

2022-2023

**NEW YORK STATE
PODIATRIC MEDICAL
ASSOCIATION**



Prospective Member Packet

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Good Morning or Afternoon,

Thank you for your interest in the NYSPMA, the nation's largest component of the APMA. It is our joint mission to continue to advance podiatry across New York and the country. I hope you will take advantage of the many member benefits and join us to advocate and further the shared vision of those in our profession. NYSPMA has put together this *Introductory Kit* to help you become better acquainted with the Association and its many resources.

Sincerely,

Dr. Maria Branca

President, NYSPMA

In this packet you will find...

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Membership Benefits- At a Glance

- Clinical Conference- 100% of Your Required CME Credits are Included in Your Membership during our live January Clinical Conference
- NYSPMA Legal, Coding, and Insurance Consultants at your Service.
- Division Meetings & Other Upcoming Events
- Young Member Institute
- Additional CME opportunities
- Member Discounts Program
- Insurance Options for DPMs, Staff & all Families
- 'Find a Podiatrist' tool helps you get new patients
- Updates and Timely Information Sent to You via Email & Text (optional)



Foundation for Podiatric Medicine- CECH

All your required CME credits are included in your NSYPMA membership, provided by NYSPMA's partner foundation- The Foundation for Podiatric Medicine.

January Clinical Conference- Times Square Marriott

- Arguably the premier statewide conference of its kind, the podiatric products and services trade show held in conjunction with this [Conference](#) offers an opportunity to order from quality vendors efficiently and economically.
 - [Watch the video](#) to hear to some of the great value our Clinical Conference has to offer!
- Allen M. Jacobs, DPM, of St. Louis, MO, is a nationally recognized author, researcher, noted authority of surgery of the foot and one of NYSPMA's acclaimed speakers for the Clinical Conference & Exhibition.
- [Watch the video](#) to learn why he believes the Clinical Conference offers some of the greatest scientific programs in the industry
- The Clinical Conference is hosted on a weekend in January (Friday- Sunday) in the Times Square Marriot Marquis-
 - So, by attending even just two January Clinical Conferences (three days each) every three-year period, you will have completed [all required CECH credits](#) for New York State.
 - NSYPMA negotiates a discounted rate to stay in the Marriot Marquis
- Go to the "Clinical Conference" tab on the taskbar at the top of www.NYSPMA.org to see information about the upcoming clinical conference.

Shuffle off the Buffalo

- The Western Division of NYSPMA hosts a conference in Buffalo each September for additional CME credit opportunities.
 - Contact the Western Division president (see page 19) for information on this year's Shuffle off to Buffalo conference.

Online CME Opportunities

- NYSPMA membership now includes periodic online CME opportunities

CME Fall Prevention Course

- NYSPMA will provide the names of those who take the course at the end of each calendar year for a list of recommended DPMs for those at-risk of falls.
- This webinar offers 1 CME credit.



Find A Podiatrist

- NYSPMA helps members build their practice through our exclusive Find a Podiatrist tool for New Yorkers promoted through NYSPMA's NYFOOTHEALTH website and its social media channels.
- In the last three years, we've had over 10,000 click-throughs to our Find a Podiatrist website, populated only with NYSPMA members, resulting in over 3000 searches for finding a podiatrist NYSPMA member in the state of New York.



Health Insurance Programs

NYSPMA members may utilize the following *two services* to enroll in full coverage health insurance at competitive rates. *Coverage may be used to insure NYSPMA DPM members, NYSPMA member's families, NYSPMA member's staff, and their staff's families.*

*Creative Wealth Planning is part of the member benefit partner program, bringing NYSPMA member's discounted services

NYSPMA endorses these insurance options. NYSPMA membership allows DPMs to access these exclusive coverage rates. However, NYSPMA is not the direct provider for any of the following health insurance options.

1- APMA Health Care Solutions

APMA is pleased to announce an exclusive new member benefit: APMA Health-Care Solutions. If you've struggled to find affordable health coverage for yourself, your family, and your office staff, this new benefit is for you.

Our large- and small-group health plan solutions can save you 15–30 percent on the cost of health insurance coverage.

APMA Health-Care Solutions: These solutions, designed for groups of two or more enrollees, are specific for New York state members. They provide:

- Fully insured plans
- Flexible plan options
- Large-group rates
- Utilization of a Health Reimbursement Arrangement (HRA) to reduce the net deductible Find out how much you can save today! Follow this link & click onto the [‘New York Solution’ Tab.](#)

2- Creative Wealth Planning

Additionally, Creative Wealth Planning continues to offer great insurance plans for NYSPMA members, with new coverages available. In addition to offering excellent medical coverage at the best possible premium from Empire BC/BS for sole practitioners please check out the link below

<https://goenroll123.com/normanportnow>

Now browse and enroll in the following new offerings:

- **Dental (Met covers implants)**
- **Vision**
- **Lifeline Medical**
- **Tele-Mental Wellness & Telemedicine**
- **Pet Care Prime**

- Some products are guaranteed issue, while others require underwriting
- All rates and details benefits are available on any of our enrollment sites

Elevate Wellness, a leader in the supplemental, ancillary, and lifestyle marketplace, offers you exclusive products and services by becoming a member of our association.



Member Communications

- Once a member, We will add you to our e-mail and text list automatically. You may opt-out of these at any time if you do not wish to receive these communications. However, they contain valuable content for your practice and for making the most of your NYSPMA membership.
 - **PRESIDENT’S MESSAGE:** The president’s message is a weekly email that

includes an update on association business from your NYSPMA president, upcoming events, bi-weekly legal tips, weekly CPR billing & coding emails, featured member benefits, new resources, and other updates.

- **TEXT SERVICE:** This service includes a weekly valuable and timely pearl of information straight to your phone. Texts may include practice management tips, legal tips, upcoming events, CPR billing & coding tips, insurance, and regulatory updates.
- **INSURANCE UPDATE:** This weekly email includes answered member questions, submitted to the CPR Billing & Coding/ Insurance Complaint Portals. Member questions are answered by our insurance committee, CPR consultant, and Insurance consultants. This is a great way to learn from your peer's experiences and anticipate potential insurance and billing issues affecting NY DPMs.



Legal Benefits Plan

- The Legal Benefits Plan is an additional program available to NYSPMA members. Applications are due around summertime for each fiscal year. You will receive communication from the association when LBP applications are open.
- The cost is \$345 for \$7,500 in coverage or \$445 for \$10,000 in coverage
- **Benefits include:**
 - • Reimbursement Demands by an HMO or Insurance Company.
 - • Reimbursement Demands by New York State or Federal Regulatory Agencies including Medicare and Medicaid.
 - • Administrative Proceedings and Investigations before the New York State Education Department, Office of Professional Discipline.
 - • Protection for HIPAA and OSHA complaints and compliance.
 - • Workers' Compensation Administration issues.
 - • Investigation and proceedings before IPRO.
 - • Investigations and proceedings by the OCR (Office of Civil Rights).
 - • Identity theft issues.
 - • New York State Sales Tax Bureau.
 - • New York State Department of Labor Employee Classification Bureau.
 - • Defense of allegations of discrimination before The New York State Division of Human Rights and before The U.S. Equal Employment Opportunity Commission.
 - • VIP Portal exclusively for LBP Members for legal resources you need in your practice.
 - • **Interactive Online Sexual Harassment Training for LBP members and their staff offered annually and on-demand (this training is required of everyone employed in New York State)**
 - • A one hour free consultation and concierge billing rates when retaining Feldman Kieffer's professional services in any matter.



Coding Plus Reimbursement (CPR) & Insurance Consultant Benefits

- *One of your most valuable resources as an NYSPMA member, you will have our CPR & Insurance consultants at your disposal for questions and consultations. **It's like having two additional employees at your practice included in your membership.***
 - Our CPR & Insurance portal allow you to document your coding or insurance question through our live member portal and receive an answer by phone or by email within 3 business days.
 - All member inquiries are sent out in a weekly insurance update email to the entire membership each week.
 - Additional CPR tips and important timely notices can be found each week in the president's message.
 - See the CPR/Insurance portal for an archive of other member questions to stay ahead of potential issues.



Young Member's Institute

- *"The NYSPMA Young Members' Institute (YMI) is both an in-person lecture series and an online suite of educational resources designed specifically for young practitioners at key stages in their careers. The tools are designed to meet the needs of three distinct groups of young podiatrists: **students, residents, and those in practice for 1-7 years**. We want to provide practical, practice-related, and educational resources to young members regarding topics that are often not part of medical school or residency educational curricula. Materials are curated and/or developed by NYSPMA members, profession leaders, and outside sponsors working to support young DPMs. Because of the needs of, and demands on, young practitioners are constantly evolving, so are the resources provided via the Young Members' Institute".*

-Dr. Jackie Prevete (Sub Chair, NYSPMA Young Members Committee)

- Resources available in the Young Member's Section cover the following topics:
 - Resident Physician Resources/ Coping with burnout
 - Transitioning from Residency to Practice
 - Board Qualification and Certification Process
 - State Licensure and Scope of Practice
 - Commercial Insurance & Hospital Credentialing Resources
 - Coding & Reimbursement Resources
 - Medical-Legal Resources
 - Practice Management Resources
 - Financial Resources



Member Benefits Partner Program

Dell Discounts

NYSPMA Members will find deep discounts totaling hundreds of dollars of savings with Dell!

NYSPMA members are eligible for enrollment in Dell Advantage Loyalty Program- 5% eGift-card and free 2nd business day shipping.

Lenovo

NYSPMA and APMA members are eligible to save up to 30% off public web prices on the entire line of Lenovo products. Including laptops, tablets, desktops and accessories.

UPS

NYSPMA and APMA members save up to up to 34% on UPS shipping services, plus 50% off select services for the first four weeks after you enroll.

Lifelock Identity Alert System

Lifelock Identity Alert system is the industry leader in protections. NYSPMA and APMA members receive as special discount plus an additional 10% off.

Online Career Center

Now located at the bottom of the weekly NYSPMA President's message when job postings arise.

Podiatry Insurance Company of America

ProAssurance Insurance Company of America (PICA) is the nation's leading provider of professional liability insurance for podiatrists in the U.S. Attendance at a PICA-approved risk management seminar or purchasing PICA's annual online seminar program may earn policyholders up to a 10% risk management discount and a 5% policy credit.



Staples Business Advantage

"Incredible Catalog" of Discounted Items

NYSPMA has partnered with Staples Business Advantage to provide members with a full range of products and services with impressive savings on thousands of items!

You can use Staples to lower your office purchase costs substantially. Staples offers more than just office supplies—they also carry furniture, technology, promotional products, janitorial supplies and more. Additional benefits to members include dedicated account management and customer service, fast and free delivery, and several options for easy ordering.

TicketsatWork

TicketsatWork is pleased to offer entertainment and travel discounts for both regional and nationwide attractions and events to New York State Podiatric Medical Association members. Members have access to exclusive savings on movie tickets, theme parks, hotels, tours, Broadway and Vegas shows & more. These discounts are not available to the general public and are exclusive to the TicketsatWork Corporate Discount Program. Be sure to visit often as new products and discounts are constantly being added!!

Website and Marketing Packages

We are happy to announce a new NYSPMA Member Benefit, which offers discounted website packages and other essential marketing services to help you grow your practice. Our recommended marketing team is [Web Power Advantage](#) and [Blue Orchid Marketing](#). Together, they will be reaching out to each Division President to roll out a marketing strategy that can be offered to members directly.

Avis Rental Car Discounts

When you rent from Avis, you can take advantage of year-round savings! Avis offers New York State Podiatric Medical Association members great money-saving coupons on top of a special weekend, weekly and monthly rates.

Marriot International

As an APMA member, you will have access to special discount prices on over 4,200 hotels in 83 countries. Hotel brands include Marriott, Gaylord Hotels, Courtyard, and more

Wyndham Hotel Group

As an NYSPMA and APMA member, you will receive up to 20% off the "Best Available Rate" at over 7,500 participating locations worldwide.



NYSPMA Political Action

- Under the guidance of one of New York State's top government affairs firms, the NYSPMA Legislative Action Committee serves to advance Podiatry in New York State and advocate for all DPMs.

APMA Member Benefits

Your NSYPMA membership comes with membership to the American Podiatric Medical Association. With that membership, there are even more benefits! *Listed below is an overview of the benefits of your APMA membership.*

Key APMA Benefits:

- Comprehensive practice materials
- Professional patient education
- Discounts on event registration, including The National.
- Complimentary educational resources including practice management webinars and JAPMA—the leading foot and ankle journal.
- Ongoing advocacy support to convey the value of your profession.
- On-demand coding and reimbursement assistance.
- Promotional tools for growing a practice.
- Exclusive savings on Seal-holding products.
- Special discounts on selected tools and resources for your business.
- Listing in the Find a Podiatrist directory so new patients can find you.
- Practice management tools designed specifically for podiatrists.
- Health Insurance Options (see Health Insurance Section)



Fellowship & Leadership

Isolation can be dangerous to your professional health. NYSPMA provides interaction and education through meetings, conferences, and publications. The fellowship of NYSPMA membership contributes to the success of a busy practitioner.

Leadership Opportunities Include:

- Leadership positions within your division
- Running for the Board of Trustees
- Participation in the following committees;
 - Awards and Recognition
 - Budget and Finance
 - Bylaws
 - Ethics
 - Insurance
 - Legislative Affairs
 - Membership
 - Nominating
 - NYPPAC
 - Public and Population Health Task Force
 - Public Education and Information
 - Resolutions Committee
 - Young Members Committee



Application Material & Information

Membership for Current Postgraduate Residents and Fellows is **FREE!**

Did you know that residents and fellows pay NO membership dues, and post-resident members pay REDUCED dues for your first 4 years they are in practice!

A Postgraduate Member is defined as a DPM who is serving as a resident or fellow; who is a full-time postgraduate student, or a graduate who, during the first year following graduation, has not entered into practice or been admitted to a residency program.

Postgraduate Member categories are broken out into sub-categories: *Resident/Fellow, No Residency, Postgraduate, and Non-Practicing Resident*:

Resident/Fellow Member

Resident membership can last from one to four years, depending on the length of the program. Fellow membership lasts for one year.

Postgraduate Member

Postgraduate membership is made available to any DPM who has re-entered school as a full-time student. The DPM can be studying any subject. For example, members may be studying law but want to maintain APMA membership.

Written confirmation from the school indicating that the student is in a full-time program and confirming the length of the program is required.

Non-Practicing Resident

A DPM who has completed a residency, fellowship, or postgraduate studies and who has not entered practice or podiatric employment may maintain membership within this category for a maximum period of one APMA fiscal year, or until she enters practice, podiatric employment, or entered another residency program, whichever is earlier.

To apply for resident/fellow membership, please click [here](#).

If you have completed your postgraduate/residency/fellow program and wish to continue your membership, please click [here](#).

Associate Member Categories

AVAILABLE TO NEW ASSOCIATE MEMBERS ONLY; they are not available to reinstating associate members. Associate Member categories are made available to DPMs who have been in practice for 4 years or less and are broken out into first-, second-, third-, and fourth-year sub-categories:

First-Year Associate members have been in practice for less than 1 year. Status is automatically upgraded to Second-Year Associate the following fiscal year.

Second-Year Associate members have been in practice for at least 1 year but not more than 2 years. Status is automatically upgraded to Third-Year Associate the following fiscal year.

Third-Year Associate members have been in practice for at least 2 years but not more than 3 years. Status is automatically upgraded to Fourth-Year Associate the following fiscal year.

Fourth-Year Associate members have been in practice for at least 3 years but not more than 4 years. Status is automatically upgraded to Active Member the following fiscal year.

If you would like to **DOWNLOAD an application**, please click [HERE](#).

Active Member

A DPM who has been in practice for 5 years or more.

If you would like to **DOWNLOAD an application**, please click [HERE](#).

If you would like to see our dues payment schedule & payment options, please click [here](#).

For more information and additional membership categories please visit <https://www.nyspma.org> or call (212) 996-4400.