

APMA:
*Powered
by You*



MEMBER *get a* MEMBER

You refer, they join, you both get rewards!

Talk with your colleagues about APMA membership and invite them to join. Here's how:

Start with your own experience.

- What do you value about your APMA membership?
- Why did you join?
- What benefits do you utilize the most?

Let your colleague know that APMA is the Voice, Source, and Opportunity for today's podiatrist.

- The **voice** to legislators and decision-makers on payment and access issues
- The **source** for education as well as guidance on reimbursement, MACRA, coding, and other practice management resources
- Your **opportunity** to engage with your colleagues at the local and national levels and to stay current in the field

Inform them of some of the benefits of membership.

- Mention your favorites and refer to the reverse side of this document for a brief listing.

Direct them to www.apma.org/join for details and to join today.

- Remind them to note your name as "Referred By" so you may receive a special thank you from APMA!

Visit www.apma.org/grow and enter to win!

APMA
American Podiatric Medical Association

REFER TODAY
www.apma.org/grow



Conversations with your colleagues can be as simple as noting the recent work APMA has done to fight for parity and to support the work of its members. Let your colleagues know that, in the past 12 months alone, APMA has provided members with:

- 25 coding and reimbursement webinars, all of them free;
- 18 comment letters to CMS, FDA, and others to promote parity for DPMs;
- 500+ meetings with policymakers on Capitol Hill;
- 200+ conversations with state component leaders to advance state advocacy initiatives;
- 5,000+ touchpoints with state legislators and staff via the National Conference of State Legislators;
- 500+ calls, emails, and other contact with collaborating organizations to advocate for DPMs;
- 60+ private and public insurance advisors, dedicated to supporting APMA members;
- 78 faculty invitations for The National, the premier national podiatric meeting;
- 6 instructional articles on reimbursement in *APMA News*;
- 96 issues of *JAPMA*, *APMA News*, *News Brief*, and *Weekly Focus*, combined;
- 228 student scholarships;
- 18 college visits by APMA leaders to help support the next generation of DPMs;
- 1.5 billion media impressions promoting the importance of foot health to the public;
- \$4,000 per year on average in savings for members who follow APMA's MACRA guidelines; and
- 1 tremendous national qualified clinical data registry in development.

You can also reference some of the many benefits of membership. Following is a brief list:

- discounts on event registration, including The National;
- complimentary educational resources, including practice management webinars and *JAPMA*;
- ongoing advocacy support to convey the value of the 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 podiatric practices;
- listing in the Find a Podiatrist directory—a key resource for patients;
- practice management tools designed specifically for podiatrists; and
- specialized services provided by each component.

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