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AUGUST 15 AND BE ENTERED FOR A  
CHANCE TO WIN YOUR HOTEL STAY FREE!  
SEE PAGE 27 FOR DETAILS.



**PEDORTHIC FOOTCARE ASSOCIATION  
55TH ANNUAL  
SYMPOSIUM & EXHIBITION  
OCTOBER 24-26, 2014 | ORLANDO, FL**

CARD

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**PFA**  
PODCASTERS ASSOCIATION

# PFA INVITES YOU TO ATTEND THE 55TH ANNUAL SYMPOSIUM AND EXHIBITION IN THE THEME PARK CAPITAL OF THE WORLD ... ORLANDO, FL!

## Dear Colleagues and Friends:

The Pedorthic Footcare Association's (PFA) Council on Pedorthic Education (COPE) and the Board of Directors would like to cordially invite you, your staff and your family to come and experience the Theme Park Capital of the World ... Orlando, Florida, for PFA's 55th Annual Symposium and Exhibition. The largest educational event in the world solely dedicated to the practice of pedorthics, is also the world's largest pedorthic networking and exhibiting event. This year, the Symposium will be held October 24 – 26, 2014 at the Hilton Lake Buena Vista (in the Walt Disney World Park®).

As pedorthists, you know that continuing education is a critical element of our professional development. It not only allows us to continually provide our patients and clients with the best care and the most cutting-edge products, but offers us valuable insight into managing the business side of our practice. With this in mind, COPE has once again prepared an outstanding program of general and breakout sessions, networking opportunities and social events, as well as two optional half-day pre-Symposium workshops, all designed to assist in our professional growth. In addition, the always popular exhibition at this year's Symposium promises to be the biggest and best yet ever!

## 2014 COUNCIL ON PEDORTHIC EDUCATION (COPE)

- **Chair:** Chris Costantini, C. Ped.
- **Co-Chair:** Erick Janisse, C. Ped., CO
- Tamara Daulton, C. Ped., L. Ped.
- Rachel F. Eisenfeld, C. Ped.
- Tara Mina, C. Ped., L. Ped.
- Jeremy Long, BOC Pedorthist
- Jay Zaffater, C. Ped.
- **Medical Advisor:** James B. McGuire, DPM, C. Ped., PT

## **This year's program will cover topics such as:**

- A Review of the Pathological Process Leading to the Breakdown of the Charcot Foot
- Effect of Material and Production Technology on Clinical Results
- Pedorthic Options in Aftermarket Ski Boot Liners
- Sales & Marketing Techniques to Build a Retail Pedorthic Business (a three-part workshop)

## **We are also pleased to have renowned speakers from the pedorthic and related health care professions, including:**

- Dennis Janisse, C. Ped.
- Dr. Stacey Brennan, MD, FAAFP
- Dr. Bryan B. Kagan, DPM
- Dr. Louis N. Iannuzzi, PT, DPT, C. Ped.
- Donna Robertson, ATC, C. Ped., MS
- Dr. Allan Grossman, DPM

We believe that PFA's Symposium and Exhibition is a unique and worthwhile experience, not only because of the tremendous quality of programming and speakers, but also the intimate, collegial atmosphere that we work to promote. This year's Symposium is a terrific opportunity to meet new members, renew old friendships, and connect with some of the pioneers of pedorthics, as well as speak with some of the most prominent names in various allied healthcare professions.

All of us are looking forward to welcoming you to Orlando and the Hilton Orlando Lake Buena Vista (in the Walt Disney World Park®) for this year's Symposium. Together we can experience and learn from each other and some of the foremost experts in pedorthics, while promoting the benefits of conservative lower extremity interventions.

Sincerely,

**Jay Zaffater, C. Ped.**

PFA President

**Christopher Costantini, C. Ped.**

Chair, COPE

**Erick Janisse, CO, C. Ped.**

Co-chair, COPE

# SYMPOSIUM AT A GLANCE

<b>THURSDAY, OCTOBER 23, 2014</b>	
1 PM – 5:30 PM	<p><b>(OPS1) Optional Pre-Symposium Workshop 1</b></p> <p>Utilize Social Media to Its Maximum Potential in Your Pedorthic Practice (B)</p> <p><b>(OPS2) Optional Pre-Symposium Workshop 2</b></p> <p>Applied Intuitive Pedorthics: A Hands-on Introduction (S)</p>
3 PM – 7 PM	<b>Registration Open</b>
7:30 PM – 9 PM	<b>Optional Networking Happy Hour with the PFA Board of Directors</b>
<b>FRIDAY, OCTOBER 24, 2014</b>	
To 5 PM	<b>Exhibitor Move-in</b>
6:45 AM – 6:30 PM	<b>Registration Open</b>
6:45 AM – 7:30 AM	<b>Breakfast</b>
7:30 AM – 8 AM	<b>President’s Welcome, Announcements &amp; Presentations</b>
8 AM – 9 AM	<p><b>(OGS1) Opening General Session: The Benefits of Early Intervention in the Developmentally Challenged Foot</b></p> <p>Dr. Joseph C. D’Amico, DPM, FAACFAOM, FAAPSM, FACFAP</p>
9:15 AM – 10:15 AM	<p><b>(GS2) General Session: A Review of the Pathological Process Leading to the Breakdown of the Charcot Foot (S)</b></p> <p>Dr. James B. McGuire, DPM, PT, C. Ped., FAPWHE</p>
10:15 AM – 10:30 AM	<b>Coffee Break</b>
10:30 AM – 11:30 AM	<p><b>(GS3) General Session: The Science of Foot Typing (for ALL Ages!) (S)</b></p> <p>Dr. Louis DeCaro, DPM</p>
11:30 AM – 12:15 PM	<b>Lunch</b>
12:15 PM – 1:15 PM	<p><b>(GS4) General Session: Pathways to Empower Pedorthics (S)</b></p> <p>Dr. Geza Kogler, Ph. D., CO</p>
1:30 PM – 2:30 PM	<p><b>(GS5) General Session: How Evidence-based Medicine will Change Your Approach in Evaluating, Treating and Dispensing Orthotics/Over-the-Counter Inserts (S)</b></p> <p>Dr. Allan Grossman, DPM</p>

2:30 PM – 2:45 PM	<b>Coffee Break</b>			
2:45 PM – 3:45 PM	Concurrent Breakout Sessions <b>(A)</b>	<b>A1:</b> Use of a Pressure Plate System in a Pedorthic Environment (S)	<b>A2:</b> 2014 Legislative and Regulatory Update (B)	<b>A3:</b> 2014 Update: Improving Your Business Process and Compliance (B)
4 PM – 5 PM	Concurrent Breakout Sessions <b>(B)</b>	<b>B1:</b> Manage and Grow Your Pedorthic Business Using Today's Technologies (B)	<b>B2:</b> Enhancing Athletic Performance Beginning with the Feet (S)	<b>B3:</b> Biomechanics Made Easy (S)
5:15 PM – 6:16 PM	Concurrent Breakout Sessions <b>(C)</b>	<b>C1:</b> Effect of Material and Production Technology on Clinical Results (S)	<b>C2:</b> Pedorthic Options in Aftermarket Ski Boot Liners (S)	<b>C3:</b> The Affordable Care Act: What it Means for Today's Practice (B)
6:30 PM – 8:30 PM	Welcome Reception in the Exhibit Hall			
<b>SATURDAY, OCTOBER 25, 2014</b>				
6:45 AM – 5:15 PM	<b>Registration Open</b>			
6:45 AM – 7:30 AM	<b>Breakfast</b>			
7:30 AM – 8 AM	<b>Announcements and Presentation</b>			
8 AM – 9 AM	<b>(GS6) General Session: Application of Accurate Distal Orthotic Shell Parabola in Reducing Forefoot Pain (S)</b> Jeremy Long, BOC Pedorthist			
9:15 AM – 10:15 AM	<b>(GS7) General Session: What You Need to Know About Medicare's TSD, AFO/KAFO &amp; Orthopedic Shoes Medical Policies (B)</b> Dr. Stacey Brennan, MD, FAAFP			
10:15 AM – 10:45 AM	<b>Coffee Break in the Exhibit Hall</b>			

## SYMPOSIUM AT A GLANCE CON'T.

10:15 AM – 11:15 AM	<b>PFA's Annual Membership Meeting</b>			
10:45 AM – 11:30 AM	<b>Uninterrupted Exhibit Hall Time</b>			
11:30 AM – 12:30 PM	<b>Lunch in the Exhibit Hall</b>			
12:30 PM – 1:15 PM	<b>Uninterrupted Exhibit Hall Time</b>			
1:15 PM – 4 PM	<b>Exhibit Hall Open for VIP Hours</b>			
1:30 PM – 2:30 PM	Concurrent Breakout Sessions <b>(D)</b>	<b>D1:</b> Medicare Specific Policy Discussion (B)	<b>D2:</b> Pedal Evidence (S)	<b>D3:</b> Sales and Marketing Techniques to Build a Retail Pedorthic Business - Part 1(B)
2:45 PM – 3:45 PM	Concurrent Breakout Sessions <b>(E)</b>	<b>E1:</b> Foot Orthotics: Development and Testing (S)	<b>E2:</b> Complications of Diabetic Neuropathy and Prophylactic Treatments: What Everyone Should Know (S)	<b>E3:</b> Sales and Marketing Techniques to Build a Retail Pedorthic Business - Part 2 (B)
3:45 PM – 4 PM	<b>Coffee Break</b>			
4 PM – 5 PM	Concurrent Breakout Sessions <b>(F)</b>	<b>F1:</b> One Toe Makes a Difference (S)	<b>F2:</b> The Story Strategy: Marketing Your Pedorthics Facility with Quality Content (B)	<b>F3:</b> Sales & Marketing Techniques to Build a Retail Pedorthic Business – Part 3 (B)
5:15 PM – 6:15 PM	<b>(GS8): General Session: Incorporating SCFOs Into Your Practice (S)</b> Erick Janisse, C. Ped., CO			

6:30 PM – 7:30 PM	<b>ABC Certificant Meeting</b>
	<b>BOC Certificant Meeting</b>
Evening: On Your Own	
<b>SUNDAY, OCTOBER 26, 2014</b>	
6:45 AM – 3 PM	<b>Registration Open</b>
6:45 AM – 7:30 AM	<b>Breakfast</b>
7:30 AM – 8:30 AM	<b>(GS9): General Session: Fall Prevention: You May Just Save Your Patient’s Life (S)</b> Dennis Janisse, C. Ped.
7:30 AM – 8:30 AM	<b>Exhibitor Review Meeting</b> <i>Open to exhibitors only</i>
8:30 AM – 10:15 AM	<b>Uninterrupted Exhibit Hall Time</b>
10:15 AM – 10:45 AM	<b>Coffee Break in the Exhibit Hall</b>
10:45 AM – 11:30 AM	<b>Uninterrupted Exhibit Hall Time</b>
11:30 AM – 12:30 PM	<b>Lunch in the Exhibit Hall</b>
12:45 PM – 6 PM	<b>Exhibit Hall Breakdown</b>
12:45 PM – 1:45 PM	<b>(GS10): General Session: Providing Evidence on Diabetic Therapeutic Footwear to Primary Care Physicians: The Results of a 2-Year Retrospective Longitudinal Cohort Study of 32,975 Subjects (S)</b> Dr. Roy Lidtke, DPM, C. Ped.
2 PM – 3 PM	<b>(GS11): General Session: The Equinus Enigma (S)</b> Dr. Louis N. Iannuzzi, PT, DPT, C. Ped.
3 PM – 3:15 PM	<b>Coffee Break</b>
3:15 PM – 4:30 PM	<b>(CGS12): President’s Closing Remarks and Closing General Session</b> Dr. Jonathan Moore, DPM, MS Topic to Be Announced

# SYMPOSIUM SESSIONS\*

Key to CEU Type:  BUSINESS  SCIENTIFIC

\*The program is current as of June 20, 2014, but is subject to change. Changes will be posted on PFA's Symposium website and in the final, on-site conference program.

## THURSDAY, OCTOBER 23, 2014

### OPTIONAL PRE-SYMPOSIUM WORKSHOP 1

#### Utilize Social Media to Its Maximum Potential in Your Pedorthic Practice

*Dr. Melodie Phillips, Ph. D., and Aaron J. Sorensen, CPO*

This session will address promotions options in terms of communicating with current patients and prospective patients/customers. The participants will be exposed to common promotions tools such as advertising, public relations and social media marketing. The discussion will elaborate on the appropriate uses of each approach and discuss effectiveness of each tool. Budget considerations will also be addressed in which the effectiveness of advertising, PR and social media will be identified in relation to the pedorthic industry and the patient base.

### OPTIONAL PRE-SYMPOSIUM WORKSHOP 2

Applied Intuitive Pedorthics: A Hands-on Introduction  
*Jeremy Long, BOC Pedorthist*

Learn how to enhance a strong, clinical background by adding intuitive care to pedorthic assessment. This hands-on workshop will introduce sensory evaluative techniques which extend beyond traditional pedorthic protocols. How to use your inner pedorthist to improve patient outcomes.

## FRIDAY, OCTOBER 24, 2014

### OPENING GENERAL SESSION 1

#### The Benefits of Early Intervention in the Developmentally Challenged Foot

*Dr. Joseph C. D'Amico, DPM, FAACFAOM, FAAPSM, FACFAP*

Very few individuals are born with perfect feet. The majority of us carry structural imperfections that have been inherited from our parents and grandparents as well as defects and deficiencies caused



by a crowded, snug intrauterine position throughout our entire lives. Add to this the fact that modern man's 3-dimensional foot has not completely adapted to the hard, flat 2-dimensional surfaces on which it must function, one can begin to see why over 80% of individuals suffer foot and leg pain in their lifetime. Additionally, if one were to add those whose foot and leg dysfunction has precipitated, perpetuated or aggravated knee, hip or back conditions, the percentage would be close to 100%.

Children today have the opportunity to live 100 years or more and what will determine the quality of their lives when they are in their 70's or 80's is the ability to walk without pain, and this starts with the feet. Therefore, anything that can be done early in life to influence growth and development in a positive manner will pay big dividends later on in terms of reduced abnormal stresses and strains that otherwise would lead to degenerative wear and tear not only in the foot but also in the knee, hip and back. The foot is the foundation for the entire body and defects or deficiencies in its form or function not only negatively affects the foot but everything above it as well.



## GENERAL SESSION 2

### A Review of the Pathological Process Leading to the Breakdown of the Charcot Foot

*Dr. James B. McGuire, DPM, PT,  
C. Ped., FAPWHE*

This session will review the pathological process that leads to the breakdown of the Charcot foot, including classification of the disease states, theories of origin and the diagnostic modalities used to make clinical decisions (MRI, CT, Bone Scan). Management of the disease from acute phase through a return to ambulation will be reviewed, including surgical approaches to fixation and repair of resultant deformities and complications. Orthotic and footwear choices for management of the unstable rocker foot will be presented with clinical examples via case studies, and will include audience participation.



### GENERAL SESSION 3

#### **The Science of Foot Typing (for ALL Ages!)**

*Dr. Louis DeCaro, DPM*

This presentation will help the practitioner identify the basic biomechanical principles of the foot and lower extremity as a function of gait, and recognize the affect pathological foot conditions have upon normal gait. The practitioner will learn exactly what to look for at every age (starting from the first time a child takes a step). It gives the practitioner an easy way to differentiate between a compensated and uncompensated rearfoot varus deformity and their effect on gait; the ability to differentiate between common pathological foot-types; and, be able to demonstrate the ability to select the appropriate orthotic design and selection based on pathological foot type.



### GENERAL SESSION 4

#### **Pathways to Empower Pedorthics**

*Dr. Geza Kogler, Ph. D., CO*

Many of the orthotic and footwear interventions used to treat disorders of the foot have limited evidence to support their use. For pedorthics to continue being a viable allied healthcare profession and get compensated from insurance companies for their services, the field must have supporting research and evidence for their treatment regimens.

Preliminary results from several research studies, supported by the Sidney Pols Fund of the Pedorthic Foundation, will be presented that demonstrate the efficacy of orthoses and footwear.



### GENERAL SESSION 5

#### **How Evidence-based Medicine will Change Your Approach in Evaluating, Treating and Dispensing Orthotics/Over-the-Counter Inserts**

*Dr. Allan Grossman, DPM*

Most orthotic function and successes are anecdotal. There is no evidence-based medicine on orthotic outcomes and function. We have tested over 10,000 patients utilizing this technology. This presentation will change your approach and help your practice/company succeed and move forward in research, outcomes and referrals.



#### **A1 Use of a Pressure Plate System in a Pedorthic Environment**

*Rick Ravel, C. Ped.*

A pressure plate system is now readily available to every practitioner. It should be used in every patient evaluation. Like x-ray film, a practitioner needs to be able to evaluate the scan in relationship to the physician's diagnosis. Many prescriptions for orthoses are for OTC devices.

Which one of the many different devices is best suited for the patient? The pressure plate system helps the practitioner to find out which is best for each patient. The pressure plate should be used to evaluate any custom orthosis to see if the device is doing what is made for. This session will demonstrate how to evaluate the plantar pressure of the patient and find the best OTC device if called for or evaluate the custom orthosis and make appropriate modifications before the patient leaves the facility.



**A2**

### **2014 Legislative and Regulatory Update**

*Matthew Almeida, BOCO, BOC Pedorthist, C. Ped., CPA; and, Dean Mason, CO, C. Ped., LO, L. Ped.*

This session will cover the latest information available from Medicare and commercial insurance changes. The presenters will also cover pending legislation at both the state and federal levels, as well as newly enacted legislation. The session will include the ever popular Q & A period.



**A3**

### **2014 Update: Improving Your Business Process and Compliance**

*James Lawson*

Are you current in your accreditation compliance? Are you confident that you will glide

through your next accreditation survey? If you're not 100% sure, then this workshop is for you. Be guided through the American Board for Certification in Orthotics, Prosthetics & Pedorthics' (ABC) extensive resource of accreditation tools to help you become and remain the business you can be. You'll leave this presentation with a greater understanding of the top ten issues that ABC surveyors discover during their surveys and, even more importantly, how to avoid them.



**B1**

### **Manage and Grow Your Pedorthic Business Using Today's**

#### **Technologies**

*Graham Archer, C. Ped (C)*

Technology is advancing all around us and is being used in many facets of our daily life. Banking can be done on mobile devices; retail stores are increasing the use of tablets and hand-held payment processing machines, tablets and phones are being used as a primary camera to capture photos and videos; you can now even control your house from your phone. The technologies of today can be used to manage and grow a pedorthic business and create an experience for your patient that they will never forget. This session will review how to incorporate technologies and revitalize your practice in a very short period of time.



## **B2** Enhancing Athletic Performance Beginning with the Feet

*Donna Robertson, ATC, C. Ped., MS*

This session will provide attendees with an opportunity to learn about lower extremity biomechanics and alignment issues of the athlete (pre-injury and post-injury assessment); sports specific injuries (acute and chronic stages); sports injury prevention; sports pedorthic management of the injuries, including specific foot orthotic assessment (materials); and, shoe evaluation, specifics and selection. In addition, the session will cover the principle, practice and analysis of foot pressure static and dynamic assessments.



## **B3** Biomechanics Made Easy

*Dr. Louis DeCaro, DPM*

This session will help the practitioner identify the basic biomechanical principles of the foot and lower extremity as a function of gait, and recognize the affect pathological foot conditions have upon normal gait. It will sharpen the skills acquired during Dr. DeCaro's earlier general session presentation, or simply give a new attendee a great introduction into identifying the six major categories of foot types. As well as a review of the basics, videos of the varying gait styles will be shown. Goals are for practitioners to not only be able to select an appropriate

footwear type, but also be able to select the appropriate orthotic design and selection based on pathological foot type.



## **C1** Effect of Material and Production Technology on Clinical Results

*Andrew Ullman, BSME, MSM*

Many pedorthists do not have significant knowledge regarding how the materials and pre-fabricated foot orthotics which they utilize are manufactured. The purpose of this session is to provide an overview of how these products are manufactured, and how variations in the production process can affect the practitioner's clinical results. Furthermore, this session will provide a practical "tool kit" which a practitioner can utilize to verify the quality and functionality of purchased materials and pre-fabricated foot orthotics.



## **C2** Pedorthic Options in Aftermarket Ski Boot Liners

*Stephen McDonald, C. Ped.*

Skiing is a booming sport. Skiers are skiing more and far later into life. Both large and small resorts are seeing vast increases in the numbers of skiers hitting the slopes. This includes a growing segment of geriatric skiers and those with pre-existing conditions or painful post-operative situations. Aftermarket ski boot

liners have allowed many skiers to enjoy the sport in a whole new way. Pedorthists can use this new and expanding technology to grow their practices and help people in a new and exciting way.

keratosis, can be successfully managed with appropriate orthotic design and fabrication. This session will identify these strategies and provide case evidence for the efficacy.

### **C3 The Affordable Care Act: What it Means for Today's Practice**

*Aaron J. Sorensen, CPO*

This session will take a look at the Patient Protection and Affordable Care Act (PPACA) and what effects it has had on patient care, as well as administrative processes with a medical-based pedorthic/orthotic practice. The PPACA has changed the way patients are referred and in some instances processed. The pedorthic/orthotic practice may realize too late the patient has a "new" type of insurance coverage. Your practice may be contracted with a variety of different payers, but do not assume that you are prepared for the PPACA batch of new patients and their policies or coverages.

**SATURDAY, OCTOBER 25, 2014**

### **GENERAL SESSION 6 Application of Accurate Distal Orthotic Shell Parabola in Reducing Forefoot Pain**

*Jeremy Long, BOC Pedorthist*

Many common forefoot pathologies, such as capsulitis, neuromas, and acute plantar

### **GENERAL SESSION 7 What You Need to Know About Medicare's TSD, AFO/KAFO & Orthopedic Shoes Medical Policies**

*Dr. Stacey Brennan, MD FAAFP*

With healthcare ever-evolving, and especially if you are a Medicare supplier/provider, it is more important than ever to fully understand the policies that govern enrollee benefits and supplier/provider reimbursement. This general session, presented by one of the four regional DME MAC Medical Directors, will review both the overt and subtle structures that make up the three Medicare Local Coverage Determinations that most pedorthists submit Medicare claims under. Attendees that do not participate in Medicare, but do file claims with private insurance payors will also find this session of interest. The requirements of private payor policies tend to reflect, in one way or another, those of Medicare, and the continued implementation of the Affordable Care Act will further increase the need for understanding of both systems.



### **D1 Medicare Specific Policy**

**Discussion** *Dr. Stacey Brennan, MD, FAAFP,*

*and Stacie McMichel*

If you could ask your regional DME MAC Medical Director any question, what would it be? This session, developed by PFA's Government Affairs Committee, will do just that. The most popular queries that every pedorthist might make will be reviewed in this workshop.



### **D2 Pedal Evidence**

*Dr. Bryan Kagan, DPM*

Forensic podiatry is a relatively new discipline in forensic sciences. One cannot get to a crime scene without leaving some sort of pedal/shoe gear evidence, whether it be gait characteristics on a closed circuit television (CCTV), shoes left at the crime scene, or even foot prints. The evaluation of shoe gear is extremely important to determine the characteristics of the wearer, whether it be outsole, insole, or upper changes, and understanding the biomechanical forces that created those wear patterns.



### **D3 Sales and Marketing Techniques to Build a Retail Pedorthic**

#### **Business - Part 1: Sales Training to Maximize Productivity with Each Customer**

*Robert S. Schwartz, C. Ped., et al*

The old adage "you only have one chance to make a great first impression" holds especially true in retail. The various sales channels facing each consumer make the personal connection all the more important to making a sale. This workshop will help you to develop the skills necessary to connect customer experiences to potential referral leads; discuss incentives for customers to share their referral list with you to help build your business; and, show how to monitor staff participation to maximize your results.




### **E1 Foot Orthotics: Development and**

#### **Testing**

*Camillo Buratto; Dr. Robert Frykberg, DPM; Filippo Goi; and, Jonathan Shaffer*

In today's age of innovation many people use footwear orthotics, both standard and custom made, for several reasons. These orthotics can satisfy clinical and athletic needs by solving biomechanical and anatomical problems. The choice of material is often based on the experience of technicians,

doctors, or by following market indications. Understanding material performance is the most important tool in developing new products. Knowing which products will specifically address industry needs yields the best solutions in orthotics device production. Through laboratory testing, a method was developed to subject materials to several dynamic impacts. In addition there is continuous monitoring of cushioning capability during the wear process. Field testing is performed to evaluate material performance in cushioning, thickness and comfort. These evaluation protocols allow us to determine the best materials available. We feel confident that we can provide the industry with innovative applications that will enhance the work of doctors and technicians.

 **E2 Complications of Diabetic Neuropathy and Prophylactic Treatments: What Everyone Should Know**

*Dr. Allison Garten, DPM, C. Ped.*

The goal of this presentation is to clearly define diabetic neuropathy. Attendees will learn how to diagnose this common problem among diabetics. We will review ways of preventing debilitating problems and complications associated with diabetic neuropathy. Diabetic neuropathy leads to ulcerations

and amputations if not properly treated. We will review different lower extremity modalities that can be utilized by a physician and a pedorthist to prevent limb loss.

 **E3 Sales and Marketing Techniques to Build a Retail Pedorthic**

**Business - Part 2: Inventory Management and Product Selection to Satisfy Multiple Lifestyle Needs of the 'Comfort & Pedorthic Customer'**

*Robert S. Schwartz, C. Ped.*

In part 2 of this three part workshop series, attendees will look at business from the merchant's perspective – discuss who your customers are, what their lifestyle and economic motivations and interests are – and learn how to offer them footwear and related products to maximize their shopping experience. Techniques for capitalizing on seasonal opportunities to increase revenue and profit will also be reviewed.



## **F1** One Toe Makes a Difference

*Teresa Alpert-Leibman, C. Ped.,  
BOC Pedorthist, BOCO*

Brachymet is a congenital deformity affecting girls twice as much as boys. Short first ray deformity (Morton's Toe) is much more common and short 3rd and 4th toes. This can manifest unilateral or bilateral and effect more than one toe on each foot, called Brachymetapody. It is an obvious deformity at birth but often overlooked because of the soft tissue, all babies have cute little toes... Brachymet is a functional misalignment of the metatarsal and cause the patient to alter their gait and accommodate to offload high pressure areas under the toes.



## **F2** The Story Strategy: Marketing Your Pedorthics Facility with Quality Content

*Doug Chartier*

When pedorthic businesses educate consumers and referral sources about the value of their specialized services, those businesses can succeed. This presentation will address changes in the healthcare landscape that make marketing critical for today's pedorthic businesses; introduce the concept of content marketing as an especially effective marketing strategy; and, advise

pedorthic business owners on how to apply content marketing to grow their businesses.



## **F3** Sales & Marketing Techniques to Build a Retail Pedorthic

### **Business – Part 3: A Panel Discussion on Retailing Best Practices**

*Robert S. Schwartz, C. Ped.*

Part three of this workshop series ties everything that you have learned in the first two parts together in an interactive learning discussion on best-practices with several prominent and successful pedorthic retailers.



## **GENERAL SESSION 8**

### **Incorporating SCFOs Into Your Practice**

*Erick Janisse, C. Ped., CO*

Many certified pedorthists are missing out on opportunities to help their patients and increase referrals and, therefore, their receivables, by choosing not to utilize and provide SCFO devices. Traditional foot orthoses and footwear modification only go so far. This session will explore several custom and off-the-shelf SCFO devices that are simple to incorporate into a pedorthic practice and fall within the scopes of practice of the certified pedorthist. The session will also introduce attendees to a new



addition to the SCFO category of orthotic devices called the Hindfoot Restraint Brace.

## SUNDAY, OCTOBER 26, 2014



### GENERAL SESSION 9

#### **Fall Prevention: You May Just Save Your Patient's Life**

*Dennis Janisse, C. Ped.*

Unintentional falls are the number one reason people over age 65 visit the emergency room. One out of three people who fall, fracture a hip and are hospitalized, will die within one year. Pedorthists can help prevent falls through patient education, shoe selection and proper shoe fit. Learning about fall prevention is a great way to help your patients enjoy longer, healthier lives.



### GENERAL SESSION 10

#### **Providing Evidence on Diabetic Therapeutic Footwear to Primary Care Physicians: The Results of a 2-Year Retrospective Longitudinal Cohort Study of 32,975 Subjects**

*Dr. Roy Lidtke, DPM, C. Ped.*

Improper footwear has been implicated as a key factor in foot ulceration and eventual amputation in Type 2 Diabetes Mellitus (T2DM). Current belief is that therapeutic footwear and diabetic foot orthoses may reduce complications by relieving variables

such as pressure and shear while accommodating foot deformities. Despite widespread utilization, many referring physicians continue to have doubts citing the scant evidence to base the long-term use of this therapeutic modality. The purpose of this study was to describe the demographic, clinical, and complication profile for T2DM patients wearing therapeutic footwear with custom made foot orthosis (A5513) and prefabricated (A5512) in commercially insured and Medicare T2DM patients over a 2-year period: 1-year before and 1-year following therapeutic intervention.



### GENERAL SESSION 11

#### **The Equinus Enigma**

*Dr. Louis N. Iannuzzi, PT, DPT, C. Ped.*

This session will describe the contribution of equinus in the development of common foot pathologies, including pronation syndrome, HAV, PTTD, metatarsalgia, neuropathic ulceration, and Charcot's Joint. A review of gait cycle, biomechanical assessment, and pedorthic interventions will be discussed.



### PRESIDENT'S CLOSING REMARKS AND CLOSING GENERAL SESSION 12

*Dr. Jonathan Moore, DPM, MS*

Topic to Be Announced

# IMPORTANT DATES

## EXHIBITORS REGISTRATION DEADLINE

FRIDAY, SEPTEMBER 26, 2014

## ATTENDEE EARLY-BIRD REGISTRATION DEADLINE

FRIDAY, AUGUST 22, 2014

## HOTEL REGISTRATION DEADLINE

SUNDAY, SEPTEMBER 21, 2014

# EXHIBITORS

as of June 20, 2014

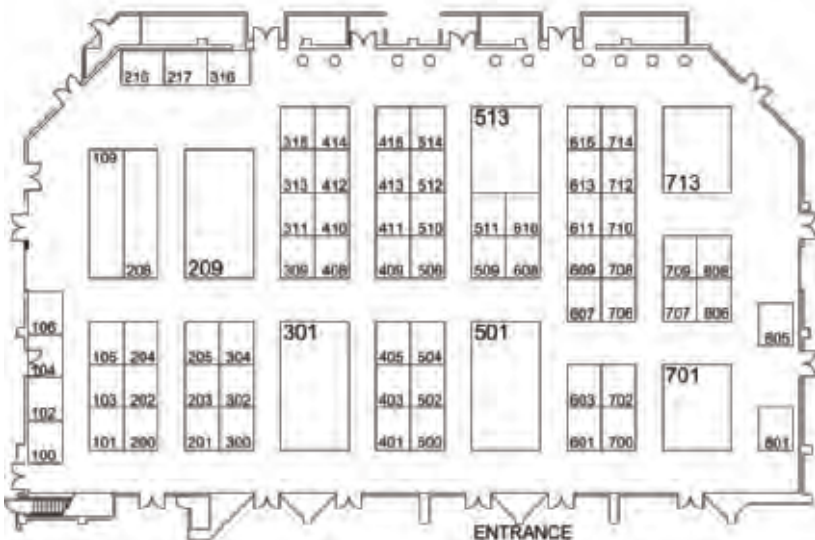
- Acor Orthopedic
- Aetrex Worldwide Inc
- Akaishi
- American Board for Certification in Orthotics, Prosthetics and Pedorthics
- Amfit
- Apis Footwear Company
- Atlantic Footcare
- Berkemann
- Bintz Company
- Biocorrect LLC
- Birkenstock USA, LP
- Board of Certification/ Accreditation (BOC)
- Choose Your Shoes
- DIA-Foot
- Dr. Comfort
- Drew Shoe Corp
- Footech Inc.
- Frankford Leather Co Inc.
- Haflinger
- Hapad, Inc.
- Healthcare Software Solutions
- ING Source, Inc.
- JMS Plastics Supply
- Kanner Corporation
- Kiwi Software Solutions
- KLM Labs
- Kon Orthotic
- Landis International Inc.
- Miami Leather Co.
- New Balance Athletic Shoes
- New Step Orthotic Lab Inc.
- Orthofeet, Inc.
- Ped-Lite
- Pedifix Footcare
- Propet USA
- R&B Medical Distributors LLC
- Renia GmbH
- Revere Comfort Shoes
- Right Way Custom Molded Shoes, Inc.
- SAS Shoemakers
- Soletech, Inc.
- Spenco Medical Corporation
- TechMed3D
- Tekscan, Inc.
- The QuadraStep System
- Therafit
- Three-Sixty Solutions, Inc.
- Vibram USA
- Waldlaufer
- Wilson-Janisse Group, LLC
- Xelero Shoes (InStride Shoes)

# SYMPOSIUM SPONSORS



## VIEW THE SYMPOSIUM'S LIVE EXHIBIT HALL FLOOR PLAN

Exhibitors and attendees have the opportunity to view a live floor plan of this year's Exhibit Hall. Exhibitors can view booth availability and assignments before submitting an exhibitor application form. Attendees can plan more effectively their exhibit hall visits ahead of time. The floor plan is updated in real-time as new booths are assigned. To view the real-time floor plan, visit the Symposium section of PFA's website at [www.pedorthics.org](http://www.pedorthics.org) and click on the Sponsor/Exhibit tab.



## OPTIONAL EVENING NETWORKING HAPPY HOUR WITH THE BOARD

Thursday, October 23, 2014 | 7:30 PM – 9 PM

Meet, mingle and network. Join the PFA Board of Directors for a networking happy hour on the Palm Patio at the Hilton Orlando Lake Buena Vista. Spend time with your friends and colleagues and those fellow practitioners who volunteer their time to make PFA and the pedorthic profession the best that it can be.

Fee for this event includes two complimentary drink tickets and hors d'oeuvres, and give-aways including a one-year Regular Individual Membership.

## CONTINUING EDUCATION CREDITS

PFA's Annual Symposium & Exhibition offers credentialed pedorthists and other credentialed lower extremity professionals an excellent opportunity to earn a substantial number of continuing education credits to meet their continuing education requirements and maintain certification and/or licensure.

This year, the American Board for Certification in Orthotics, Prosthetics and Pedorthics (ABC) has awarded PFA's 55th Annual & Exhibition a potential total of 18 Category 1 continuing education credits (17 Category 1 Scientific Credits and 7 Category 1 Business Credits; full participation in this program is required to be eligible for the full amount of credits). An additional 4.5 Category 1 Business Credits has been awarded to the optional pre-Symposium workshop Utilize Social Media to Its Maximum Potential in Your Pedorthic Practice, and 4.5 Category 1 Scientific Credits has been awarded to the optional pre-Symposium workshop Applied Intuitive

Pedorthics: A Hands-on Introduction. Attendees can also earn an additional 2.0 Category 2 CEUs for visiting the exhibit hall and returning the Category 2 Exhibit Hall Attendance Credit Application directly to ABC.

The Board of Certification/Accreditation (BOC) has tentatively awarded the Symposium & Exhibition up to 18 CEUs (20 Category 1 and 10 Category 2), and 0.25 Category 1 Exhibit Hall CEUs for each exhibitor visited (up to a maximum of 5 Category 1 Exhibit Hall CEUs per year – attendees must submit Exhibit Hall Attendance Forms to BOC to obtain these credits). An additional 4.5 Category 2 Business Credits has been awarded to the optional pre-Symposium workshop Utilize Social Media to Its Maximum Potential in Your Pedorthic Practice, and 4.5 Category 1 Scientific Credits has been awarded to the optional pre-Symposium workshop Applied Intuitive Pedorthics: A Hands-on Introduction.

# HOTEL & TRAVEL

## HOTEL RESERVATIONS, TRAVEL INFORMATION AND DISCOUNTS!

### CONFERENCE LOCATION

**Hilton Orlando Lake Buena Vista**  
(in the Walt Disney World Park®)  
1751 Hotel Plaza Blvd.  
Lake Buena Vista, FL 32830

### HOTEL RESERVATIONS

PFA has reserved a block of discounted rooms at the Hilton Orlando Lake Buena Vista for your convenience during the 55th Annual Symposium & Exhibition. All educational sessions and the exhibit hall will take place at the Hilton Orlando Lake Buena Vista.

Rates: \$160.00 Single/Double Occupancy per night, plus applicable state and local taxes. To obtain the PFA preferred rate, reservations must be made by the **reservation cut-off date of September 21, 2014**. These rates are available three days prior and three days after the meeting dates.

Reservations can be made by calling the hotel directly at (800) 782-4414. Be sure to reference the code "PFA" for the group rate. Reservations can also be made online by visiting the visiting the Symposium & Exhibition section of PFA's website at [www.pedorthics.org](http://www.pedorthics.org) and clicking on the Hotel and Travel tab.

### PFA Room Block Reservations

**Cut-off date: September 21, 2014**

Reservations received after 5:00 pm local time at the hotel on the cut-off date and after will be accepted at the Group's prevailing rate, based on availability. Please note: there is no guarantee that rooms will still be available until September 21, 2014 as we anticipate our block selling out. Please reserve your room early.

### ABOUT THE HOTEL

Ideally located in the Downtown Disney® Resort area, Hilton Orlando Lake Buena Vista hotel is steps away from exciting theme parks and popular tourist attractions. Discover Downtown Disney® Marketplace, Downtown Disney® West Side, and Cirque du Soleil®. Enjoy complimentary transportation to Disney theme parks and experience extra magic with Disney's Extended Theme Park Hours benefit, providing additional time and shorter lines.

Unwind with a movie in your stylish guest room and stay in touch with high-speed internet access at this official Walt Disney World® hotel. Upgrade to a spacious suite with separate living and sleeping area—ideal for families and entertaining friends.

Choose from a variety of amazing dining options. On Sundays, take the kids to Covington Mill, located inside the hotel for a Disney Character Breakfast in Orlando. This is a great opportunity to get autographs and take pictures with your favorite Disney friends. Sample delicious Japanese cuisine at the Benihana Steakhouse and Sushi. Sip a cocktail at the Rum Largo Poolside Bar and Café and savor innovative Italian cuisine at Andiamo Italian Bistro. Enjoy a refreshing drink and light snack in the inviting John T's Lounge.

Stay active in the 24-hour fitness center and swim laps in the two heated outdoor pools. Make use of the 24-hour business center complete with modern business amenities.

## HIGHLIGHTS

- Located in the Walt Disney World® Resort- nestled directly across from the Downtown Disney® area
- Complimentary transportation to and from all Walt Disney World® Theme Parks
- Extra magic with Disney's Extended Theme Park Hours
- 24-hour fitness center and two heated swimming pools
- Disney Character Breakfast every Sunday

## WHAT TO DO AROUND HERE

Hilton Orlando Lake Buena Vista, located in the Walt Disney World® Resort, is ideally situated across

from the Downtown Disney® Resort area. This Orlando hotel is steps away from popular attractions such as Downtown Disney® Marketplace, Magic Kingdom® Park, Disney's Animal Kingdom® Theme Park, Disney's Hollywood Studios®, and two exciting water parks. Have even more fun at Disney theme parks with Extended Theme Park Hours. Enjoy an extra hour of fun before the theme park opens to the public and stay up to three hours later.

Visit SeaWorld® Orlando and view sea lions and dolphins up close. View the Jewel of the Sea Aquarium. Learn about rescued manatees and watch sharks from the safety of underwater funnels. Explore Universal Orlando® Resort—experience the magic of movie making and discover a range of exciting movie-based rides. After the excitement of thrilling theme parks, unwind and play a round of golf, relax on the beach or enjoy afternoon shopping at Mall at Millenia and Prime Outlets International.

### Check-in/Check-out Times:

Check-in	3:00 pm
Check-out	11:00 am

## TRAVEL INFORMATION

### AIR TRAVEL

The Hilton Orlando Lake Buena Vista is located 15 miles from Orlando International Airport (MCO).

American Airlines offers a 5% discount for PFA attendees traveling to Orlando International Airport (MCO) with the following discount code: 96H4AZ.

The discount can be booked online at [www.aa.com/group](http://www.aa.com/group) for AA/AE flights only, without a ticketing charge. Please make sure to enter the promotion code noted above. Electronic ticketing is required; otherwise, a paper ticket charge will apply. Tickets may be purchased through a travel agency or by calling AA Meeting Services at (800) 433-1790. For AA ticketing, payment must be made through money order, certified/cashier check, or valid credit card. A separate \$25.00 USD service charge will apply per ticket (subject to change). For airport purchase, the service charge is \$35.00 USD per ticket (subject to change).

Delta Airlines offers 2% to 10% off published airfares for your travel to the PFA Annual Symposium & Exhibition. When booking online at [delta.com](http://delta.com), enter the following meeting code: NMGGF in the box provided on the page.

Reservations may also be made by calling Delta Meeting reservations at 800-328-1111, Monday through Friday (7am-7pm CDT). There is a direct ticketing fee for booking reservations by phone.

## GROUND TRANSPORTATION

### Shuttle Service

Mears Transportation provides shuttle service to the Hilton Orlando Lake Buena Vista from Orlando International Airport (MCO). Mears is offering PFA attendees round-trip shuttle service for \$32 (a \$4.00 discount) between October 21 and October 29, 2014.

Reservations may be made online or by calling 800-759-5219. Be sure to use the priority code 469495213. You must use this priority code to receive the discount.

### Taxi Service

The approximate one way taxi fare from Orlando International Airport (MCO) to the Hilton Orlando Lake Buena Vista is \$55.00.

### Car Rentals

Avis Rent A Car offers PFA attendees a discount off the price of rental cars between October 17 and November 2, 2014 with the discount code D016703. To book your reservation, provide this discount code when calling Avis directly at (800) 331-1600. Alternatively, you may reserve a rental car online by visiting the Symposium & Exhibition section of PFA's website at [www.pedorthics.org](http://www.pedorthics.org) and clicking on the Hotel and Travel tab.

### Hertz Rent-a-Car

To reserve your special meeting rates, provide your Convention

Number (CV) # 04940013 to your corporate travel department or your travel agent when making reservations. You can also make reservations online at hertz.com or call Hertz directly by phoning (800) 654-2240 in the U.S. and Canada or (405) 749-4434 elsewhere.

If booking online, make sure to check off "I have a discount" and then enter in the CV # 04940013. At the time of reservation, the meeting rates will be automatically compared to other Hertz rates and you'll be quoted the best comparable rate available.

### **Hotel Parking Rates**

Self-parking: \$6.50 per day (1st 30 minutes comp)

Valet parking: \$20.00 per day (plus 6.5% sales tax)

### **TRAIN TRAVEL**

Amtrak offers PFA attendees a 10% discount off the best available rail fare to Orlando, FL between October 21 and October 29, 2014. To book your reservation call Amtrak at (800) 872-7245 or contact your local travel agent.

Conventions cannot be booked online. Be sure to refer to Convention Fare Code X24S-989 when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class

or First Class seats with payment of the full applicable accommodation charges.

The Orlando (ORL) station (1400 Sligh Boulevard) is located 16 miles from the Hilton Orlando Lake Buena Vista.

### **BUS TRAVEL**

The Orlando Greyhound bus station (555 N. John Young Parkway) is located 15 miles from the Hilton Orlando Lake Buena Vista.

### **Discounted Disney Tickets**

Disney Meeting & Convention tickets offer pre-arrival savings of 10% on Full-Multi-Day (2 days or longer) Tickets and include a complimentary bonus visit to an additional Disney Experience at any one of the following (additional details are listed on the PFA web site):

- Disney's Typhoon Lagoon Water Park
- Disney's Blizzard Beach Water Park
- DisneyQuest® Indoor Interactive Theme Park
- ESPN Wide World of Sports Complex with 30 minutes of game play at the PlayStation® Pavilion
- Disney's Winter Summerland or Disney's Fantasia Gardens Miniature Golf Courses (before 4 p.m.)
- A round of golf at Disney's Oak Trail Golf Course



# REGISTRATION FORM

Name \_\_\_\_\_

Badge Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Facility \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Website (optional): \_\_\_\_\_

State License (i.e. L. Ped., DPM): \_\_\_\_\_

Are you a member of:  PFA  PAC  APMA  Other: \_\_\_\_\_

PFA Member #: \_\_\_\_\_

ABC Cert. #: \_\_\_\_\_

BOC Cert. #: \_\_\_\_\_

Other Cert. # (Please provide the certification name and number): \_\_\_\_\_

Designation (check all that apply):  ABC C.Ped.  ATC  PT  C.Ped (Au)

BOC Ped.  L. Ped.  C.Ped. (C)  DPM  MD  Other: \_\_\_\_\_

I am a first-time Symposium Attendee

I am authorized to make purchasing decisions

Please let us know of any special needs so that we may assist you: \_\_\_\_\_

Please indicate your food allergies:  Gluten Free  Kosher  No Nuts

Vegan  Vegetarian

**Cancellation/Refund/Substitution Policy:** Cancellations must be received in writing to registration@mmgevents.com. A processing fee of 20% will be charged for cancellations received by August 29, 2014. No refunds will be issued for cancellations received after August 29, 2014. No refunds will be issued for no-shows. There is no charge for substitutions. Eligibility requirements for member rates will apply. Badge-sharing is not allowed.

## ADDITIONAL OPTIONS

Printed Presentation Book	<input type="checkbox"/> \$35
Spouse/Guest Event Pass	<input type="checkbox"/> \$220
Spouse name: _____	
Pre-Symposium Networking Happy Hour: Join the PFA Board Thursday, October 23, 7:30pm - 9:00pm	<input type="checkbox"/> \$50 until 8/22/14 <input type="checkbox"/> \$65 after 8/22/14
Pre-Symposium Workshop #1: Utilizing Social Media to It's Maximum Potential in Your Pedorthic practice	<input type="checkbox"/> \$129 - Member <input type="checkbox"/> \$179 - Non Member
Pre-Symposium Workshop #2: Applied Intuitive Pedorthics: A Hands-On Introduction	<input type="checkbox"/> \$129 - Member <input type="checkbox"/> \$179 - Non Member

Registration Categories	Early Bird Until 8/22/2014	Advanced After 8/22/2014
<b>PFA/PAC/APMA MEMBER RATES</b>		
Full Symposium Attendee	<input type="checkbox"/> \$599	<input type="checkbox"/> \$799
Additional Attendee (same Company)	<input type="checkbox"/> \$539	<input type="checkbox"/> \$739
Thursday ONLY	<input type="checkbox"/> \$390	<input type="checkbox"/> \$590
Friday ONLY	<input type="checkbox"/> \$390	<input type="checkbox"/> \$590
Saturday ONLY	<input type="checkbox"/> \$390	<input type="checkbox"/> \$590
<b>NON-MEMBER RATES</b>		
Full Symposium Attendee	<input type="checkbox"/> \$1019	<input type="checkbox"/> \$1019
Thursday ONLY	<input type="checkbox"/> \$640	<input type="checkbox"/> \$640
Friday ONLY	<input type="checkbox"/> \$640	<input type="checkbox"/> \$640
Saturday ONLY	<input type="checkbox"/> \$640	<input type="checkbox"/> \$640

## PAYMENT INFORMATION

TOTAL FEES: \$ \_\_\_\_\_

Check payable to: PFA

Mail to: PFA, Attn: Annual Symposium & Exhibition

8400 Westpark Drive, 2nd Floor

McLean, VA 22102

American Express    MasterCard    Discover    VISA

Credit card users can fax this form to (703) 610-0203.

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

**REGISTRATION QUESTIONS? CALL (703) 610-0257  
OR E-MAIL REGISTRATION@MMGEVENTS.COM.**

# REGISTER EARLY AND BE ENTERED TO WIN YOUR HOTEL STAY FREE!

Register to attend PFA's 55th Annual Symposium & Exhibition by August 15, 2014 and be entered into a random drawing for a chance to win a free hotel stay during the Symposium! One lucky person registering to attend by August 15 will receive three complimentary nights (room and tax only) at the Hilton Orlando Lake Buena Vista. Winner must check in on Thursday, October 23, 2014 and check out on Sunday, October 26, 2014. Winning reservation is non-transferrable to another person or usable at any other time or at any other property. Winner is responsible for incidental costs incurred during their stay (room service, premium television, parking, internet, etc.)





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**PEDORTHIC FOOTCARE ASSOCIATION  
55TH ANNUAL  
SYMPOSIUM & EXHIBITION**

**OCTOBER 24-26, 2014 | ORLANDO, FL**