



# International Region VII of the APMA

Alaska • British Columbia • Alberta • Washington • Oregon • Idaho • Wyoming

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Immediate Past President

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Vice President

Dr. Ron Douglas, WA  
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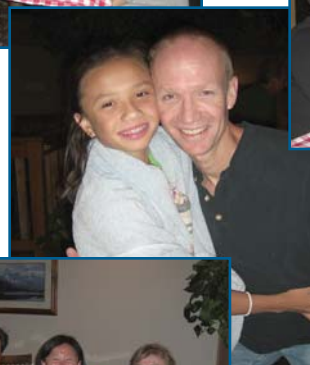
Dr. Randy Wraalstad, ID

Dr. Timothy Fisher, WY

Dr. Ryan Downey  
Young Member

Would you like to get involved  
with Region VII? Email Susan  
Scanlan at [nwpodiatry@aol.com](mailto:nwpodiatry@aol.com)

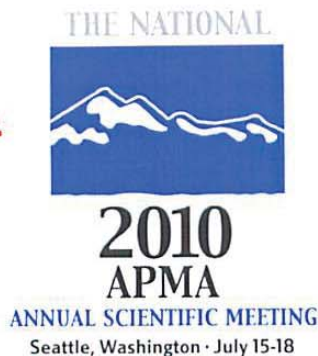
## What a Blast We Had in Jackson Hole! It Was a Superb Meeting and a Great Time.



# All Region VII Members Can Register for the APMA National in Seattle At a Discount!

You must mail this registration form included by snail mail to save the \$10 over online registration—and it **must be received by December 31!** All of the meeting info is on our website at [www.region7apma.org](http://www.region7apma.org)

**Region 7  
APMA Members  
Special Discount**



## PRE-REGISTRATION

### Scientific Program & Special Sessions

Registrants will be provided with a final registration form that will include an opportunity to indicate planned attendance at specific scientific sessions and special sessions (including breakfast symposia and the PICA Risk Management program).

**About Your Information:** All correspondence concerning the Annual Meeting originating from APMA or supplier vendors who purchase our registrant mailing list will be sent to the address provided below. Your e-mail address and phone/fax numbers are for use by APMA only and will not be published or given to anyone.

### Your Information

APMA Member Number	Last Name	Formal First Name	Nickname (or first name) for badge
Address			
City/State/Zip Code or Province/Country/Postal Code			
Daytime Telephone	Fax Number	E-mail Address	

### Your Guests' Information (If you have additional guests, please attach a separate sheet.) Assistants should register using the Assistants' form.

Last Name	Formal First Name	Nickname (or first name) for badge
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### Additional Information

Check here if you have a disability and may require accommodations to participate fully. APMA will contact you.

### Annual Meeting Registration & Fees

	Until Dec. 31, 2009	Jan. 1, 2010 Until July 1, 2010	After July 1, 2010
<input type="checkbox"/> APMA Members—Region 7 special	<del>\$99.00</del> <b>\$89.00</b>	\$169.00	\$299.00
<input type="checkbox"/> Non-APMA member	\$699.00	\$699.00	\$699.00
<input type="checkbox"/> Health Professional: RN, PT, PA, MD, DO, CPed, Chiropracist, ATC	\$699.00	\$699.00	\$699.00

### Complimentary Registration (check one)

- DPM: Student     DPM: Resident/Fellow/Postgraduate APMA Member  
 Speaker  
 Other (Please explain; include name of authorizing organization and individual: \_\_\_\_\_)

### Payment Pre-Registration Amount \$ \_\_\_\_\_

Payment type (check one). Registration will not be processed unless accompanied by full payment.

- Check enclosed in US dollars (payable to APMA, Inc.)  
 Mastercard     Visa     American Express     Discover

Credit Card Number (please print clearly) \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Day Phone of Cardholder \_\_\_\_\_

### Please Note:

- Educational topics are subject to change as the program schedule develops.
- All registration fees must be paid in advance.
- Payment must be received with your registration form. Registrations without complete payment will not be processed.
- Registration to the APMA Annual Scientific Meeting includes educational sessions (unless otherwise noted), exhibit hall entry, and refreshment breaks.
- A confirmation of registration will be sent to you by fax, mail, or e-mail.
- Written request for registration refunds must be postmarked on or before June 14, 2010. Registration fees are refunded less a \$50 processing fee. All refunds will be issued after the meeting has occurred.
- No refunds will be made after June 14, 2010. Refunds are not granted to no-shows.

### Mail your completed registration form to:

American Podiatric Medical Association, Annual Meeting Office  
 9312 Old Georgetown Road, Bethesda, MD 20814-1621  
 Or Fax to: 301-530-2752

10/19/2009



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# Secrets of Success: Optimizing In-Office Dispensing... Get Your Staff Involved!

SOS Healthcare Management Solutions, LLC [www.soshms.com](http://www.soshms.com)

You sought out new products with the intent they will benefit your patients; so why are they sitting on your shelves gathering dust? You mean they're not selling themselves? Here are some ideas for you and your staff to work together to boost patient interest and blast through that inventory:

- ❑ **Carry products you have personally tested (and believe in).** Doctors should always encourage staff to try the products so they can give a firsthand testimonial on how good it is
- ❑ **Crocs Shoes.** Many times, if patients see staff wearing the shoes, it will start a conversation about them. Staff can talk about the various kinds available, even sandals now. Let your patients try them on (with proper sock/stockings)!
- ❑ **Try it! You'll Like It (In the treatment room)!** Have a cream (product name) in the treatment room and have staff just massage it into the patient's foot at the end of their treatment. The experience of the massage will bring attention to the product. With a simple start like, "How does that feel?" patients are bound to ask, "Great! What is that cream you are using?" Staff can then talk about the product.
- ❑ **Scripting your words.** Staff words should come out without hesitation and NOT sound rehearsed, phony or "salesman-y." For example, "Doesn't this feel great? Our patients love this and have found it much better than the creams in most stores! It costs \$\_\_\_\_ and we suggest you apply it twice a day. I use it at home myself and it really made a difference. I understand that you can buy this online, but we have this available here for your convenience and you'll pay no shipping. Would you like to try some?"
- ❑ **Display cabinets, ease in ordering.** We have found that having acrylic display cabinets in each room attracts the patients while they are waiting for the doctor to arrive. Many times, they are out of their chair examining the products when we walk in the door. Staff can ask, "Is there anything

I can help you with?" Create order forms, and if they don't want to buy something right then, offer them an order form to take home.

- ❑ **Book of products.** Create a three ring binder showing pictures and information about each of your products, and leave it in your reception room. You can always add or remove products as you see fit.
- ❑ **Website sales.** Put your products on your website—it will attract patients and non-patients.
- ❑ **Front desk efforts.** Consider using the strategy that every retail store does by putting product around the checkout register in a last ditch effort to make a sale before the customer walks out the door. Leave a pump lotion (or any product that can be sampled) on your front desk, with a little sign that says, "Try me! Only \$\_\_\_\_ today" While patients are waiting to get checked out and their credit card is being charged anyway, they may ask you to "put one of these on there as well."
- ❑ **Highlight a "Product of the Month."** Run "specials" each month. Put framed signs in each room and highlight one product for a special price. If your practice is in a strip mall, put a sign in your window to attract passers-by.
- ❑ **Free samples.** See if you can get sample packets of their product from the vendor and generously offer them to your patients. If the occasional patient tells you it's their birthday today, have small cellophane packets of various types of samples and give those out in honor of their special day. Include a \$10 Starbucks gift card to draw extra attention to what's in the bag.
- ❑ **Prepared packets for post-treatment, at-home care.** Prepare recommended "take home" packets of your product with bandages, Q-tip applicators, Band-aids, etc., and you can charge for the product plus the dressings.
- ❑ **Inventory.** One staff person should be in charge of managing supplies; it's best to pick one day of

Continued on page 5

the week and run through all supplies to make sure there are enough in stock. Also, this person should be responsible to watch for vendor specials—and consider ordering more when the price is reduced.

- **Staff Incentive.** There are a number of different incentives, but hard to say which one will work. Different people are motivated by different things. If staff feels they are being forced to “sell” they tend not to want to participate. Again, trying the product and seeing for themselves that it works many times will make them want to recommend and convince others of the same.
  - ◆ Have a combined jar. Every time a staff person (regardless of what staff) sells a product, a dollar amount goes into the jar, and at the end of each month, the cash is split between them
  - ◆ Ask each staff person to keep track of the items they personally have sold, for which they either get a percentage of the sales or a dollar amount for each piece dispensed.
  - ◆ Make it a contest. Whoever sells the most products is the one who gets a percentage of the amount collected for product sales
  - ◆ Make it a contest, over and above their individual sales; in other words, for each piece dispensed, that staff person will get a dollar amount or percentage...but whoever sells the most among them, ALSO gets a \$50 gift card.
  - ◆ Create a threshold. If so many pieces are dispensed in the month of September, everyone gets a gift card?, % of sales?, a set monetary amount?

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Ms. Homisak, owner of SOS Healthcare Management Solutions, has a Certificate in Human Resource Studies from Cornell University School of Industry and Labor Relations and is a Fellow and Past Vice-President of the American Academy of Podiatric Practice Management. She is recognized nationwide by many in her profession as an expert in staff and human resource management.

## Are You Taking Advantage of APMA Resources for Practice Management?

APMA provides many practice management tools on its website completely free to members. Resources include *Health Insurance Portability and Accountability Act* (HIPAA) privacy and security manuals; *Red Flags Rule* information; podiatric practice survey results; marketing tools, such as a slide databank and APMA’s quarterly newsletter, *Footprints*; and so much more. Go to [www.apma.org](http://www.apma.org) and click on the “Members” site on the right. If you need any help, email **Susan** at [nwpodiatry@aol.com](mailto:nwpodiatry@aol.com)

### CLASSIFIEDS

My name is Ryan Pederson. I am a third-year podiatry resident and am looking for any job openings that might be available in Oregon. I am currently in PA, and the podiatry association here has a pamphlet on job openings. I was wondering if there is anything similar to this in Oregon. Thank you for your help. My email is [pedersonry@gmail.com](mailto:pedersonry@gmail.com) Thank you in advance for your help.

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#### Used Podiatry Equipment For Sale—Best Offer:

- Excel X-Ray Machine, Model P 700 1987, Eureka X-Ray Tube Insert 28", Model SID, 1987 and 8 plates
- Ferno Ille Hydrotherapy Unit Model 911 with Ferno Ille Hydrotherapy Tub, Model 711

Currently in BC; shipping can be arranged or perhaps delivery for costs.

Best offer to [hollybright@crimsoncoast.org](mailto:hollybright@crimsoncoast.org)



# PEERS

**What we were. What we are.  
What we always will be.**

We were founded by the APMA to ensure that podiatrists would have access to quality insurance without prejudice.

We give podiatrists a voice by staffing our Risk Management, Claims, and Underwriting committees with practicing podiatrists.

We utilize only podiatric physicians in our claim review process.

***That's why you pick PICA.***

For more information or a no-obligation quote, visit us online at [www.picagroup.com](http://www.picagroup.com) or call us at (800) 251-5727.

**PICA**<sup>group</sup>

## Notes from Board of Director's Meeting Minutes

The Region Board of Directors met at the SnowKing in Jackson Hole, WY on August 13, 2009.

### Board Members Present:

Dr. Kim Gauntt, President  
Dr. Gary Millward, Treasurer  
Dr. Ron Douglas, Secretary

### Representatives:

Dr. Brad Sonnema, Alberta  
Dr. Nick Tanner, Washington  
Dr. Tim Fisher, Wyoming  
Dr. Greg Laakmann, British Columbia  
Dr. Randy Wraalstad, Idaho  
Dr. Ryan Downey, Young Members, Oregon  
Dr. Carol La Rose, Alaska

### Others Present:

Dr. Susan Scanlan, Executive Director, Region VII

### Excused:

Dr. Don Hovancsek, Vice President  
Dr. Catherine Purdy, Im. Past President  
Dr. Lyndon Johansen, Oregon

### President's Report

Region VII President Dr. Kim Gauntt presided.

### Treasurer's Report

Dr. Millward presented a written report of the region funds. We are maintaining our goal balance of about \$60,000 and the Jackson Hole meeting is expected to be approximately a break-even meeting. Dr. Millward is stepping down from the treasurer's position. He was thanked by the board for his service to the region.

### Other Business

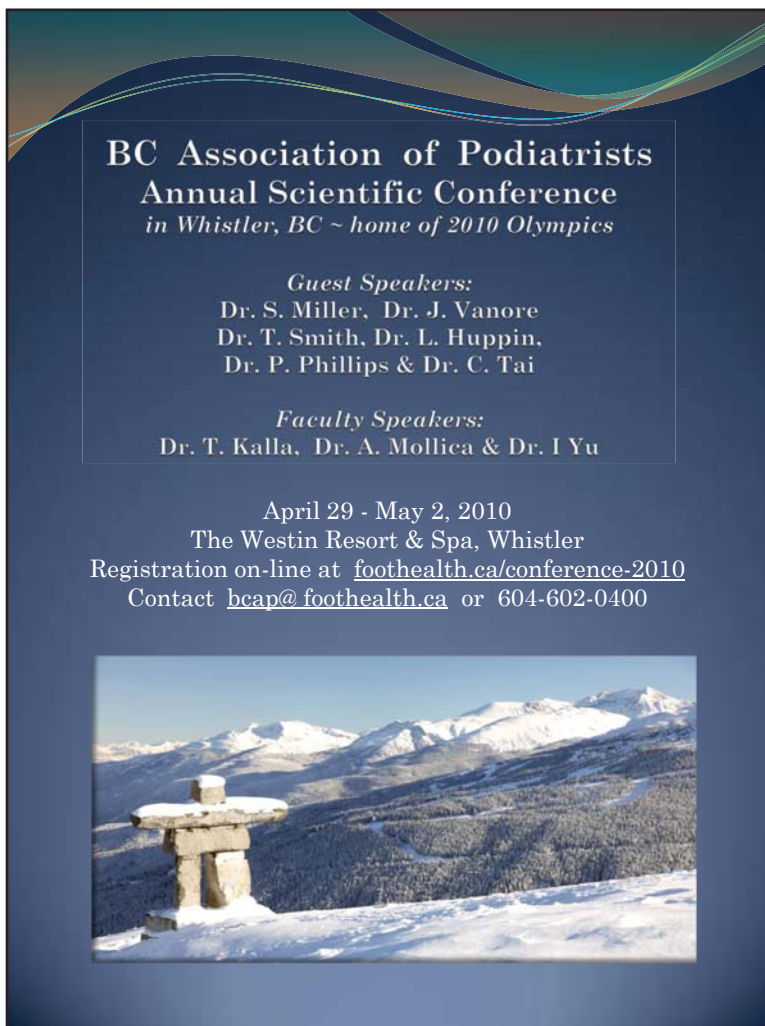
Dr. Scanlan reported the Jackson Hole meeting had 63 DPMs registered. Region VII will not host a meeting in 2010 due to the National APMA meeting being in Seattle. Please email **Susan** at [nwpodiatry@aol.com](mailto:nwpodiatry@aol.com) with any suggestions you have regarding future meeting locations or time of year. **WE WANT YOU TO ATTEND!**

### Future Meetings and Going Green:

First, the board approved switching from a paper to an electronic newsletter.

This meeting also represents a first in our area—Powerpoint lectures for this meeting were sent to attendees by “you send it.” The attendees had seven days to download the outlines to their computers. Some had their laptops with them and made notes into their own files on the spot!

Dr. Laakmann discussed the 2011 meeting in British Columbia. On the British Columbia Association's behalf, he accepted BC as host of




**BC Association of Podiatrists**  
**Annual Scientific Conference**  
*in Whistler, BC ~ home of 2010 Olympics*

*Guest Speakers:*  
Dr. S. Miller, Dr. J. Vanore  
Dr. T. Smith, Dr. L. Huppin,  
Dr. P. Phillips & Dr. C. Tai

*Faculty Speakers:*  
Dr. T. Kalla, Dr. A. Mollica & Dr. I Yu

April 29 - May 2, 2010  
The Westin Resort & Spa, Whistler  
Registration on-line at [foothealth.ca/conference-2010](http://foothealth.ca/conference-2010)  
Contact [bcap@foothealth.ca](mailto:bcap@foothealth.ca) or 604-602-0400



Continued on page 8

## Region VII



**American Podiatric  
Medical Association**

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www.region7apma.org  
nwpodiatry@aol.com

**Susan K. Scanlan, DPM**  
Executive Director

DESIGN AND LAYOUT BY:

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(A Division of Caresource Healthcare Communications, Inc.)

www.illuminAge.com

# Need 12 hours of CME in April?



## Come to the Washington State Annual meeting at Suncadia in Cle Elum, Washington.

Visit <http://wspma.org/wspmaannualmeeting.html>  
for all FAQs and Registration.

### Meeting Minutes continued from page 7

the meeting. He suggested Victoria as the venue. They are considering partnering with the Podiatry Institute for the meeting. Dr. Gauntt advised that Oregon had just partnered with them for their recent state meeting and it was very successful. He advised Oregon may do this again in 2011, but at a different time of the year. Dr. Laakmann suggested the end of September or the first of October as a good time for the meeting. He will discuss this with the BC association and Dr. Scanlan and report back at the next winter meeting.

Elections took place at this meeting. New officers are listed on page 1 of the newsletter.

### Young Members:

Dr. Ryan Downey has made a list of new members and those members starting a residency. He is working on a link on the Region website for practice management forms. Washington State has made a link on their website for Young Members to reach Dr. Heather Salton as a point of contact.

**The next board meeting will be  
Saturday, January 30, 2010 in Seattle.**

### Don't Forget to Attend the APMA National Meeting in Seattle!

To get the Region VII discount, the registration form on page two must be received by the end of the year. **Also note:** PICA will offer its Risk Management Program as part of the meeting. Meeting registrants



who attend the PICA program will receive a 15% discount on their PICA / OUM policies during their policy year. (An additional

5% discount will be available to attendees who have already attended a PICA risk management program during their policy year and received a 10% discount.)