



ACFAS Update

VOLUME 26 ISSUE 6

NEWS from the AMERICAN COLLEGE OF FOOT AND ANKLE SURGEONS

WHAT ARE YOU WAITING FOR?

OUR NUMBERS SAY IT ALL

4
DAYS

145
SPEAKERS

3000
ATTENDEES

50
SESSIONS

300
POSTERS

34
CE HOURS
W/PRE-CONFERENCE

150,000
SQ FT EXHIBITS

2020 ACFAS SCIENTIFIC CONFERENCE

HENRY B. GONZALEZ CONVENTION CENTER | SAN ANTONIO, TEXAS
WEDNESDAY, FEBRUARY 19 - SATURDAY, FEBRUARY 22, 2020

Register Now at acfas.org/sanantonio

BOOK YOUR HOTEL ROOM NOW FOR ACFAS 2020

Get one step closer to ACFAS 2020 and reserve your hotel room today at acfas.org/sanantonio with onPeak, our official housing partner. Click on the green Hotel Registration onPeak box to access the housing reservation site. Reservations can also be made by calling (800) 950-5542.



Booking through onPeak guarantees you the lowest hotel rate and also protects you from unauthorized third party vendors or “hotel poachers.” ACFAS will not be responsible for any room reservations or deposits made through other companies or websites, so please book through onPeak for your own safety.

onPeak offers you your choice of five hotels:

- Grand Hyatt San Antonio
- Hilton Palacio Del Rio
- La Quinta Inn & Suites Riverwalk/ Convention Center
- San Antonio Marriott Rivercenter
- San Antonio Marriott Riverwalk

Know Your Worth

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PRE-CONFERENCE WORKSHOPS

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President's Perspective
WE ARE ACFAS!

page 2

WE ARE ACFAS!



It's autumn and we find ourselves in the middle of the college football season. It's a passion of mine, and while it may not be for you, there are lessons and analogies to be drawn from this culture as much as the game itself. Coming from Georgia and living in Florida, I'm a diehard University of Georgia and Southeastern Conference fan, yet I just finished watching Penn State win a home game under the lights. There is an uninhibited passion that pours out of "Happy Valley" and most college towns on game days. For those of you who have never witnessed what I am speaking of, I encourage you to find a video of a Beaver Stadium "white out," turn up the volume, watch and listen to over 100,000 fans clad in all white screaming "We Are Penn State!" It's people of different backgrounds and cultures with a common interest coming together for one purpose. It's a scene repeated across the country in places like Athens, Ann Arbor, Columbus, Lincoln, and many other college towns.

Maybe, this is the point where you ask, where is he going with this? The answer is simple. If many people from varying backgrounds can come together and dress the same and find the same cadence in their cheer, can't we expect 7,700 plus ACFAS members to come together and say, "We are ACFAS!" and pull in the same direction?

The passion and pride that I see ACFAS members demonstrate for our College shows that we absolutely can — and do! Part of my role as ACFAS President is hearing and

promoting all the accolades for the College, while at the same time, listening to what members want to see us do better. Even in conversations of varied opinions, there's always the common thread of wanting ACFAS to remain the profession's pre-eminent foot and ankle surgical organization. This is the same passion we witness in on the gridiron, in post-game TV, and armchair coaches blogs.

Football teams all need a few things to maintain excellence: a potent offense, a solid defense, mistake-free special teams (the unsung hero of a winning program), solid coaching, and excellent recruiting. ACFAS is no different. We always demonstrate a solid offense with our strong and nationally recognized educational programs. We have a strong defense demonstrated by success in state scope and privileging battles, recent collaboration with other surgical associations, and an aggressive research plan. We have solid coaching as seen by our selfless volunteer leaders and dedicated staff. And our recruitment succeeds in building stronger residencies and fellowships. All these elements and people stand behind our mission and strategic plan to advance our mission with a culture of "there is no end to the good one can accomplish if you don't care who gets the credit."

What about our special teams unit—the unsung hero? Since our inception, education and research has been our center focus, but we are asked by you to do so much more.

Over the last 20-plus years, the College has constantly promoted FACFAS through national public relations campaigns. For instance, one of ACFAS' best-kept secrets is its "Marketing Toolbox," filled with infographics, PowerPoint presentations, fill-in-the-blank press releases, and referral tools to help you promote your practice. These free grassroots promotional tools are an extension of our national efforts to spread the word on a local level of who YOU are and what YOU do. But, local partnerships are needed to strengthen the patient relationship and referral patterns. ACFAS headquarters has established the game plan and playbook with its marketing efforts and tools, but there is power in numbers—we need you to execute the plan, "take the ball," and work together as a team on a regional level to continue to build awareness of the profession to the public. Will you help us expand referral audiences and create personal connections with referral sources in your local areas?

So, when you go into your "stadium," be it a private or group practice, a hospital, or a military base, consider what YOU can do for your ACFAS team with all the offense, defense, and special teams at your disposal. Wear purple! Wave the ACFAS flag! Show you are a proven leader and a lifelong learner who changes lives every day. WE ARE ACFAS!

A handwritten signature in black ink, appearing to read "Chris Reeves". The signature is stylized and fluid, written over a white background.

Christopher L. Reeves, MS, DPM, FACFAS
ACFAS President

Questions for Dr. Reeves? Write him at president@acfas.org.

PRE-CONFERENCE WORKSHOPS

The early bird always gets the worm, so be sure to join us in San Antonio a day early before ACFAS 2020 officially kicks off for this year's pre-conference workshops on Tuesday, February 18. There's something for everyone—check out this year's schedule. To register, visit acfas.org/sanantonio.

Coding and Billing for the Foot and Ankle Surgeon

7:30am-5:30pm

8 Continuing Education Contact Hours

High Frequency Foot Surgery Techniques

Noon-5pm

4 Continuing Education Contact Hours (cadaveric)

Diabetic Deformity: Master Techniques in Reconstruction

7am-Noon

4 Continuing Education Contact Hours (cadaveric)

Residents' Day Program

9:30am-5:15pm

Schedule coming soon to acfas.org/residents

2019 EDUCATION PROGRAMS

November 8-9, 2019 (Friday/Saturday) On the Road with ACFAS – Fixing a Flat: Comprehensive Approach to Pes Plano Valgus Workshop and Seminar

Torrance Marriott Redondo Beach
Torrance (Redondo Beach), CA

November 16-17, 2019 (Saturday/Sunday) Foot & Ankle Arthroscopy

Orthopaedic Learning Center
Chicago, IL

SOLD OUT

December 6-7, 2019 (Friday/Saturday) On the Road with ACFAS – Fixing a Flat: Comprehensive Approach to Pes Plano Valgus Workshop and Seminar

Hilton Garden Inn Boston/Burlington
Burlington, MA

February 19-22, 2020 (Wednesday-Saturday) 2020 ACFAS Scientific Conference

Henry B. Gonzalez Convention Center
San Antonio, TX

May 1-2, 2020 (Friday/Saturday) On the Road with ACFAS – Fixing a Flat: Comprehensive Approach to Pes Plano Valgus Workshop and Seminar

Double Tree Suites by Hilton Charlotte SouthPark
Charlotte, NC

May 15-16, 2020 (Friday/Saturday) On the Road with ACFAS – Fixing a Flat: Comprehensive Approach to Pes Plano Valgus Workshop and Seminar

Embassy Suites by Hilton St. Louis Downtown
St. Louis, MO

*To be waitlisted for sold-out courses, contact Maggie Hjelm at hjelm@acfas.org.

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SAN ANTONIO
2020

PRE-CONFERENCE WORKSHOPS
TUESDAY, FEBRUARY 18 2020

HENRY B. GONZALEZ CONVENTION CENTER
SAN ANTONIO, TEXAS

1 Coding and Billing for the Foot and Ankle Surgeon

2 Diabetic Deformity: Master Techniques in Reconstruction

3 High Frequency Foot Surgery Techniques

WRIGHT

ATTENTION ALL RESIDENTS!

TOOLS FOR TRANSITION FROM RESIDENCY to PRACTICE

NO RESIDENTS' DAY | pre-conference PROGRAM

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FEBRUARY 18, 2020 | SAN ANTONIO

acfas.org/residentsday

Know Your Worth: Navigating Raises



Maryellen Brucato DPM, FACFAS
Member of the Practice Management
Committee

When should I ask for more money? This is a question on many minds in not only the podiatric surgery profession, but across all industries. Whether it's a new position, you've been with a practice for a while, taken on new responsibilities or simply haven't gotten a raise in a while, there will come a time when you should ask for more.

There's a stigma with asking for more because often people don't want to seem presumptuous, but if you do your homework and prepare for the conversation, chances are you could walk away with a raise.

Maryellen Brucato, DPM, FACFAS, a member of the ACFAS Practice Management Committee and owner of Brucato Foot and Ankle Surgery in Clifton, New Jersey, recommends the following tips when asking for a raise.

Before the Ask: Preparation

- Reference the ACFAS Compensation and Benefits Survey results at acfas.org/compensation to see where your experience and length of your career stacks up to other foot and ankle surgeons in your same demographic area. You may be surprised to know you fall within an acceptable salary and benefit range.

- If you still feel you are underpaid or due for an increase, have a bulleted list of what you've done in the past year that warrants a raise. Have you saved your employer time, money or resources, brought in more patients or revenue? This is the time to highlight those things.
- Do your research and know what the fair market value is for your position and experience. This is especially key if accepting a new position. It's always good to ask for a little more but avoid making an aggressive over ask.
- Know your bottom line, what you're willing to work with and your "must haves." Plan for a little negotiation but knowing your terms will help you to walk away and avoid wasting time if the employer is inflexible.
- Brainstorm counterpoints your employer may have during negotiations so you are prepared to handle their objections or concerns.

Things to Consider

- There are other ways to negotiate without getting more money. This could mean benefits—more vacation time, better maternity/paternity leave, more CME money, reimbursement for car or phone bills. If you work for a clinic that's open on Saturdays, another option would be to adjust your schedule to have Saturdays off.
- Pay attention to the environment and employer to gauge whether this is a good

time to ask. Were there recent layoffs or cutbacks? Are the practice and/or employer in the middle of a crisis? Asking for a raise at an inopportune time not only puts the manager in a bad spot, but it can create friction and resentment down the road.

During the Ask: Things to Think about During the Conversation

- Have a plan. Where can you take the job, what can you do for the employer, how you're going to increase revenue, take work off their plate? Have concrete goals or ideas on where you see yourself and the practice in the future and how you're going to help them get there.
- This shouldn't be a big ask and then you're done. This should be an exchange, be willing to listen to what they have to say and make this an open dialogue.

One thing to keep in mind throughout this entire process is that time is valuable for people running companies. Set aside time to do your research. Know what you're asking for and be prepared.

Employee loyalty is a rare commodity today and employers respect good employees who genuinely care about the practice. With this conversation, you show them not only what you've accomplished, but where you plan to take this role and the practice. With a little preparation and research, you'll realize how easy this conversation can be.

What About Contract Negotiation?



Marissa Mastroianni, Esq.
Employment Attorney, Cole Schotz, PC

Like asking for a raise there comes a time to negotiate an employment contract. While the two are similar in terms of preparation, knowing your bottom line and keeping it conversational, New Jersey-based lawyer Marissa Mastroianni, Esq. offers some things to consider when it comes specifically to contract negotiation.

When to Negotiate

Ideally, negotiation should happen before employment begins. This puts the physician in a better position to negotiate terms and saves you the time and headache of trying to change terms once a contract is signed. “Negotiating and signing an employment contract before employment has begun will also provide both the physician and the employer with legal protection because the material terms of the employment relationship will be reduced to writing, lessening the potential for any miscommunication as to such terms.”

What to Know Before Negotiation

Mastroianni advises, “It’s always a good idea to have an employment attorney review the contract during the negotiation phase. The contract may contain legalese and having an attorney provide you with a summary of the

obligations will shed light on any oddly-worded provisions.” She also stresses the importance of preparation before negotiation commences, “It can be quite difficult to get out of an unfavorable contract so it is better to invest the time and resources before the contract has been signed rather than waiting until it may be too late.”

Why Negotiation is Important

Negotiation is critical to ensure both parties are represented in the contract as physicians and employers often have conflicting interests. “Failing to negotiate an agreement containing overly broad or ambiguous terms increases the potential for litigation in the future as terms may be misinterpreted by the other party.”

The Practice Management Committee provides sample employment contracts for members to review. **Visit the Practice Management & Marketing pulldown menu at acfas.org** for the samples and other practice management resources.

“It can be quite difficult to get out of an unfavorable contract so it is better to invest the time and resources before the contract has been signed rather than waiting until it may be too late.” — Marissa Mastroianni, Esq.

SAVE THE DATE FOR 2020 RESIDENCY DIRECTORS FORUM



Co-Hosted by **ACFAS and COTH**

Residency directors, program faculty and deans—mark your calendars to attend the 2020 Residency Directors Forum set for Tuesday, February 18, 2020 in advance of ACFAS 2020 in San Antonio. This year's event will again be co-hosted by ACFAS and the Council of Teaching Hospitals (COTH).

Make this not-to-be-missed event your CPME and hospital requirement for faculty development. Attendees will earn 3.0 CME hours.

Session content will include discussions on choosing and teaching millennial residents; best practices dealing with negative reviews; at-risk residents; avoiding harassment

claims; proper social media usage; CPME compliance; resident hours; and malpractice claims.

Watch your email and ACFAS publications for more event details and registration information.

July Board Meeting Highlights

The ACFAS Board of Directors met July 11-12, 2019 in Stevenson, Washington. Among the meeting highlights, the board:

- Conducted a half-day workshop on the CEO Search and Position Description with the search firm consultants. Current CEO Chris Mahaffey will retire on February 29, 2020 after 17 years of service to the College
- Received updates on progress with the ACFAS-AOFAS-APMA-AAOS Task Force to resolve parity differences and disputes
- Determined there would be no increase in membership dues for 2020
- Discussed the format and content of the triennial CME-Gap Analysis survey to be conducted late summer
- Agreed to continue the legal counsel retainer with Barnes & Thornberg, LLC, per the five-year review policy
- Approved new vision and mission statements for the College's Strategic Compass
- Appointed members to the 2019 Nominating Committee and Council on Journal Management pending COI Committee Review
- Approved an unqualified 2018 financial audit that showed income of \$6.92 million, expenses of \$6.66 million and net assets of \$7.91 million

The next Board of Directors meeting will be held November 6-9, 2019 in Miami. The meeting will include a clinical lecture and residency town hall with students at Barry University College of Podiatric Medicine.

Questions? Ask ACFAS executive director Chris Mahaffey, MS, FASAE at mahaffey@acfas.org.

Follow ACFAS on Social Media

Stay connected to your College and follow us on social media! ACFAS offers both social media outlets for members and one for consumers--follow us on both! By following the consumer outlets, you can share our educational posts on your own practice social media feeds to promote your practice and keep communications open with your followers.

FIND US AT:

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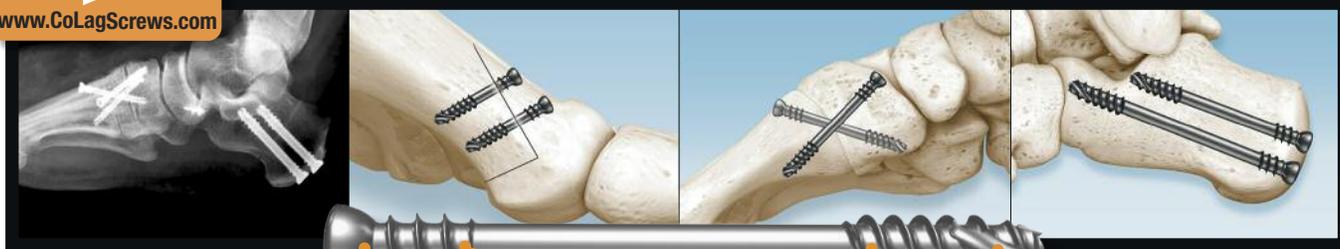
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- Keith A. Heier, MD, Dallas, TX

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ANOTHER PATIENT RESOURCE AT YOUR FINGERTIPS

Ever wish you had a notepad you could jot down notes for a patient about a condition they have?

Well, the College has just what you need. The newly redesigned patient reference form template is available for download in the Marketing Toolbox at acfas.org/marketing.

Use this form to print and keep in your exam rooms to write down notes about a diagnosis during an appointment to send home with your patients. The form also points them to **FootHealthFacts.org**, where they can find additional information about their conditions and many others.



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Clinical Professor, Department of Surgery

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14 Fellowship Programs Receive Status with ACFAS



The ACFAS Fellowship Committee recently determined the following six fellowships exceeded the minimal requirements to be upgraded to Recognized Status with the College after their first successful year:

Honor Health - Oasis Foot & Ankle Center Surgical Fellowship

Phoenix, Arizona
Program Director: Eugene Delacruz, DPM, FACFAS

Portland Foot and Ankle Reconstructive Fellowship

Portland, Oregon
Program Director: Michael Gentile, DPM, FACFAS

Foot and Ankle Fellowship of the Orthopedic Institute of Central Jersey

Wall Township, New Jersey
Program Director: Shane Hollawell, DPM, FACFAS

UT Southwestern Medical Center Wound Surgery Fellowship

Dallas, Texas
Program Director: Lawrence Lavery, DPM, FACFAS

Northern Illinois Advanced Foot and Ankle Fellowship

Sycamore, Illinois
Program Director: Douglas Pacaccio, DPM, FACFAS

Pediatric Foot and Ankle Fellowship

Cedar Knolls, New Jersey
Program Director: Mark Solomon, DPM, FACFAS

The following eight fellowships have been granted Conditional Status with ACFAS since the programs are new to the College and have not yet had a fellow matriculate through:

Associates in Medicine & Surgery - Sports Medicine/Reconstructive Foot & Ankle Fellowship

Fort Myers, Florida
Program Director: Eugene Batelli, DPM, FACFAS

Revisional Reconstructive Surgical Fellowship at Ohio Foot and Ankle Center

Stow, Ohio
Program Director: Aaron Chokan, DPM, FACFAS

Center for Advanced Foot and Ankle Surgery Fellowship

St. Louis, Missouri
Program Director: John Holtzman, DPM, FACFAS

Pensacola Foot and Ankle Center Reconstructive Foot, Rearfoot and Ankle Surgery Fellowship

Pensacola, Florida
Program Director: Mark Lambert, DPM, FACFAS

Northern California Reconstruction Foot and Ankle Fellowship

Redding, California
Program Director: Jason Nowak, DPM, FACFAS

St. Petersburg Innovative Foot & Ankle Surgery Fellowship

Largo, Florida
Program Director: Adam Perler, DPM, FACFAS

Foot & Ankle Institute Fellowship

Indianapolis
Program Director: Sandra Raynor, DPM, FACFAS

South Central Pennsylvania Reconstructive Foot and Ankle Fellowship

Lancaster, Pennsylvania
Program Director: Michael Younes, DPM, FACFAS

All Conditional Status programs are considered for Recognized Status with ACFAS after they have received status and the first fellow completes the program.

ACFAS highly recommends taking on a specialized fellowship for the continuation of foot and ankle surgical education after residency.

If you are considering a fellowship, visit acfas.org/fellowshipinitiative to review a complete listing of programs and minimal requirements.

Make a Bigger Marketing Impact with Fall *FootNotes*



It's fall and there's another issue of *FootNotes* available! That means another opportunity to enhance your practice's marketing efforts. Simply download the fall issue from the ACFAS Marketing Toolbox at acfas.org/marketing, customize it with your practice contact information and then you have a few options:

- Print and hand out copies to your patients
- Post *FootNotes* on your practice website and social media accounts
- Bring copies to any local health events or speaking obligations on your schedule this fall

This issue's articles include:

- Tell Injuries to Take a Hike this Fall
- Combating Diabetes is a Family Affair
- Make Heading Back to School Painless for Feet

Check out other great complimentary resources available in the Marketing Toolbox. Access PowerPoint presentations, infographics and healthcare provider referral tools to both promote your practice and educate your patients by visiting acfas.org/marketing.



Time to Pay Your 2020 Dues

It's that time of year again! The Fellow and Associate dues deadline is December 31, 2019. Don't risk your membership lapsing or paying a late fee—pay your dues now online at acfas.org/paymydues or via mail to ACFAS, Dept 4528, Carol Stream, IL, 60122-4528 or fax at (773) 693-9304.

To learn more about the many benefits your ACFAS membership provides, visit the Member Center at acfas.org/members.

In Memory

James R. Bender, DPM, FACFAS
Newaygo, MI

Norman W. Goldman, DPM, FACFAS
Arlington, TX

Howard H. Leslie, DPM, AACFAS
Delray Beach, FL

Carlton G. Purvis, DPM, FACFAS
Rocky Mount, NC

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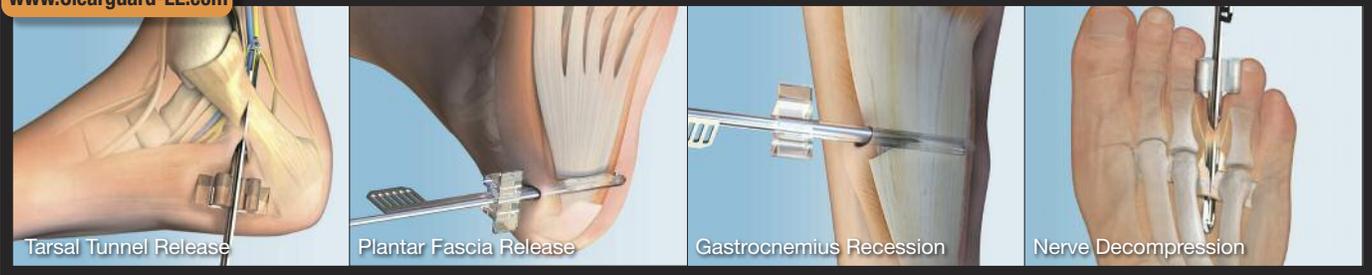
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– Jonathan Blum, DPM, FACFAS, Orthopaedic Associates of Osceola, Kissimmee, FL

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ACFAS Update

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