

Vision: Improving lives through universal access to patient-centered, comprehensive lower-extremity care.

Mission: Defend member podiatric physicians' and surgeons' ability to practice to the full extent of their education and training to best serve the public health.



Leading Advocate

Goals

- APMA is recognized as the leading voice of medical and surgical foot and ankle care, ensuring that podiatric physicians and surgeons are able to practice to the full extent of their education and training.
- Achieve universal, unrestricted access to podiatric medical and surgical care.



Preeminent Education

Goals

- APMA is recognized as providing outstanding continuing education of podiatric physicians and surgeons through innovative, cutting-edge, evidence-based learning.
- APMA drives growing knowledge of the value of podiatric physicians and surgeons among the public.
- APMA contributes to increases in the number and quality of applicants to the schools of podiatric medicine by educating potential students about a career in podiatric medicine and surgery.



Innovative Research

Goals

- Produce and support publishable research demonstrating the value of podiatric medicine and surgery through collaborative research projects.
- Produce data that demonstrates quality outcomes, effectiveness, and overall value to the health-care system.



Empowered Community

Goals

- Foster and engage diverse current and future member communities.
- Develop future leadership that is reflective of a diverse membership.
- Increase collaboration with health-care community stakeholders.



For more information, visit apma.org/strategicplan.

Leading Advocate



Goals

- APMA is recognized as the leading voice of medical and surgical foot and ankle care, ensuring that podiatric physicians and surgeons are able to practice to the full extent of their education and training.
- Achieve universal, unrestricted access to podiatric medical and surgical care.

Indicators of Success

- Uniform inclusion of the foot and ankle in state scope of practice for podiatric physicians and surgeons
- Federal and state recognition of podiatric physicians and surgeons as physician providers
- Equitable compensation for podiatric physicians and surgeons by public and private payers

Strategies

- Advocate through legislative, regulatory, and collaborative outreach to other stakeholders to address access to care, practice, and reimbursement inequity.
- Pass the HELLPP Act in keeping with APMA's legislative agenda.
- Assist states in modernizing scope of practice through the Center for Professional Advocacy.

Tactics

- Use and enhance existing resources or identify untapped resources (APMAPAC activity, grassroots and grasstops, young physicians, research on disparities/obstacles to practice, registry data, etc.) to inform the case for the value of podiatric medicine and surgery to ensure passage of the HELLPP Act or similar legislation.

- Identify opportunities for physician parity including advocating for r(1) inclusion of podiatric physicians in SSA physician definition.
- Refine the methods for communicating CPA resources to members and make resources more accessible to component societies and their members, driving greater use of existing resources and identification and development of new resources.
- Engage with major payers to demonstrate and underscore the value of podiatric medicine and surgery in treating patients, improving outcomes, and containing costs.
- Continue to strongly encourage the administration to strengthen and otherwise enforce nondiscrimination clauses outlined in the Affordable Care Act to support equitable compensation.
- Identify available/untapped/non-traditional resources, such as industry stakeholders, to support APMA advocacy efforts.
- Provide targeted opportunities, including education and other resources, for collaboration among components to help modernize scope of practice.

Preeminent Education



Goals

- APMA is recognized as providing outstanding continuing clinical and professional education of current and future podiatric physicians and surgeons through innovative, cutting-edge, evidence-based learning opportunities.
- APMA drives growing knowledge and understanding of the value of care provided by podiatric physicians and surgeons among the public and policymakers and within the health-care community.
- APMA contributes to increases in the number and quality of applicants to the schools of podiatric medicine by educating potential students about the benefits and opportunities of a career in podiatric medicine and surgery.

Indicators of Success

- Increased awareness of careers in podiatric medicine and surgery, as demonstrated by steady growth in measurable engagement metrics and highly qualified applicants to podiatric medical school
- Increased participation in and engagement with APMA educational opportunities through a diverse catalog of options including an expansive online learning center
- More productive and collaborative relationships with component societies and industry
- Growing public awareness and understanding of podiatric medicine and surgery

Strategies

- Continue to foster engagement of prospective students through an evidence-based campaign.
- Grow digital education opportunities to complement outstanding in-person activities.
- Engage industry partners in the full scope of APMA's educational opportunities, including surgical care.
- Implement outstanding, dynamic public education that reaches a wide variety of public audiences.
- Microtarget educational opportunities based on demographic data.

Tactics

- Use appropriate subject experts, the APMA Education Committee, and other health-care organizations to enhance APMA's educational programs.
- Continue to evaluate and research how to best modernize educational offerings, and survey members about educational needs, including percentage of practice time spent in surgery.
- Utilize Member Value Proposition (MVP) data and engagement scoring combined with demographic data to market specific educational programs and events.
- Develop a marketing plan to inform industry partners about the opportunities and value of supporting our educational programs.
- Continue to execute an evidence-based student recruitment and career awareness plan including effective use of the mentor network.
- Invest in expanding our online educational platform.
- Continue to drive awareness of podiatric physicians' education, training, and experience within public forums and the medical community, and among legislators and regulators.

Innovative Research



Goals

- Produce and support publishable research demonstrating the value of podiatric medicine and surgery through collaborative research projects.
- Produce data that demonstrates quality outcomes, effectiveness, and overall value to the health-care system.

Indicators of Success

- Successfully completed research projects for submission to peer-reviewed journals
- Increased engagement with and support for students, residents, and young physicians in the research process
- Increased non-dues revenue
- Increased evidence to validate and affirm the value of care provided by podiatric physicians and surgeons
- A financially self-sufficient APMA Registry

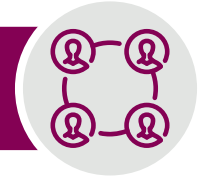
Strategies

- Develop and monetize the APMA Registry.
- Use the Research Workgroup to oversee research projects including use of the APMA Registry.
- Partner with key stakeholders to support research.
- Establish research clubs at the colleges of podiatric medicine and produce research-related content for students and residents within the APMA Online Learning Center.

Tactics

- Identify additional research grant funders (foundations, industry, etc.), and consider a grant database subscription.
- Continue to explore opportunities to collaborate with large podiatry groups for data-sharing.
- Work with the American College of Foot and Ankle Surgeons when possible.
- Consider holding an Educators' Forum at future Annual Scientific Meetings.
- Enhance the value of the Journal of the American Podiatric Medical Association by supporting the publication with staff and financial resources and encouraging volunteer participation as peer reviewers.
- Establish research clubs at the colleges of podiatric medicine through BOT liaisons or the Student Engagement Committee; collaborate with TDI fellows and the Research Workgroup.

Empowered Community



Goals

- Foster and engage diverse current and future member communities.
- Develop future leadership that is reflective of a diverse membership.
- Increase collaboration with health-care community stakeholders.

Indicators of Success

- A growing, enthusiastic, and engaged member base
- A broad, diverse, and invested pool of volunteers reflective of the member base
- A growing number of members who are meaningfully engaged with APMA platforms
- An active, robust, and equitable partnership with health-care community stakeholders

Strategies

- Remove barriers to membership and participation.
- Implement a responsive “concierge” model for resources that meets the member or prospect where they are in their practice and career stage.
- Identify shared interests with other health-care community stakeholders to initiate and strengthen partnerships in the areas of advocacy and research, and to further educate them about the education, training, and experience of podiatric physicians and surgeons.
- Create a variety of opportunities for engagement, to include meaningful recognition.

Tactics

- Refresh APMA website using current best practices for a personalized experience. Integrate the database and communications technology in order to microtarget messaging based on member demographics and demonstrated interests.

- Create a streamlined, universal, online application process to allow for immediate access to member benefits and approval of APMA membership.
- Review current dues collection processes and recommend changes to benefit the member.
- Create, nurture, and promote platforms for members to engage with APMA, including online communities, social media, and in-person events.
- Develop an APMA Member Ambassador program to provide opportunities for more member involvement and more frequent contact with new members during the onboarding process.
- Review the existing process for committees and consider ways to streamline and elevate the committee experience for members to increase volunteer satisfaction and grow the pool of volunteers.
- Review the composition of the House of Delegates and develop ways to provide greater access to active participation in the HOD, as well as ways to make participation attractive to a more diverse cross-section of members.
- Identify ways to make APMA’s governance structure and member involvement in it clearer.
- Increase awareness among members of the scope of materials and resources available and remove barriers to accessing these materials.
- Continue to foster involvement and engagement with health-care organizations that share our interests.