- ✓ Tinea pedis
- ✓ Candida intertrigo
- ✓ Primary or secondary bacterial infections



Ask Us How to Get Started



Bako Diagnostics | 855-422-5628 | [BakoDx.com/webspace](https://BakoDx.com/webspace)

<sup>1</sup> J Am Acad Dermatol. 2003 Aug;49(2):193-7.

<sup>2</sup> Jacob Oren Levitt, Barrie H. Levitt, Arash Akhavan, and Howard Yanofsky, "The Sensitivity and Specificity of Potassium Hydroxide Smear and Fungal Culture Relative to Clinical Assessment in the Evaluation of Tinea Pedis: A Pooled Analysis," *Dermatology Research and Practice*, vol. 2010, Article ID 764843, 8 pages, 2010; *Journal of Basic & Clinical Medicine* 2016; 5(2):4-6

<sup>3</sup> Internal validation study compared to NYS Dermatophyte, NYS Candida, and Sanger DNA sequencing.

629 West Hillsdale St.  
Lansing, MI 48933  
800/968-6762 • Fax 517/485-9408  
www.MPMA.org

### MPMA Executive Board

**President, Dr. Ahmad Farah**  
afaradpm@yahoo.com

**President Elect, Dr. Zeeshan Husain**  
zeepod@hotmail.com

**Secretary, Dr. Andrew Mastay**  
andrew.mastay@gmail.com

**Treasurer, Dr. Bruce Jacob**  
brujacob@umich.edu

**Immediate Past President,  
Dr. Joyce Patouhas**  
jpatouhas126@gmail.com

The MPMA Home Office Staff is  
Available for Contact Any Time

**Derek E. Dalling**  
*Executive Director*

**Matthew Solak**  
*Deputy Executive Director*

**Jason Wadaga**  
*Director of Government Affairs*

**Jodie Sengstock, DPM**  
*Director of Professional Relations*

**Geri Root**  
*Director of Events*

**Erin Dalling**  
*Financial Manager*

**Lauren Concannon**  
*Continuing Education*

**Quintanilla Dowdell**  
*Membership Coordinator*

**Trina Miller**  
*Executive Assistant*

- 4 Message From The President—Dr. Ahmad Farah
- 6 MPMA Great Lakes Conference—Let's Do This!
- 9 Rebooting Your Clinical Practice
- 12 Michigan Taking Its Best Shot
- 14 MPAS and APMA Contributors
- 15 Moving Forward
- 19 Michigan's Next Normal
- 21 MPMA Advertising Kit
- 23 Classified Advertisements



Podiatric Profiles is the official publication of the Michigan Podiatric Medical Association (MPMA). MPMA assumes no responsibility for the statements, opinions and/or treatments appearing in the articles under the author's name. This information is not a substitute for legal or medical advice. All *Podiatric Profiles* content is approved by the Editorial Committee. For editorial or business information and advertising rates call 800-968-6762.



---

## MESSAGE FROM THE PRESIDENT

---

Dear MPMA Members, Colleagues, and Friends:

Happy and Healthy New Year!!!! I wish to extend warm greeting to you all as we embark on 2021. Lets not look back at the struggle of 2020 as a year we would like to forget, but rather a year we all embraced change and hopefully came out stronger. 2020 forced us as an association to do things differently, as you will see at the upcoming Great Lakes Conference. Our consultants have made personal sacrifice for the greater good of our organization, for which I am ever grateful. I feel we have some momentum behind our backs now and we will persevere.

As your President, I want to keep the association working together and helping one another so that our profession may grow. October we launched our monthly townhall meetings, for which I am grateful for all of you who attended and I am reaching out to spread the word to make these meetings a success. Topics are open to whatever issues the members would like to discuss. While there is no substitute for in-person human communication, we have to play with the cards we are dealt and I would like to keep these meetings going as they also give us a chance to see one another. Our conference will also be virtual this year, which will be a unique opportunity to move our association further into the data and technology age. Please show your support by attending the conference and interacting live when the opportunity presents.

As an association, we have made valiant efforts to keep our members informed and provide resources to aid in your practices. I hope everyone stays healthy and enjoys a wonderful new year. We have much to remain concerned about, but feel we all can remain thankful that we have survived 2020 and pray we all have a prosperous and healthy year to come. I respectfully request you continue to support YOUR association (MPMA and APMA). Please visit our social media on Facebook and Twitter and visit the website often for new information as it becomes available.

“Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved.” - Helen Keller

Warm Regards,  
Ahmad Farah, DPM, MPMA President



Ahmad Farah, DPM  
MPMA President



# Town Halls for Doctors

The MPMA launched Town Hall Meetings for DPMs in October and will continue these meetings indefinitely.

As the MPMA President, I moderate the Town Halls in a simple format to hear your ideas and concerns and to offer solutions for issues we all deal with.

Some of the most pressing issues include insurance company reimbursements and requirements that push your practices in several directions. I encourage you to participate and have a conversation with me and other doctors.

The next Town Hall is Thursday, March 4, 7:15-8pm held on Zoom.  
Visit [www.mpma.org](http://www.mpma.org) to register.



# America's Choice for Medical Processing Michigan Podiatric Medical Association Members



## APPLY NOW!!

Contact Quantus Solutions TODAY  
to receive your  
NEW FREE Smart Chip EMV Terminal



### 4 SIMPLE STEPS TO ENROLL:

- 1) GO TO MPMA WEBSITE
- 2) FIND MPMA'S NEW PARTNER—QUANTUS SOLUTIONS
- 3) SELECT YOUR PRICING PROGRAM AND EQUIPMENT OPTION
- 4) APPLY

### MPMA ENDORSED BENEFITS INCLUDE:

- Average Savings 38% per practice
- Negotiated MPMA Group Rates for all members
- Free EMV “smart chip” Terminal OR Virtual Terminal OR Mobile Device
- Dedicated Medical Customer Service & Support
- 24 hour Next Day Funding for all members
- HIPAA, PCI, SIGIS Certified Partner

## Apply Today

For Information On Your MPMA Association Program

877.604.6477 • [www.quantussolutions.com](http://www.quantussolutions.com)



REGISTER TODAY!



FEBRUARY 3-7, 2021

GREAT LAKES CONFERENCE

Join us for the MPMA Great Lakes Conference on February 3-7, 2021. This year's conference will be offered in a virtual format with opportunities to view the lectures live and on-demand. The Conference continues to offer 40 hours of continuing medical education presented by leading experts in podiatry. In addition, the conference will offer the opportunity to meet and interact with vendors.

The MPMA Great Lakes Conference remains your best opportunity to earn the most number of hours in a reasonable fashion. Don't miss this year's opportunity to receive your 40 hours of education.

**For a complete schedule and to register, visit [www.mpma.org](http://www.mpma.org).**



# GREAT LAKES CONFERENCE

## FEBRUARY 3-7, 2021

### REGISTRANT INFORMATION

The 2021 Great Lakes Conference will be offered in a virtual format. Lectures will be offered live during the conference dates and on-demand following the conference for a determined amount of time. Pre-registration ends January 27. For assistance, contact the MPMA office at 800-968-6762.

Name/Credentials

Address

City

State

Zip

Email

Phone

### FEES

An additional \$35 will be added if received after Jan 27. Complimentary registrations will increase to \$35 after Jan 27.

- MPMA Member \$475                       MPMA/APMA Life Member \$0                       Resident/Student \$0  
 MPMA/APMA Senior Member \$250                       APMA Member \$550                       Non-Member \$1,000

### PAYMENT

- Please make check payable to MPMA     Visa     MasterCard     AMEX    TOTAL \$ \_\_\_\_\_

Credit Card #

Exp Date

Name on Card

CVV

Billing Address

Signature

### 2021 MICHIGAN POLITICAL ACTION SOCIETY COMMITMENT

MPMA needs your support! Are you concerned about the future of the podiatric profession and the regulations and legislation facing it? Consider making a donation to the Michigan Podiatric Action Society today! Please select your contribution amount below. This amount will not be included in today's payment for the Great Lakes Conference. You will be contacted to make your MPAS payment separately.

- \$1,000     \$500     \$250     \$100     Other amount \_\_\_\_\_

**CANCELLATION POLICY** A refund less a \$25 processing charge will be provided for cancellations received in writing by January 27, 2021. Send cancellation to mpma@kdfirm.com. In lieu of a refund, your paid registration fee can also be used to send a substitute attendee.

Please make checks payable to MPMA. Send completed registration form and payment to: MPMA | 629 W. Hillsdale Street, Lansing MI 48933 or fax with credit card information to (517) 485-9408.



# Beyond

FINANCIAL PLANNING

**New name, same great services!**

***“We get up every morning  
with a singular focus,  
to help families  
create, protect and keep  
multi-generational wealth.”***

**- Greg**

**Learn More**



**Gregory I. Hardy, CFP<sup>®</sup>, AEP<sup>®</sup>**

2632 S 11th St. Kalamazoo, MI 49009

Phone: 269.492.9701 Toll Free: 866.574.8279

**Email: [ghardy@beyond-fp.com](mailto:ghardy@beyond-fp.com)**

**[www.beyond-fp.com](http://www.beyond-fp.com)**

Formerly known as:



Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker dealer, member FINRA/SIPC. Cambridge Investment Research and Beyond Financial Planning are not affiliated. Advisory Services through Cambridge Investment Research Advisors, Inc., a Registered Investment Adviser. Registered address is 2632 South 11th Street, Kalamazoo, MI 49009.



# Rebooting Your Clinical Practice

Calming Patients and Staff Fears During Michigan's Economic Re-opening

Something strange happened when Governor Whitmer eased some restrictions on Michigan's lock down for the novel virus, COVID-19.

- Patients did not rush back to their doctors' offices.
- Initially, bars and restaurants did not fill up.
- And more recently on October 9th, public spaces like movie theaters, were now open to light audiences.

"A number of patients are scared to come into their podiatrists and other practitioners' offices. This is worrisome because they are delaying their healthcare," said Senator VanderWall, Healthcare Committee Chairman.

According to a recent online survey of 99,000 households conducted by the U.S. Census Bureau, more than one-third of American adults report symptoms of depressive and/or anxiety disorder—triple the rate reported in 2019. Another survey conducted by the Centers for Disease Control in June found more than one-in-10 U.S. adults had considered suicide in the past 30 days.

That rate was more than double what was reported in 2019.

**"Some people are anxious because they have a "lurking fear" of catching or spreading COVID-19... others have fallen out of practice socializing..."**

Lily Brown, Director for the Center for the Treatment and Study of Anxiety at the University of Pennsylvania, explains, "There are two distinct types of re-entry anxiety. Some people are anxious because they have a 'lurking fear' of catching or spreading COVID-19" she says, "while others have fallen out of practice socializing and are finding it

## Resources for Your Patients

### Need to Talk About Your Stress?

Call: 1 (888) 535-6136 and Press "8" to speak with a Michigan Stay Well counselor. Counselors are available 24/7 - confidential and free.



### Self-Help Stress Reducer

Manage feelings of stress and anxiety through meditation, sleep, and movement exercises. Visit: [HeadSpace.com/mi](https://www.headspace.com/mi)

### Moms and Dads Help for Kids Well-Being

Free digital lessons helping K-12 kids develop social, emotional, and mental well-being skills at: [michiganvirtual.org/michigan-cares](https://michiganvirtual.org/michigan-cares)

### Thinking of Self Harm?

Call: 1 (800) 273-8255  
Text: TALK to 741741  
Available 24/7  
Visit: [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org)

difficult to resume.”

Both types of anxiety are “likely driven by uncertainty and a fear of unknown harm,” Brown says. “Ambiguous and ever-changing public-health advice likely doesn’t help, either.”

According to the publication, “How to Manage All This Fear and Re-entry Anxiety” from the University of Pennsylvania’s Perelman School of Medicine, “this ‘re-entry anxiety’ is fueled by fear of the unknown and uncertainty.”

### How to Manage All This Fear and Re-entry Anxiety

Rather than trying to start a new meditation or yoga practice, start small. Explore opportunities to experience

short moments of calm, several times each hour. Just like our hearts, we need to take a rest between each heartbeat, it’s important to take a rest from all the stress and anxiety during these unprecedented times.

- Limit how much attention you are focusing on the news. I’m not suggesting to ignore what’s going on, but be aware of how much of the news you are consuming.
- Stop and breathe. Think and maybe even say out loud to yourself: “I’m breathing in. I’m breathing out. I’m breathing in. I’m breathing out...”
- YAWN! Seriously, just yawn! Whether it’s a fake or real yawn, the brain

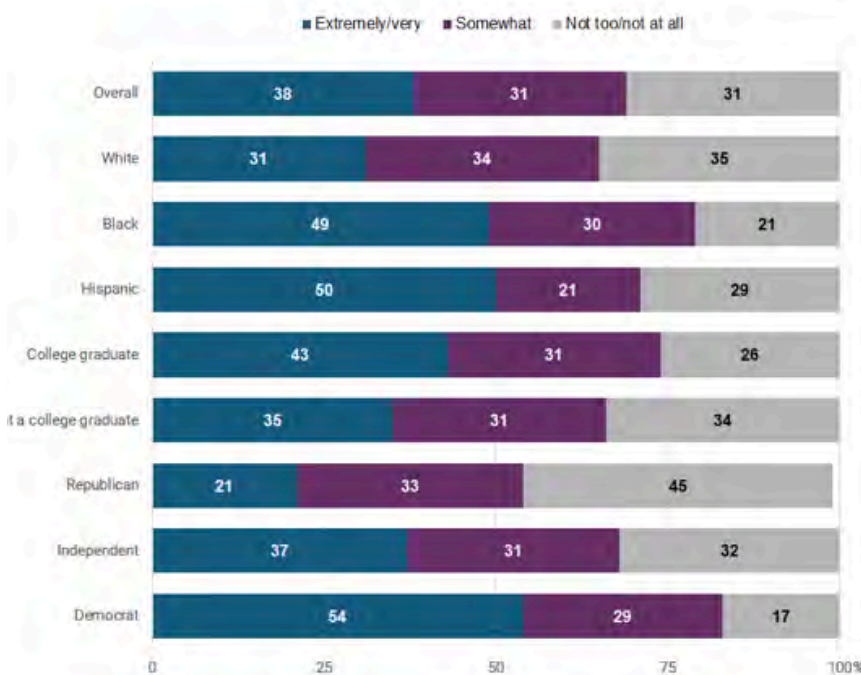
doesn’t know the difference. Yawning can stimulate the parasympathetic/rest and reset the nervous system.

- Move your body. The Latin root of “emotion” is ‘emotere’ – energy in motion. A body in motion keeps emotions flowing.
- Stay connected. It is more important now more than ever to stay connected to family and friends. If you need more help with staying in touch, reach out for support. ■

The article was edited by Joe Ross of CR Marketing, based from the Michigan Department of Health and Human Services, research from University of Pennsylvania’s Perelman School of Medicine, Time magazine and AP\_NORC Poll.

## Different Groups Have Different Levels of Worry About Covid - 19

Percent of Adults



Different groups have different levels of worry about COVID-19 Percent of adults.

Question: How worried are you about you or someone in your family being infected with the coronavirus?

Source: AP-NORC Poll conducted September 11-14, 2020, with 1,108 adults age 18 and over nationwide.

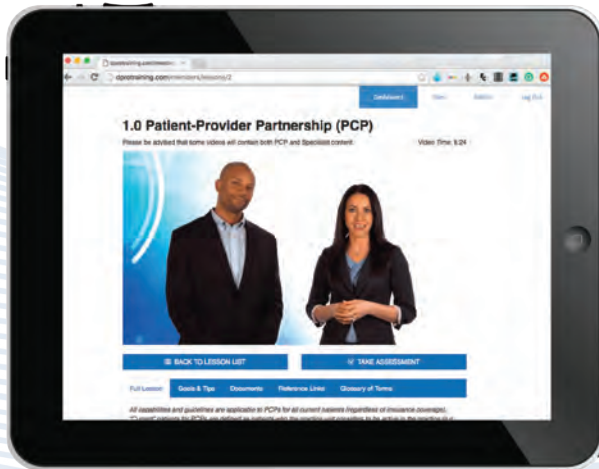


APNORC.org

Don't Allow Your Practice to be at Risk for Non-Compliance

# DPro Healthcare

| [dprohealthcare.com](http://dprohealthcare.com) | [skip@dprohealthcare.com](mailto:skip@dprohealthcare.com) |  
| 248.765.1729 |



## eLearning Portal Features:

- 12 Regulatory-Mandated Training Modules all in one place
- Bloodborne Pathogen, Fraud & Abuse, Medicare Part C & D Managed Care, PCMH, ICD-10, Hazcom, MACRA, Cyber Security and more
- Printable Forms, Documents, & Letters
- Q & A for each Section of Training
- Certificate of Completion for each Initiative
- 24/7 Access

## Administration Support:

- Easy to Comply with Regulatory Training Demands
- Progress Monitoring & Analytics
- Progress Results Tracking

## Benefits:

- Training within Healthcare is Paramount
- Certify Your Practice to be Compliant
- Fee Schedule Increase are available through Completion of certain Training
- Don't Allow Your Practice to be at Risk for Non-Compliance

## If your patients suffer from lower extremity:



- ✓ Pain/Aching/Throbbing
- ✓ Heaviness or Fatigue
- ✓ Swelling
- ✓ Night Cramps, Restless Leg Syndrome
- ✓ Itchy Veins
- ✓ Varicose Veins
- ✓ Non-Healing Ulcers

## WE CAN HELP!

**FREE VEIN  
EVALUATIONS  
CALL 877.432.2184**

**Miller Vein**  
LEGS LIKE NEW

Novi Troy Dearborn Monroe Macomb Twp



# Michigan Takes Its Best Shot

Michigan has started rolling out vaccines to frontline healthcare workers in the early weeks of December 2020, and while this vaccine is being rolled out across the state, Michigan Department of Health and Human Services stresses it is still vital to continue to “wear masks, wash your hands and avoid gatherings” until we are all able to get our vaccinations.

Dr. Joneigh Khaldun, Chief Medical Executive and Chief Deputy for MDHHS states, “The arrival of the COVID-19 vaccine is an important step toward reducing the toll the virus is taking on our state.”

Dr. Khaldun goes on to say, “The significant impact of COVID-19 has led to unprecedented, worldwide collaboration among scientists, medical doctors, health and government officials, and manufacturers. The arrival of this vaccine in Michigan signals that the end of this pandemic is near. However, it will take several months before we are able to have enough vaccine to widely

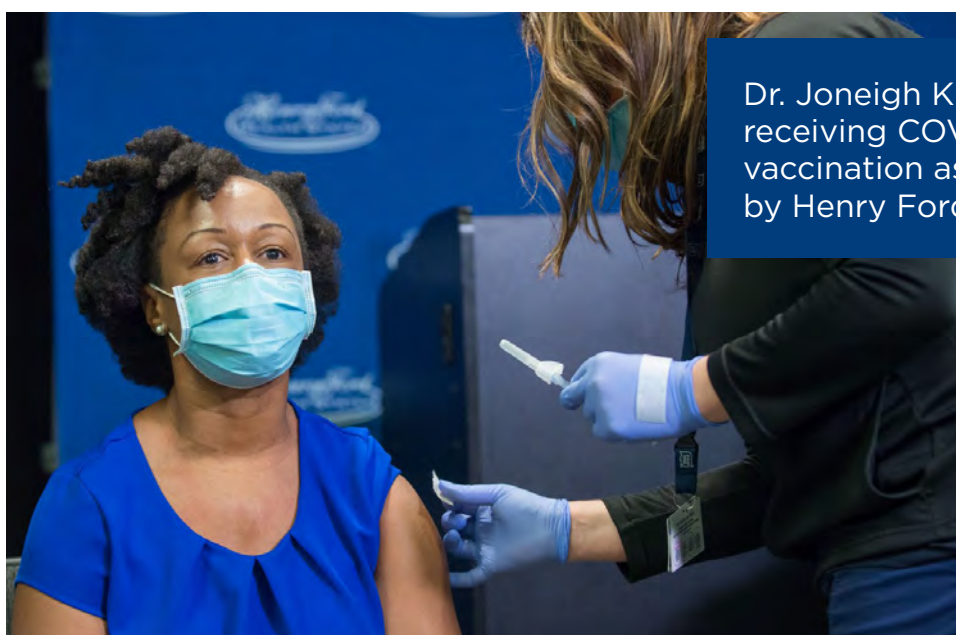
distribute it to the general population. Until then, and even for individuals who receive the vaccine, we should all be doing our part to slow the spread of this virus by wearing masks, avoiding large gatherings, and washing hands.”

Podiatric doctors can tell their patients to keep a close watch on when the vaccine will be available and what the potential costs and insurance will be. The MDHHS stated “Vaccine distribution will roll out over a series of weeks, and current estimates are that by late Spring 2021 enough vaccine will be available for everyone who is recommended to receive it. There will be no out-of-pocket costs to individuals for the vaccine, however, healthcare providers may bill insurance for administrative costs.

It’s important Michigan residents are prepared for receiving the vaccinations and are taking precautions to ensure a smooth administering transaction.

“The COVID-19 vaccine will require two doses, separated by three or four weeks depending on the manufacturer. Michiganders should receive both doses in order to have full protection from the virus. Individuals who receive the vaccine may experience mild side effects such as low-grade fever, sore arm and fatigue, which indicate that the vaccine is working. There is a robust state and national process for tracking vaccines and reporting side effects.

With the introduction of the COVID-19 vaccination making its way through Michigan, Governor Gretchen Whitmer says, “This is a great day for our families, front-line workers, small businesses, and Michigan as a whole. Here, in the state built on innovation and grit, a safe and effective COVID vaccine is being manufactured by Michigan workers at a Michigan business.”



Dr. Joneigh Khaldun receiving COVID-19 vaccination as administered by Henry Ford Hospital





## The schedule of public vaccination phases are as follows:

- **Phase 1A** includes paid and unpaid persons serving in health care settings who have direct or indirect exposure to patients or infectious materials and are unable to work from home, as well as residents of long-term care facilities.
- **Phase 1B** includes some workers in essential and critical industries, including workers with unique skill sets such as non-hospital or non-public health laboratories and mortuary services.
- **Phase 1C** includes individuals age 16 years or older who are at high risk for severe COVID-19 illness due to underlying medical conditions, and people 65 years and older.
- **Phase 2** is a mass vaccination campaign for all individuals aged 16 years or older. ■

*Sources: Michigan State Police: Emergency Management & Homeland Security Division, (MDHHS) Michigan Department of Health and Human Services, (MHA) Michigan Health & Hospital Association, Lynn Sutfin, 517-241-2112, Sutfin1@michigan.gov*

# MPAS CONTRIBUTORS 2020

The MPMA extends a big THANK YOU to each of the following individuals who made a contribution to MPAS in 2020.

Anthony Alessi, DPM  
Vicki Anton-Athens, DPM  
Tracy Bacik, DPM  
Alan Bass, DPM  
Mohammed Bazzi, DPM  
William Bennett, DPM  
Corwyn Bergsma, DPM  
Fred Bernstein, DPM  
Herbert Bircoll, DPM  
Marc Borovoy, DPM  
Norman Brant, DPM  
Brian Brausa, DPM  
Walter Coleman, DPM  
Derek Dalling  
Marie Delewsky, DPM  
James DeWitt, DPM  
Michelle DeYoung, DPM  
Judi Ecker, DPM  
Joshua Faley, DPM

Ahmad Farah, DPM  
William Fox, DPM  
Jeffrey Frederick, DPM  
Jennifer Gerteisen, DPM  
Richard Goich, DPM  
Brian Goosen, DPM  
Crystal Holmes, DPM  
Scott Hughes, DPM  
David Hunter, DPM  
Zeeshan Husain, DPM  
Bruce Jacob, DPM  
Bruce Kaczander, DPM  
Howard Kane, DPM  
Danny Kaplan, DPM  
Randy Kaplan, DPM  
Michael Kelley, DPM  
Brian Kerman, DPM  
Stuart Kirschenbaum, DPM  
Kevan Kreitman, DPM

Matthew Lappenga, DPM  
Don Lutz, DPM  
David Mansky, DPM  
Andrew Mastay, DPM  
Bruce Meyers, DPM  
Michael Meyers, DPM  
David Moss, DPM  
Joyce Patouhas, DPM  
Jessica Patterson, DPM  
Cindy Pavicic, DPM  
Shawn Reiser, DPM  
Jeffrey Rewitzer, DPM  
Andrea Rinker, DPM  
Richard Rozelle, DPM  
Mark Saffer, DPM  
Ali Safiedine, DPM  
Bradley Seel, DPM  
Jodie Sengstock, DPM  
David Shain, DPM

Steve Sheridan, DPM  
Andrea Simons, DPM  
Jeffrey Solway, DPM  
Jennifer Somers, DPM  
Harold Sterling, DPM  
Alan Stoler, DPM  
Rebecca Sundling, DPM  
David Taylor, DPM  
Christine Tumele-Vogt, DPM  
Gregory Vogt, DPM  
Jason Wadaga  
Gary Wasiak, DPM  
Marc Weitzman, DPM  
Bill Wentworth, DPM  
Brandon A. West, DPM  
James Westbury, DPM  
Tamara Whitaker-Bay, DPM

The MPMA understands that 2020 has been difficult for many of you. Any amount you donate is appreciated and helps the MPMA's advocacy efforts. For 2021, the MPMA is encouraging all members to donate at least \$50 to MPAS. To make your 2021 contribution simply visit: [www.mpma.org/mpsapmapac.html](http://www.mpma.org/mpsapmapac.html)

## APMA PAC CONTRIBUTORS 2020

These MPMA members have pledged their contributions to APMAPAC: THANK YOU!

### Platinum Level Supporters (\$1,000–\$2,499)

Dr. Ahmad Farah  
Dr. Scott E. Hughes  
Dr. Randy K. Kaplan  
Dr. Kevan R. Kreitman  
Executive Director Derek Dalling

### Gold Level Supporters (\$500–\$999)

Dr. Andrew R. Mastay

### Silver Level supporters (\$300–\$499)

Dr. Vicki M. Anton-Athens  
Dr. Rami Basatneh  
Dr. James E. DeWitt  
Dr. Crystal M. Holmes  
Dr. Michael J. Kelley  
Dr. Kristi Ledbetter  
Dr. David Moss  
Dr. Richard M. Seiler  
Dr. Jodie N. Sengstock

### Bronze Level Supporters (\$150–\$299)

Dr. Vaishnavi S. Bawa  
Dr. Frederick B. Bernstein  
Dr. Brett W. Butler  
Dr. Andrew H. Cohen  
Dr. Marie Delewsky  
Dr. Jennifer A. Gerteisen  
Dr. Michelle DeYoung-Gilliate  
Dr. Zeeshan S. Husain  
Dr. Douglas P. Johnson  
Dr. Charles G. Kissel  
Dr. Jeffrey B. Klein  
Dr. Matthew J. Lappenga  
Dr. David W. Mansky  
Dr. Neal Mozen  
Dr. Joyce E. Patouhas  
Dr. Gary J. Schurman  
Dr. Andrea K. Simons  
Dr. Ann M. Spreit  
Dr. Harold D. Sterling  
Dr. Rebecca A. Sundling  
Dr. Marc Weitzman  
Dr. Brandon A. West

### Patriot Level Supporters (Less than \$150)

Dr. Tomasz Biernacki  
Dr. Herbert L. Bircoll  
Dr. Walter Coleman  
Dr. Anthony DeLuca  
Dr. Kris A Haas  
Dr. Thomas Hall  
Dr. Neil Hertzberg  
Dr. Cody R. Ingram  
Dr. Bruce Kaczander  
Dr. Howard Kane  
Dr. Gary S. Kaplan  
Dr. Burton H. Leib  
Dr. Donald C. Lutz  
Dr. Heidi Monaghan  
Dr. Nicholas Post-Vasold  
Dr. Andrea R. Rinker  
Dr. Sanford Rosenfeld  
Dr. William K. Rubin  
Dr. Steven L. Sheridan  
Dr. James G. Westbury

The future of our great profession and your future depends upon your support of APMAPAC.  
THANK YOU for your support! Be safe and healthy.

# Moving Forward: COVID-19, State of Michigan Policy Changes, and What to Expect

When speaking to Republican State Representative Bronna Kahle, from Michigan's 57th District, we learned that if we're going to see any kind of positive change for the future of our Great Lakes State, our mission needs to be simple. We all need to work together.

"For me, what I found so helpful in my own community is listening more. Listening to understand," Kahle ensures. "John Maxwell is one of my favorite authors and one of his quotes says that 'People don't care what you know until they know that you care.' We need to take that promise into the State house every single day. And our motivation needs to be caring about the people that we serve. In the midst of every crisis, we find there are silver linings." Rep. Kahle emphasizes.

Rep. Kahle was first elected in November 2016 to the Michigan House to represent the 57th District. The 57th District includes most of Lenawee County including the cities of Adrian, Hudson, and Morenci. Kahle currently serves as a member on the House Ways & Means Committee, a government body that



State Representative  
**Bronna Kahle**

is charged with reviewing and making recommendations for government budgets. In addition to her professional work, Bronna's community involvement include: the Lenawee Walk to End Alzheimer's Committee, Adrian Symphony Orchestra, Adrian Chamber of Commerce, Habitat for Humanity's Neighborhood Revitalization Initiative, and other associated charities. She is also a member of Grace Point Church in Detroit. She and her husband Patrick of 26 years (which at the time of interview were celebrating 30 years together) have two children: Ben and Rebekah, and a daughter-in-law, Savanna.

Kahle served most recently in her second term on the House Health policy and feels strongly for the people she serves in Michigan with a passion for these issues. When asked about what to expect for Michigan, Rep. Kahle says, "In spite of the challenges of COVID, and that unexpected attention that we must direct toward it, and it isn't done, there's still been some great policy moving forward in our state." She goes on to say "This term, serving on Ways and Means, it has been, I think, an important new step in the legislative process in Michigan. We've never had it before in our state, it is historic and it's been working very well,





making sure legislature is thoroughly vetted. That stakeholders have had an opportunity to be heard. And that bills are as ready as they can be before they are making it to the floor for a final vote.”

With increased focus on advancing healthcare, Rep. Kahle insists, “I would say that when it comes to advancing solutions in our state, one of the big issues where we should be able to find common ground and where we have common ground, even this year, lies in the sphere of healthcare. Healthcare affects every single man, woman, and child in our state, and we all want quality care. We all want access to care. We all want affordable care. And as we look ahead to the continued improvements, we can make in our healthcare system here in Michigan, remembering that we need to look for the common ground, respect each other and stay focused on the goals and not a personal win. We all can win.”

**“We need to look for the common ground, respect each other and stay focused on the goals and not a personal win. We all can win.” —Rep. Bronna Kahle**

Rep. Kahle says she also feels contented about another change happening in the state. Auto Insurance reform for Michigan drivers.

“If I had to say one thing that I am the most proud of in this term, is the historic Bipartisan Auto Insurance Reform. For decades, Michigan drivers have paid the highest car insurance rates in the nation, for better or for worse, we have. I was





really proud to cast my vote to deliver choices and to deliver guaranteed rate relief for every Michigan driver. It was an example of not only of something that couldn't be done, it's been decades that it's been discussed. But It was also an example of bipartisanship. It was good work between the Senate, The House and the legislature on both sides of the aisle, and the Governor."

Undoubtedly, when looking back at 2020, we have all learned a new normal and have had to adapt to a new way of living. When asked about how the lockdown of Michigan affected herself and her family, Rep. Kahle remained upbeat and positive about her experience. "I think everyone will have a story coming out of this of what 2020 was like for them. Nobody would have predicted when we rang in the new year on January 1st, or 12/01/2020, that coronavirus and all of the ramifications that it's had on the world, most certainly, but also right in our

very own homes and our personal lives." Kahle goes on to say that COVID has affected her listening and interaction skills with her community around her.

She notes, "For my family, my children are grown, and I don't have grandchildren yet; so, for me it has changed the way that I interact with my community. The way that I listen to those that I serve, and in some ways, it's made it more accessible. We're all experts at Zoom now."

Ultimately, Rep. Kahle believes that COVID has taught us all a very valuable lesson of gratefulness. She admits that she and her loved ones, "have truly understood the value and importance of family and of our freedoms and the blessing of living in the United States of America. The blessing of health. The things that money can't buy. The most important things." ■

**PROTECT YOUR BRAND BUSINESS CUSTOMERS**

**nuarx**  
Your Authorized PCI Compliance Partner

## Be Protected. Be Compliant.

NuArx will help protect your business from a costly data breach.

NuArx provides:

- PCI, PHI, and PII data protection
- Data breach financial protection
- Assistance completing compliance requirements
- Deployment & management of your firewall

- 96% of breached businesses were not compliant
- \$80k for average data breach
- 70% of locations go out of business within a year of a breach

**SIGN-UP TODAY!**



Online: [nuarxinc.com](http://nuarxinc.com) Call: 248.728.9915

## APMA is the only organization advocating for podiatry at the national level.

Representing DPMs in conversations with legislators, regulators, policymakers, and decision makers across the board; APMA is the voice of the profession.

### Services

- **Health-care Solutions** may save members 15 to 30 percent on their annual insurance costs.
- **Young Physician Transition Series** offers a wealth of resources for our young physician members, broken out conveniently by stage of career.
- **Podcasts and webinars** on topics ranging from coding for reimbursement to physician burnout are available on-demand for members.
- **Steep discounts** on events, free educational webinars, affinity program savings, and more.
- **Practice management resources** are available for help with Medicare, private payers, DME and HIPAA, hospital privileging, and other issues.

### Successes

- APMA's **defeat of the proposed rule** that would have created separate E/M codes for podiatry saved an average of \$7,500 for each member.
- Achieved **parity for DPMs at the VA** resulting in treatment as a physician, both in pay and career opportunities.
- The members who took advantage of the MIPS app and APMA Registry for Performance Year 2018 **saved more than \$1 million** in potential penalties.
- APMA supported multiple states to ensure that, **scope of practice laws** are commensurate with the education and training of DPMs.

### Access

- **Members may log in** at [www.apma.org](http://www.apma.org) to access these and other member-only services.

### Engage with APMA



### Bookmark these quick links:

[www.apma.org/HealthCareSolutions](http://www.apma.org/HealthCareSolutions)

[www.apma.org/YPTS](http://www.apma.org/YPTS)

[www.apma.org/Webinars](http://www.apma.org/Webinars)

[www.apma.org/Podcasts](http://www.apma.org/Podcasts)

[www.apma.org/Services](http://www.apma.org/Services)

[www.apma.org/YPTS](http://www.apma.org/YPTS)

[www.apma.org/Coding](http://www.apma.org/Coding)

### Not a Member?

Visit [www.apma.org/Join](http://www.apma.org/Join) and complete the appropriate application form to join today!

**Membership pays for itself with the resources APMA has to offer. There's no reason not to join.**

*Adam B. Lowy, DPM, Olney, MD*

# Michigan's Next Normal

Normalcy by Spring and herd immunity by Fall. Maybe.

The end is coming. Two of them actually.

According to McKinsey & Company there are two important definitions of “end,” each with a separate timeline:

## **A transition to normalcy may come in the first or second quarter of 2021.**

### **First End Point:**

One end point will occur when the proportion of society immune to COVID-19 is sufficient to prevent widespread, ongoing transmission. Michigan Department of Health and Human Services officials are hoping that a vaccine will do the bulk of the work needed to achieve herd immunity.

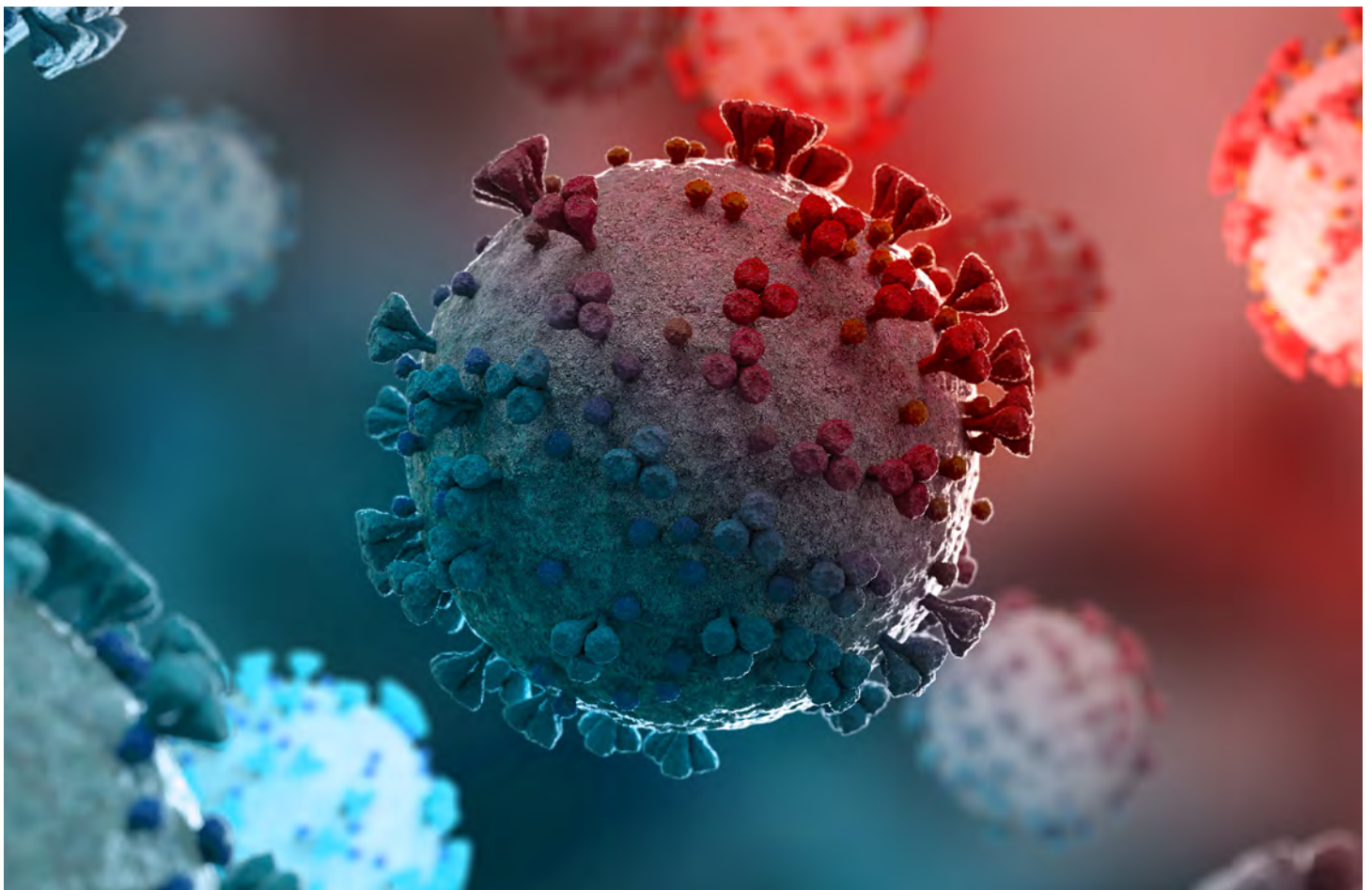
When this end point is reached, the public-health-emergency interventions deployed in 2020 will no

longer be needed, according to McKinsey's health research team. They posit that regular revaccinations may be needed, perhaps similar to annual flu shots.

### **Second End Point: A transition to a form of normalcy**

A second (and likely, earlier) end point will occur when almost all aspects of social and economic life can resume without fear of ongoing mortality (when a mortality rate is no longer higher than a country's historical average) or long-term health consequences related to COVID-19.

The process will be enabled by tools such as vaccination of the highest-risk populations; rapid, accurate testing; improved therapeutics; and continued strengthening of public-health responses. The next normal won't look exactly like the old—it might be different in surprising ways, with



unexpected contours, and getting there will be gradual—but the transition will enable many familiar scenes, such as air travel, bustling shops, humming factories, full restaurants, and gyms operating at capacity, to resume.

The two ends are related, of course, but not linearly. At the latest, the transition to normal will come when herd immunity is reached. But in regions with strong public-health responses, normalcy can likely come significantly before the epidemiological end of the pandemic.

The timeline to achieve the ends will vary by location. In the United States and most other

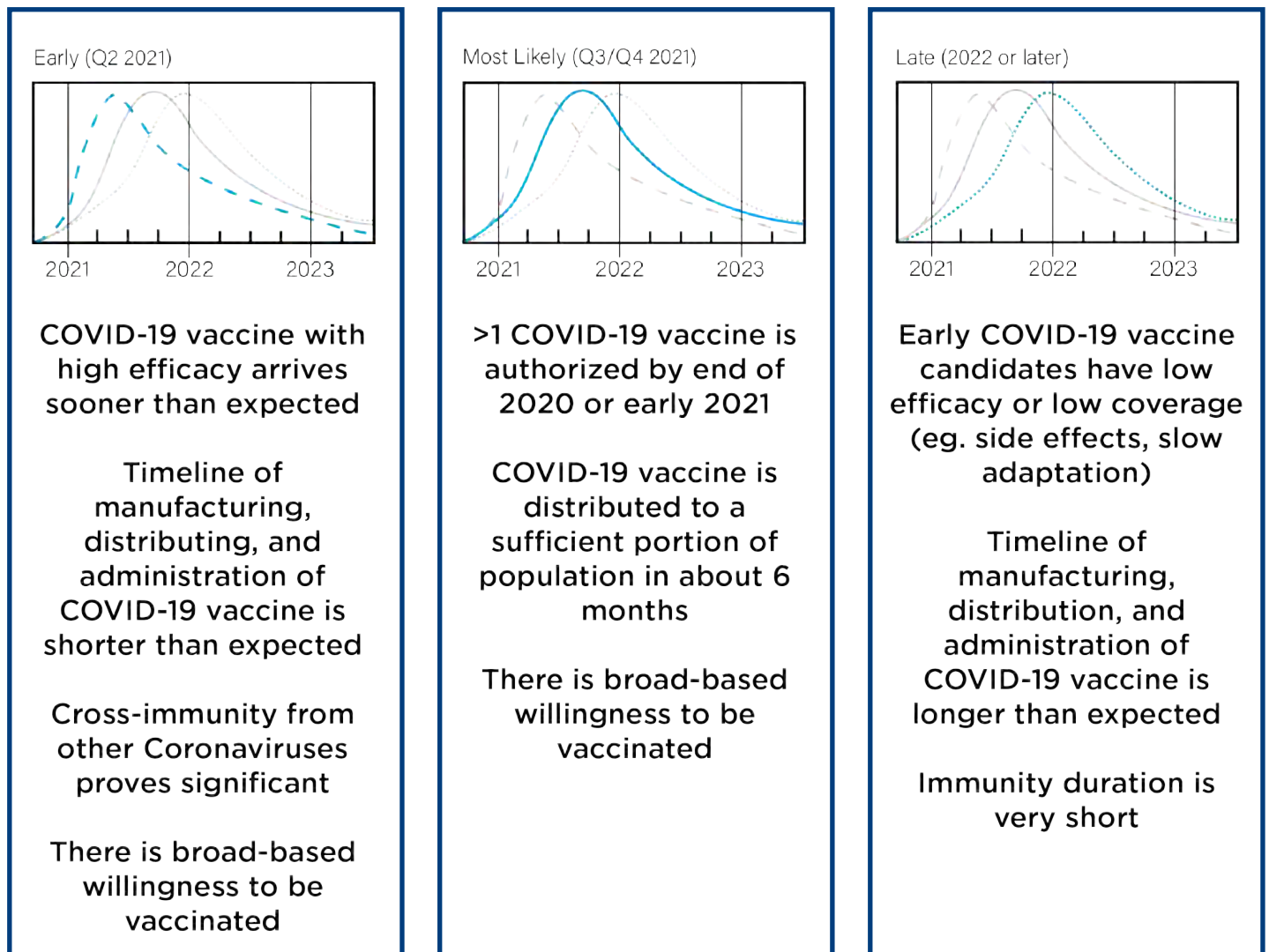
developed economies, the epidemiological end point is most likely to be achieved in the third or fourth quarter of 2021, with the potential to transition to normalcy sooner, possibly in the first or second quarter of 2021.

Every day matters. Beyond the impatience that most feel to resume normal life, the longer it takes to remove the constraints on our economies, the greater will be the economic damage. ■

About the report:  
The article was edited by Joe Ross of CR Marketing ([www.CRmarketing.biz](http://www.CRmarketing.biz)) based on the collection of research reports written by McKinsey & Company.

## COVID Vaccination Timeline

Sept. 2020 McKinsey & Company





# MPMA 2021 Advertising Kit



*Profiles* is the official magazine of The Michigan Podiatric Medical Association (MPMA). MPMA's mission is to promote, protect and advance the science and practice of podiatric medicine in Michigan. MPMA is an affiliate of The American Podiatric Medical Association.

*Profiles* is a quarterly publication distributed semi-annually via mail and semi-annually via email. The publication is distributed to all corporate sponsors, exhibitors and members of the association. The publication reaches the desks of over 520 podiatry professionals and their staff throughout the state of Michigan with a total circulation of over 740. All ads in the digital editions are hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. MPMA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

## EDITORIAL SUBMISSIONS

*Profiles* accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MPMA. Editorial submissions must be typewritten and sent via email to [derek@kdafirm.com](mailto:derek@kdafirm.com).

## PAYMENT

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x rate, ads must be paid in advance for the year.

## 2021 CLOSING DATES

ISSUE	SPACE	ARTWORK	MAIL/EMAIL
Winter (email)	November 30	January 4	January
Spring (print)	January 29	February 26	March
Summer (email)	April 30	May 31	June
Fall (print)	July 30	August 30	September

## PRODUCTION SPECS

*Profiles* is offset printed on 80# gloss enamel stock, four-color process using 175-line screen. PMS colors not accepted and will be converted to four-color process. Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size is 8.5"x11". Bleeds may be included on full page ads and must extend at least 1/8 of an inch beyond the trim size on all four sides. Live copy should be kept at least 1/2" from trim edge. Magazine is saddle-stitched.

## DIGITAL REQUIREMENTS

We can accept files via WeTransfer, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to [derek@kdafirm.com](mailto:derek@kdafirm.com).

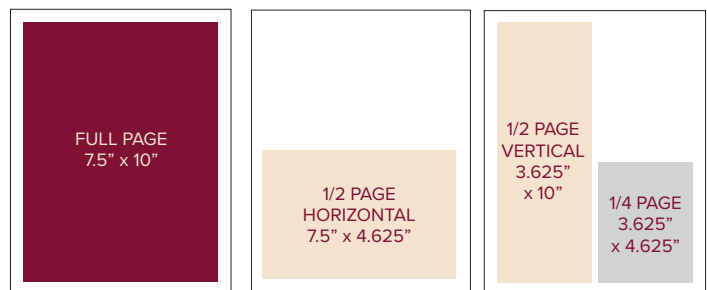
## ACCEPTED FILE FORMATS

- PDF files with fonts embedded and raster images at 300 dpi
- Adobe Illustrator EPS with fonts converted to outlines and raster images at 300 dpi, include linked images
- Adobe PhotoShop TIFF, JPEG or EPS (300 dpi)
- Adobe InDesign with all fonts and linked images included

## MPMA MEMBER AD RATES

FULL COLOR	1X	4X (prepay only)
Inside Front Cover	\$600	\$2,280
Inside Back Cover	\$525	\$1,995
Outside Back Cover	\$500	\$1,900
Full Page	\$450	\$1,710
1/2 Page	\$300	\$1,140
1/4 Page	\$200	\$760

## AD DIMENSIONS



## CLASSIFIED ADS

MPMA accepts classified ads in its quarterly publication, *Profiles*. Classified ads are free for MPMA members and \$100 for non-members with a maximum of 40 words. Classifieds will also run on the MPMA website for 3 months. Image and graphic files not accepted for classified placements. Email text for ad to [derek@kdafirm.com](mailto:derek@kdafirm.com).

# MPMA 2021 Advertising Contract



## ISSUES

- Winter 2021 (email)
- Spring 2021 (print)
- Summer 2021 (email)
- Fall 2021 (print)

## MPMA MEMBER AD RATES

### 1X

- Inside Front Cover .....\$600
- Inside Back Cover.....\$525
- Outside Back Cover .....\$500
- Full Page.....\$450
- 1/2 Page Horizontal.....\$300
- 1/2 Page Vertical.....\$300
- 1/4 Page Vertical.....\$200

### 4X (prepay only)

- Inside Front Cover ..... \$2,280
- Inside Back Cover..... \$1,995
- Outside Back Cover ..... \$1,900
- Full Page.....\$1,710
- 1/2 Page Horizontal.....\$1,140
- 1/2 Page Vertical.....\$1,140
- 1/4 Page Vertical..... \$760

\_\_\_\_\_

**TOTAL \$**

\_\_\_\_\_

Contact Name

\_\_\_\_\_

Date

\_\_\_\_\_

Company Name

\_\_\_\_\_

Website

\_\_\_\_\_

Address

\_\_\_\_\_

City

\_\_\_\_\_

State

\_\_\_\_\_

Zip

\_\_\_\_\_

Phone

\_\_\_\_\_

Email

\_\_\_\_\_

Authorized Signature

## ARTWORK

- Materials Enclosed
- Materials to Come
- Pick-Up Most Recent

## PAYMENT METHOD

- Check Payable to MPMA
- VISA
- MasterCard
- AMEX

\_\_\_\_\_

Card #

\_\_\_\_\_

Exp Date

\_\_\_\_\_

CVV

\_\_\_\_\_

Cardholder Name

\_\_\_\_\_

Billing Address

\_\_\_\_\_

City

\_\_\_\_\_

State

\_\_\_\_\_

Zip

\_\_\_\_\_

Signature

# CLASSIFIED ADVERTISEMENTS

## PRACTICE FOR SALE

A 41-year old established DPM practice in NW Detroit's premier Rosedale Park neighborhood. Building is next to Michigan's busiest 24-hour CVS. Great area! Efficient office, accepting all insurances, currently open three full days per week. The 1,950 sq. ft. building includes lab, front office, billing office, private office, 4 exam rooms, large waiting room and basement. Building, parking lots, all equipment, and supplies included with sale. Price negotiable. DPM retiring. Will transition.

### Contact:

**Lawrencerubin.dpm@gmail.com**

## ASSOCIATE NEEDED

Well-established group practice, encompassing all aspects of foot, ankle, and leg health care; multiple office locations, hospital affiliation along with nursing home care. Seeking

well-trained energetic associate, PSR-24. Candidate must possess a strong medical/surgical knowledge base with compassionate care towards patients. We offer favorable compensation package with potential for longterm buy-in. Practice locations are in rural Northern Michigan communities with abundant outside activities located on the shores of Lake Huron.

**Please respond to: 321 Long Rapids Plaza c/o Dr. Pilichowski, Alpena, MI 49707-1375**

## PRACTICE FOR SALE

Podiatrist in Madison Heights, MI closing practice. Office full of podiatry equipment including instruments. Waiting room furniture and art work throughout the office, chairs, autoclaves, whirlpools, file cabinets, reasonably priced. Also included: Drs. private office furniture, desks, chairs, including cabinets.

**I can be contacted at the office at (248) 542-7500**

## PRACTICE FOR SALE

West Michigan, 30 year solo practice. Perfect for well trained podiatric surgeon as revenues would increase with available surgical expansion. TRAKnet EMR, digital x-ray, computerized orthotics, DME with diabetic shoe program. Retiring, willing to assist with transition.

**Contact: yourpracticenow@gmail.com**

## ASSOCIATE NEEDED

Western Michigan established practice seeking part-time associate for employment. Opportunity to practice in busy practice without ownership responsibilities. Competitive compensation. Flexible schedule. Multiple surgery options available.

**Contact: yourpracticenow@gmail.com**

## ASSOCIATE NEEDED

House call doctor needed. Top percentage paid.

**Please call the office line: 248-745-5614**

## PRACTICE FOR SALE

Are you an established practitioner looking for a second office that is an established, modern office with updated equipment that grosses well into the six figures or a resident completing their program and have not finalized their plans for the coming year? Then look no further! I'm located in the Southfield—Beverly Hills - Berkley—Birmingham - Royal Oak area. On a main street with good signage in a concentrated residential area. I'm simply getting a little older and looking to retire or work part-time for the new owner. Serious inquires only please.

**Please respond to: 248-622-3892**

## EQUIPMENT FOR SALE

Mettler ultrasound, Sani-grinder, oxygen tank and 6 waiting room chairs.

**Contact: 248-635-6985**



**TRAKnet**  
Powered by **NEMOHealth**  
The #1 Podiatry EHR

**Charting • Scheduling • Billing • e-Prescribing • Practice Management**  
248-213-9900 Ext. 1      www.nemohealth.com      sales@nemohealth.com

Premier  
Partners  
& Services

**SpeakEasy**  
Supercharge your EHR

**DocShop Pro**  
MANAGE INVENTORY. SHOP FOR LESS.

**NEMOHealth**  
Medical Billing



Choosing the cheaper oceanside dream vacation could send you home with a queasy tummy.

**The same might be said of a medical professional liability insurance policy.**

**You get what you pay for.**

**Remember, not all policies are the same.**

What might look like a great deal at first glance, may not be all that great of a savings when you look closer. Before you make a decision based on price alone, be sure you know exactly what you will be getting.

**What you get from PICA for an all-inclusive price:**

- **Only** medical professional liability insurance provider with \$100,000 of administrative defense coverage for any part of your ADC
- Up to 5 levels of Medicare appeal
- **Only** medical professional liability insurance provider with in-house podiatry-specific risk management
- Individual, group and entity coverages
- Consent to settle, per policy terms
- **Only** podiatry-specific medical professional liability insurance provider to have handled 25K+ podiatry malpractice claims
- **Only** medical professional liability insurance provider with FREE online CPME approved programs for podiatrists
- **Only** medical professional liability insurance provider focused on podiatry

**All this from the only podiatry-specific medical professional liability insurance provider rated A.M. Best A+ (Superior) and exclusively endorsed by 41 state and national podiatry associations –including MPMA.**

**Podiatry focused. Responsible pricing. Greater value.**

**Contact us to learn why PICA is the smart choice for podiatrists and get a no-obligation quote on your medical professional liability insurance.**

(800) 251-5727, ext. 2750

[www.picagroup.com](http://www.picagroup.com)



**PICA**  
Treated Fairly

*Underwritten by a ProAssurance Company*

**We're with you. Every step of the way.**

\*PICA claim statistics from inception of the company.