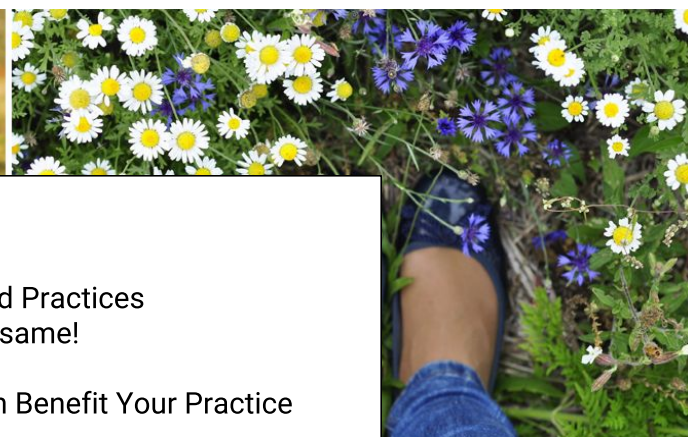


PODIATRY

C A N A D A

CPMA
Canadian Podiatric Medical Association / L'association médicale podiatrique canadienne

THE LEADING EDGE PUBLICATION FOR PODIATRISTS IN CANADA | SPRING 2018



In this issue:

- Fraud Prevention for Small Businesses and Practices
- The New Age Flip Flop -They're not all the same!
- CPMA In the Media
- Top Four Reasons Why Using eClaims Can Benefit Your Practice
- Provincial Reports and Updates

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Welcome!

Welcome to the Spring 2018 edition of the CPMA newsletter. Please enjoy this edition.

President's Update

Happy Spring!!!

On April 28 of this year we will be holding our annual general meeting in Edmonton. I realize this meeting is not long after our last meeting in Toronto this past fall, but it is necessary to put us back on track with our spring schedule. Also, it gives us the opportunity to connect with our colleagues in Alberta. The entire CPMA executive board will be attending the meeting. This is important mainly because of changes to the college in Alberta.

Some of you may already know that Alberta has formed a new association: the Alberta Podiatric Medical Association (ABPMA) with Dr. Bhish Patel as current president. In the past the CPPA was the Alberta liaison to CPMA but now with the creation of the ABPMA these responsibilities will be transferred to the new association. We felt it vital for the entire board to be represented at ABPMA's annual meeting in order to both maintain and grow the already strong Alberta-CPMA relationship.

CPMA remains committed to bringing the profession together. At the AGM in Toronto we received valuable feedback in regard to how we can do better. Communication was cited as an issue. In response, Joel Alleyne, our executive director, has created monthly news briefs that you should be receiving via email. These contain any pertinent information regarding the profession nationally as well as giving you opportunity to submit advertising or information.

On another note, after long and careful reflection I have come to the conclusion that it is best for me to step down from the presidency of the CPMA. I have enjoyed my 8 years on council and am confident that the future of CPMA is in very capable hands.

Thank you,

Dr. Bradley Sonnema

President, Canadian Podiatric Medical Association ■



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Executive Director's Update

In the office we are preparing for May, which is Foot Health Month. We are working on: a media release to kick off the month; the social media campaign with tweets and Facebook posts for each day.

If you have any tips that you would like to contribute to the social media campaign, please forward them along to the office at info@podiatrycanada.org.

American Podiatric Medical Association's House of Delegates

Dr. James Hill, president of the Ontario Podiatric Medical Association, will be representing the CPMA at the APMA House of Delegates. The House of Delegates (HOD) is the legislative and governing body of APMA and is composed of certified delegates and alternates from each component society. The HOD meets once a year to hold elections and make

decisions about the strategic direction of the Association.

Social Media

Follow us on Facebook and Twitter to help build our social media presence. You can find us @PodiatryCanada (on Twitter) and at

www.facebook.com/PodiatryCanada on Facebook; the account names were chosen to echo the website address of PodiatryCanada.org. If you spot news items or studies that you think should be brought to the attention of your fellow CPMA members, please feel free to either direct message us on either channel, or email the office at info@podiatrycanada.org.

Joel Alleyne
Executive Director, CPMA ■



Contribute to the Newsletter!

We are looking for content for our next Newsletter such as:

- Clinical tips;
- Academic papers;
- Practice administration ideas;
- Classified ads; and
- Event listings.

Do you have something to share, or know of a publication worth including? Is there a topic you'd like to learn more on? Drop us a line. We want to hear from you!

Fraud Prevention for Small Businesses and Practices

March is Fraud Prevention Month. Fraud prevention is essential for businesses as well as for individuals. As a business, you could be exposed to credit card fraud, phishing scams, employee dishonesty, ID theft, to only name a few pitfalls.

Credit Card Fraud

You may either have been a victim of or know someone who has been affected by credit card fraud. In fact, a client of mine was victim of a credit card scam, compromised just last week. His business is based in Vancouver, yet someone purchased over \$9,000 worth of goods with his visa number in Florida. You may think it unusual or rare, but it is hardly an isolated incident. Here are some tips you may find useful on how to reduce the odds of credit card fraud from happening to you:

- Always, and I mean *always*, shred any paperwork that contains either your full name or address, or both, when recycling or throwing away.
- At restaurants, never let the staff take your card away. All restaurants have portable payment machines now and transactions should be done at the table in your presence. Lastly, when ordering takeout or anything else that typically requires no tip, never leave that entry blank when the machine asks you to manually enter an amount.
- Purchase a wallet that prevents the scanning of cards. I personally have the “ridge” wallet.
- Notify your bank in advance when you are travelling.
- Report any suspicious transactions when reviewing your monthly bills.

Phishing Scams

Phishing is the attempt to obtain sensitive information such as usernames, passwords, and credit card details,



often for malicious reasons, by disguising the scammer as a trustworthy entity in an electronic communication (emails, websites, SMS, etc.).

- Use anti-virus software and a firewall. Make sure to research the various softwares to see which one fits your business best.
- Block any pop ups and keep your browser up to date.
- Never give away unnecessary personal information on the internet. Online shopping is now part of our lives, however, keep to large corporations that have a good reputation in safeguarding your personal information.
- Do not click on pop ups or ads on web pages.

Employee Dishonesty

- As much as possible, sign cheques yourself; do not pass on the authority to employees.

(continued on next page)

(Fraud Prevention for Small Businesses and Practices continued)

- Sign cheques twice a month and set time aside to do so. If you are in the habit of signing cheques whenever an employee comes to you, it will be easy for them to let a cheque slip in without you knowing.
- Only sign cheques that have invoices attached.
- Ensure accounting employees take their vacations, at least one week at a minimum at a time. That way, you will require a backup that could potentially uncover a scheme.
- Pre-screen employees thoroughly by doing a background check, either on Facebook, Instagram, twitter, and references.
- Have a procedure in place for petty cash, bank deposits, withdrawals, issuance of cheques.

ID Theft

- Never carry your SIN card with you. Leave in a lockbox or safe.
- Never give your SIN card number to anybody. Often times the cable or phone companies may request your SIN number. They do not need that and you can decline to provide your number.
- Create complex passwords for all of your accounts. Ideally, use different ones for each to prevent ID theft.
- Request your credit rating once a year to ensure all is accurate. Equifax and TransUnion Canada are the two recognized by major banks.
- Unsubscribe to unwanted email lists, they could be phishing for your ID.

Use as many of the tips above to mitigate your risk of falling prey to the many types of fraud.

Frédéric Lajeunesse

Westland Insurance Company ■

Classifieds

General Podiatry Practice For Sale.

Well established, 36 years in business in Calgary, Alberta, on Macleod Trail South. Contact 403 660-4483 or jerryj149@gmail.com

News of Note!

FDA Warns of Long-Term Cardiovascular Mortality Risk With Clarithromycin

From the MD Magazine news item:

The US Food and Drug Administration (FDA) has released a warning for health care professionals to take caution before prescribing the bacterial antibiotic clarithromycin (Biaxin, AbbVie) to patients with heart disease, as it reportedly raises the risk of heart problems or death that can occur years later...

...Study data revealed that the patients who received a 2-week course of the antibiotic observed an unexpected increase in death (hazard ratio [HR], 1.27; 95% CI, 1.03–1.54; P = .03) as a result of a significantly higher rate of cardiovascular mortality (HR, 1.45; 95% CI, 1.09–1.92; P = .01)...

Read the full article at the link:

<http://www.mdmag.com/medical-news/fda-warns-of-longterm-cardiovascular-mortality-risk-with-clarithromycin>

The New Age Flip Flop - They're not all the same!

The flip flop, or to some of us elders, the thong, has changed significantly over the last decade or so. The thong strap upper has remained essentially unchanged since its debut in 1500 BC, but the foot platform has undergone a massive overhaul. Three key changes have been responsible for the welcomed evolution of the flip flop.

1. Its new functional design includes a concave contoured heel that cups the calcaneus providing a welcomed degree of heel stability and support. Gone are the days of seeing the rear-foot sitting half off a foam platform that has been completely collapsed on the medial side.
2. A contoured longitudinal arch incorporated into the midsole provides a comfortable level of arch and medial support that has been all but absent in the classic style. The benefits of this kind of support, I am sure, require no explanation.
3. In addition, high tech midsole materials have improved the resilience, durability, and shock absorbing capability of the new age design. Foams and urethanes of different durometers help provide a range of foot platform options including firm supportive ones complete with rockered profiles as well as soft comfortable cushioned styles.

Here are some brand suggestions for the new flip flop:

1. Models with firm support: The Sole brand (unfortunately this brand has limited Canadian inventory until 2019!) as well as Vionic, Spenco, and Olukai all incorporate a firm contoured longitudinal arch support that can vary in both height and placement from style to style. Heel toe offsets also differ between brands which may be an important

distinction for some of your patient pathologies.



"Spenco Yumi Women's Flip Flop"

2. Models with soft cushioning: This category is dominated by the Oofos brand! Though its incredible cushioning is welcomed by some, the inherent instability that comes with a very soft platform may be troublesome to others. With increased compression upon heel strike there may be some additional strain on the calf and achilles. That being said, some individuals who cannot tolerate the firmness of other brands, are right at home with the shock absorbing softness of an Oofos.
3. Brands with a stiff forefoot rocker: Hoka has just introduced a flip flop with both a firm midsole and noticeable forefoot rocker. Though the rocker's ability to reduce motion at the first MTP may be diluted by the heel to toe action of a flip flop, combining it with an inflexible base may help to splint the forefoot and provide relief to those suffering from many forms of metatarsalgia. As expected, the thick contoured base of the Hoka will bolster an unprecedented level of cushioning and support to the new age flip flop sector.

(continued on next page)



"Hoka Women's Ora Recovery Flip Flop"

When it comes to flip flops and patient care we may have to pick our battles. Knowing that many patients will wear flip flops no matter what, it is evident that a little guidance can go a long way in helping them survive a holiday or those warm summer months.

Phil Moore BA-BPHE
Owner LadySport/FitFirst
Vancouver/Burnaby BC ■

Visit Ladysport.ca for more pictures and a complete guide to footwear in The Shoe Update

CPMA In the Media

In the February/March issue of Canadian Occupational Safety is an article titled "Not Walking on a Cloud" which features an interview with CPMA President Dr. Bradley Sonnema discussing the potential foot issues arising from improper footwear (largely lack of proper support) in the workplace.

A short excerpt:

Plantar Fasciitis is a fairly common injury that health and safety managers need to be aware of. One way they can help prevent this painful diagnosis is by ensuring that safety footwear not only checks all the safety requirements, but is comfortable and supportive, too.

"We see a ton of plantar fasciitis," says Brad Sonnema, president of the Canadian Podiatric Medical Association in Edmonton. "Safety boots are very protective; they have a lot of qualities for protections, but they are not always supportive. If you look at the inside, they tend to be quite flat... So you're on your feet all day and you need that little extra support for whatever reason but you don't have it, then the plantar fascia will start to take up a lot of stress."

NOT Walking on a Cloud
 Comfortable safety footwear can keep long-term pain

By Dr. Bradley Sonnema, CPMA President

When it comes to plantar fasciitis, most people think of it as a foot problem. But it's actually a workplace safety issue. In the February/March issue of Canadian Occupational Safety, I discuss the potential foot issues arising from improper footwear (largely lack of proper support) in the workplace.

Plantar fasciitis is a fairly common injury that health and safety managers need to be aware of. One way they can help prevent this painful diagnosis is by ensuring that safety footwear not only checks all the safety requirements, but is comfortable and supportive, too.

"We see a ton of plantar fasciitis," says Brad Sonnema, president of the Canadian Podiatric Medical Association in Edmonton. "Safety boots are very protective; they have a lot of qualities for protections, but they are not always supportive. If you look at the inside, they tend to be quite flat... So you're on your feet all day and you need that little extra support for whatever reason but you don't have it, then the plantar fascia will start to take up a lot of stress."

According to the Canadian Podiatric Medical Association, there are many other common foot ailments that can occur or be made worse from unsupportive or ill-fitting footwear...

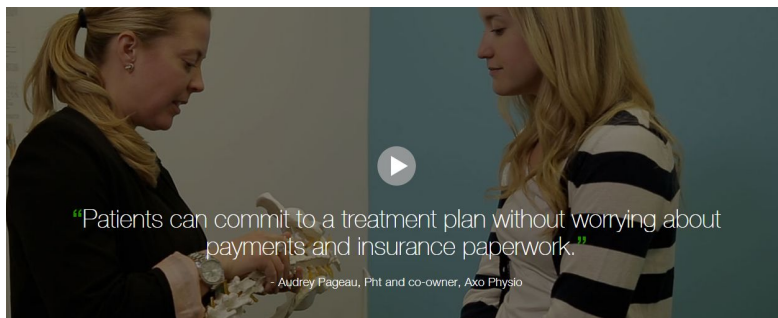
According to the Canadian Podiatric Medical Association, there are many other common foot ailments that can occur or be made worse from unsupportive or ill-fitting footwear...

The Read the whole article here:

<http://digital.carswellmedia.com/i/929873-february-march-2018/17?m4=> ■

Top Four Reasons Why Using eClaims Can Benefit Your Practice

eClaims is a free direct billing service that allows you to submit claims online to nine insurers on behalf of your clients. Using eClaims can help your practice. Here's how:



1. Your clients will love it

Remember when you had to pay for a full dental check-up or prescription at the pharmacy, then fill-out the paperwork, find an envelope, buy a stamp, find a mailbox and then wait for reimbursement from the insurance company?

Imagine if you could remove all this hassle for your clients? That's eClaims.

When you offer eClaims, your clients will no longer have to submit claims to their insurance company. You can do it for them in just a few clicks of the mouse before they ever leave your office. And, you will also be able to reduce their out-of-pocket costs since they will only have to pay for the amount not covered by their plan, a significant benefit for many Canadians who live on tight budgets.

And we don't have to tell you this, but happy patients come back more often. A case study performed with a clinic in Montreal found that clients make 9% more follow-up appointments when benefiting from eClaims – an obvious advantage for your business.

2. It can put money in your pocket

Do you accept payment by credit card from your clients? Do you pay a fee for each dollar you process through a credit card?

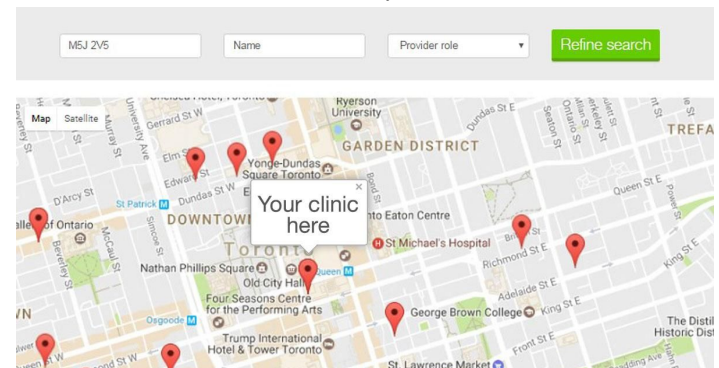
When you offer a client eClaims, you only have to charge them for the portion of their treatment that isn't covered by their insurer, which can also reduce the fees your practice pays to the credit card companies.

The numbers add up quickly over the course of a year. You can save hundreds or even thousands of dollars in credit card fees.

3. It gives you free marketing

When you register for eClaims, your practice is automatically added to the eClaims search tool which potential clients use to find healthcare professionals near them who offer eClaims.

Last year, over 30,000 searches were performed in the eClaims search tool to find a healthcare professional, whether through a TELUS Health marketing campaign or from the tool's availability on insurer websites.



4. It's free (really)

Seriously. Free to register, free to use, free for your clients, no fees anywhere. And no, you don't have to use other TELUS services to benefit from eClaims.

So... who pays? Our participating insurers subscribe to the service in order to stay competitive as well as to reduce their volume of paper claims and the high costs associated with processing paperwork.

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It's what you could call a win-win-win-win.

But don't take our word for it. Did you know that a September 2017 survey revealed that 9 out of 10 of healthcare professionals using eClaims would recommend it to their peers*? Here's a bit more of what some of them have to say about eClaims:

"eClaims makes life easier for our clients and has a positive effect on their adherence to a treatment plan."

- Pascal Gagnon, Pht and co-owner, Physio Extra

"The software is very user friendly, operates in real time, so if there are any amounts not covered by the insurance provider you know straight away."

- Susan L. Fath, RMT, massagED, Airdrie Alberta

"It really adds another level of service."

- Dr. Jaimie Ackerman, DC, Alliance Wellness Clinic

So what are you waiting for? [Click here to register today.](#)

TELUS Health Solutions Inc. ■

* Survey results were obtained for TELUS Health through PMG Intelligence with 1,035 eClaims enabled healthcare professional respondents across Canada (September 6 to 11, 2017).

Find out why
90% of eClaims-enabled
healthcare professionals
would recommend it*.

Direct billing for today's connected world. Free for you and your patients.

Learn more at telushealth.com/eclaims-cpma

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Great-West Life
ASSURANCE COMPANY


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Group Insurance Plan


CINUP

 **Cowan**

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Insurance
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Insurance Corporation

 **iA**
Financial Group

 **JOHNSON**

 **JOHNSTON GROUP**

 **MAXIMUM**
Benefit



Submit claims on behalf of your patients covered by these participating insurers

*Survey results were obtained for TELUS Health through PMG Intelligence with 927 eClaims-enabled healthcare professional respondents across Canada (September 13 to 23, 2016).

AST2098-03-2018

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Provincial Reports and Updates

Alberta

The podiatric profession in Alberta continues to progress. In the past year we have really focused on two main areas 1) completing our continued competency program and 2) creating unity and uniformity to the profession in the province. At the end of April, we will be holding our annual general meeting, during which we hope to present the progress of our competency program to our membership. We will be seeking their input as to how to move forward.

At our last strategic planning meeting the CPPA identified the need to enhance uniformity and unity within the profession in the province. In this regard we have had a few meetings with government and Alberta Health to discuss how this might be accomplished. In all, the meetings were informative and effective in communicating our issues to both the government and Alberta Health. At present, Alberta Health is connecting with other stakeholders and we hope to have some decisions in the fall of this year.

Nova Scotia

The Nova Scotia Podiatry Association continues to prepare background information in anticipation of regulatory initiatives regarding podiatry.

We are also preparing for the Canadian National Special Olympics summer games in Nova Scotia (Antigonish) in early August. Members will carry out screenings on many of the 3000 athletes who will compete at the games. We consider it a privilege to be associated with the Fit Feet program and can report that it is a very rewarding experience (this will be the writers fourth national event).

Members of the NSPA provided instruction on the pathophysiology of the ageing foot to gerontology residents at Dalhousie University. This represents the growth of an ongoing relationship with the medical school.

In addition, there is the continued development and growth of the new Alberta Podiatric Medical Association (ABPMA). The ABPMA will also be holding a meeting at the end of April and will join CPPA in welcoming the executive of the CPMA in an effort to continue the strong relationship between Alberta and the CPMA. At present there are two separate associations in Alberta. The recent ABPMA and the Association of Alberta Podiatric Surgeons. It is our hope and expectation that the two associations will become one and an integrated ABPMA will be the new representative of Alberta to the CPMA as well as continue to take on other association responsibilities.

Thank you,

Bradley Sonnema

President

College of Podiatric Physicians of Alberta ■

The NSPA is hosting a Podiatric manual therapy /mobilization workshop on October 13 and 14, 2018 in Halifax. Course details will be available through the NSPA website soon. As this is a workshop spaces are limited, expressions of interest should be communicated soon to Bpodmc@gmail.com.

The course focuses on evidence based neurological functioning in normal and pathological states. The actual cost of the course will be dependent on the total number of participants but will not exceed \$500.

The course has been recognized/approved by the College of Podiatry (UK).

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By the end of the course each student should be fully equipped to:

- Understand the neurological and musculoskeletal effects of extremity manipulation
- Select appropriate patients for manipulative intervention according to signs and symptoms, indications and contraindications.

- Design an appropriate and patient-specific treatment protocol
- Deliver successful manipulations to all joints of the foot and ankle
- Correctly assess the effectiveness of their intervention and be able to effectively communicate this to their patients.

Respectfully submitted
Brendan Bennett, President ■

Ontario

Anyone who follows the media will know that Ontario politics is in a state of turmoil these days. The provincial election is legislatively scheduled for June 7 and the writs of election must, therefore, be circulated by no later than May 9. The Legislature will be dissolved sometime before that and we are expecting the Wynne government to bring down its Budget for Fiscal Year 2018-19 towards the end of March or early April. Whether the Budget is actually passed or whether the government dissolves the Legislature immediately after the Budget is tabled and uses the Budget as its election platform remains an open question.

The Minister of Health and Long-Term Care (Dr. Eric Hoskins) resigned to take up the Chairmanship of the National Pharmacare Advisory Committee and to run for the federal Liberals in the 2019 national election. He has been replaced as Minister by Dr. Helena Jaczek who previously held the portfolio of Community and the Social Services and before her entry into provincial politics was the Chief Medical Officer of York Region (population 1.35 million). On the other side of the aisle, the Progressive Conservative Party of Ontario is engaged in a messy and nasty leadership fight.

The OPMA had developed an exceedingly good working relationship with Dr. Hoskins and his ministerial staff. Dr. Hoskins had told us on multiple occasions that he wants podiatrists to be allowed to work to the full limits of their competencies in Ontario. His resignation came as a surprise (even to his closest advisers). Nevertheless, the new Minister has decided to keep in place all of Hoskins' political staff, which means we have continuity. We have also been able to make

contact with the new Minister. Our communications with Ministry bureaucrats continue and we believe we are seeing both a grasp and an acceptance of the need and desirability of moving to a podiatry model. Whereas Dr. Hoskins wanted to accomplish it in one big step, the bureaucracy seems to support a more incremental approach, largely because of the perceived need to have an Ontario educational program in place that teaches the additional competencies that will be required. We sincerely believe that great progress has been made in Ontario over the past year or so, but in the current extremely volatile political environment it is impossible to predict how things will ultimately sort out.

The Ministry is also very advanced in the development of a proposal to completely restructure Ontario's health professions regulatory framework along the lines of the UK model. If accepted by the next government (whichever Party forms the next government), there will probably be a reduction in the number of Colleges (through mergers of some existing colleges and some form of deregulation for some colleges), introduction of a "competency-based" approach to replace (in whole or in part) the current "controlled acts" approach, the creation of an oversight body analogous to the UK's Professional Services Agency and the creation of accredited registries as an alternative to the Colleges for some professions. Last month the government launched a registry for Personal Support Workers and that will be used as a "proof of concept" for the

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accredited registries approach. Obviously, we are watching these developments very closely to assess their impact on the regulation of podiatrists in Ontario.

The OPMA is the only healthcare professional association that has been invited to attend and participate in a "health fair" in the legislative buildings on March 21. It gives us the opportunity to explain podiatry and the benefits of a podiatry model to Ministers, MPPs, their staff members and to the Queen's Park media. To put on our best, we are completely refreshing our promotional and display materials.

On February 27 I was invited to attend a luncheon speech delivered by Premier Wynne and had the opportunity to speak with her briefly. I was also seated at a table with representatives of other health care organizations, thereby allowing me to continue to network on behalf of the podiatry profession in Ontario.

*Dr. James Hill, DPM FACFAS
President,
Ontario Podiatric Medical Association ■*

Mark Your Calendar and Plan to Attend!

March 16 – 29

APMA House of Delegates Meeting
Washington, DC

March 22-25

American College of Foot and Ankle Surgeons Annual Scientific Conference
Nashville, TN, United States
<http://www.acfas.org/asc/>

April 5 - 7

Diabetic Limb Salvage Conference, a multi-disciplinary event
Washington, DC
<https://dlsconference.com/>

April 7-8

Pedorthic Association of Canada Annual Symposium
Toronto, ON
<https://pedorthicscanada.ca/education/2018pfa-annual-conference/>

April 12-15

Valley of the Sun Podiatry Conference
Tempe, Arizona

April 26-29

Surgical Pearls by the Sea
Newport, Rhode Island

May 17-20

Reconstructive Surgery of The Foot & Ankle: Update 2018
Atlanta, Georgia

May 18-20

2018 FIP-IFP Annual General Meeting
Hong Kong

June 21-24

Footprints in the Sand
Hilton Head, South Carolina

June 21-24

Western Foot and Ankle Conference
Anaheim, California
<https://www.thewestern.org>

July 12-15

APMA Annual Scientific Conference
Washington, D.C.
<https://www.apma.org/Events/TheNational.cfm?navItemNumber=698>



August 8-11

Amputation Prevention Symposium

Chicago, Illinois

<https://www.amptheclimeeting.com/home>

September 13-15

Stepping Forward - Leading the Way Women's Conference

Westin Westminster

Denver, Colorado

September 20-23

Reconstructive Surgery of the Foot & Ankle: Update 2018

San Diego, California

November 1-4, 2018

Hallux Valgus And Related Forefoot Surgery

Sanibel Harbour Marriott

FORT MYERS, FLORIDA

November 30 - December 2, 2018

Windy City Podiatry Conference

Joint Provider, Illinois Podiatric Medical Association

Marriott Schaumburg

Chicago, Illinois

November 14: World Diabetes Day

World Diabetes Day is the primary global awareness campaign focusing on diabetes mellitus and is held on



November 14 each year. Led by the International Diabetes Federation (IDF), each World Diabetes Day focuses on a theme related to diabetes, a largely preventable and treatable non-communicable disease that is rapidly increasing in numbers worldwide. The theme for 2018 is: Our right to a healthy future.

See a full listing of upcoming podiatry events on the website! ■