



Building Your Sports Podiatry Practice

5 past presidents of the AAPSM weigh in with advice.

BY JOLYNN TUMOLO

When Robert M. Conenello, DPM, talks about what it takes to achieve success in sports podiatry, the words he uses could just as easily apply to the athletes he treats: Drive, Commitment, Perseverance, Grit. “You always have to do more than expected to get to the next level,” said Dr. Conenello, owner of Orangetown Podiatry in Orangeburg, NY, who has served as the global clinical advisor of Special Olympics International and president of the American Academy of Podiatric Sports Medicine (AAPSM) from 2012-2013. “You have to be willing to work hard to get the things you want.”

For podiatrists like Dr. Conenello, a deep love of the game and of podiatry makes sports medicine a slam-dunk specialty. For these clinicians, spending a Saturday afternoon on the sidelines isn't a hardship. Speaking to groups of amateur athletes is community outreach at its most natural. And calling the organizer of an upcoming sporting event to volunteer medical services is likely to generate the same level of eagerness on both sides of the line.

“I just love sports, and most people who go into sports medicine love sports,” said Tim Dutra, DPM, MS, an assistant professor and clinical investigator at the California School of Podiatric Medicine at Samuel

Merritt University, Oakland, CA, and a podiatric consultant for intercollegiate athletic teams at the University of California, Berkeley. “As a sports podiatrist, you have the opportunity to be around a lot of different activities, on-site events, and games. You can be on the field, and you can work in the clinic. At Cal Berkeley, we have over 30 teams. It's fun as an athlete and an active person



Dr. Conenello

All-Star Match

Foot, ankle, and lower extremity expertise, combined with biomechanics proficiency, leaves podiatrists with much to offer athletic patients. “The majority of sports out there are very much influenced by being on our feet,” said Dr. Dutra. “Even athletes who may not be on their feet for their sport, like swimmers, do cross-training and may have foot problems. The other thing that makes podiatrists unique is our biomechanics background. The study of human movement, and things like walking gait vs. running

“As a sports podiatrist, you have the opportunity to be around a lot of different activities, on-site events, and games. You can be on the field, and you can work in the clinic.”—Dutra

to actually see a lot of different activities and be involved in the treatment of injuries. We get to go to a lot of great sporting events.”

If this sounds like a piece of the action you want in on, Dr. Dutra has good news: There is plenty of opportunity out there in athletics, and podiatrists are especially well-suited for the job. “I was an athlete, an athletic trainer, and a coach,” said Dr. Dutra, who was AAPSM president from 2006-2007. “I got into podiatry because it's the perfect specialty area for sports medicine. It's a natural fit.”

gait, are really the foundation of a lot of what we do.”

“Our specialty concentrates on the anatomy, physiology, biomechanics and mechanisms of foot and ankle injuries,” added sports podiatrist Jeffrey A. Ross, DPM, MD, an associate professor at Baylor College of Medicine, Houston, TX. “We just don't ‘fix’ the problem. We recognize the etiology of the injury, trace it back to the biomechanics, and intercede to prevent recurrence of those overuse injuries.”

Continued on page 96



Dr. Dutra



Practice Building (from page 95)

Doug Richie Jr., DPM, owner of Seal Beach Podiatry Group, Los Alamitos and Seal Beach, CA, and AAPSM president from 2004-2005, agreed that podiatrists are a step ahead of many



Dr. Ross

sports clinicians, especially when it comes to conservative approaches. “Understanding lower extremity function and then implementing biomechanically oriented treatments with foot orthoses, footwear modifications, and home-directed treatment programs, the podiatric physician stands above all other specialties in providing unique and valuable service to the athlete,” said Dr. Richie, who developed the Richie Brace for athletes and other patients in 1996.

“You have to be able to recognize how abnormal gait can lead to overuse injuries. Having an understanding of computerized gait and pressure

able. Join and be active in groups such as the American Academy of Podiatric Sports Medicine and the American College of Sports Medicine, sports podiatrists advise. Attend local and sports medicine seminars. Ask seasoned sports podiatrists and biome-

chanics experts to allow you to shadow them or even potentially serve as mentors. (“It worked for me,” said Dr. Ross.) For those with the time and money, formal sports podiatry fellowships are also an option.

“The average athlete is very involved with their treatment plan and in getting well.”—Ross.

chanics experts to allow you to shadow them or even potentially serve as mentors. (“It worked for me,” said Dr. Ross.) For those with the time and money, formal sports podiatry fellowships are also an option.

“Never stop learning,” advised Stephen Pribut, DPM, a sports medicine podiatrist in private practice in Washington, DC.

Getting in the Game

To get your name out in the athletic community, join sports organizations you’re interested in and offer help where needed. “The ideal first step is

Offer to provide free medical services at local runs and races. Get to know the coaches, trainers, and participants—better yet, become one, too. “Just participating yourself, running 10K races and marathons, will expose you and your name to the running public,” said Dr. Ross, who has more than a dozen triathlons and 25 marathons under his belt.

Dr. Conenello’s rise to global clinical advisor of Special Olympics International began with a stint volunteering in his community to provide free Healthy Athletes screenings and services to participants who are underserved. “I started out on the local level helping out, and they saw my passion and my motivation to keep going and asked me to help out at the state level. I was picked to be a national adviser, and then went on to become the global adviser,”



Dr. Richie

said Dr. Conenello, who recently stepped down from his global duties due to other commitments. “I got the opportunity to travel to so many different venues across the world—Korea, Japan, China, Ireland. It has been amazing. What a great ride it has been. Now I’m the clinical director for the state of New Jersey, and we’re having state games in 2 weeks. It’s so much fun. It’s pure athletics. Those are the purest athletes you can see who are just doing it for a love of the sport.”

Seasoned sports podiatrists also recommend promoting your expertise through informational talks to local athletic groups on relevant topics like injury prevention for specific activities and

Continued on page 98

“Understanding lower extremity function and then implementing biomechanically oriented treatments with foot orthoses, footwear modifications, and home-directed treatment programs, the podiatric physician stands above all other specialties in providing unique and valuable service to the athlete.”—Richie

analysis is essential,” continued Dr. Ross, who served as AAPSM president from 1995 to 1996. “Having a working knowledge of various sports and their potential impact for developing foot, ankle, and lower extremity injuries is a must. It also helps to have that knowledge so the podiatric physician can communicate more intelligently with patients involved with those sports.”

For podiatrists looking to further their sports-specific skills and know-how, a number of options are avail-

to participate in sports. Sports participation is great preparation to help you understand the dynamics of movement. Participation may also help you understand the mindset,” said Dr. Pribut, who served as AAPSM president from 2005-2006. “Service is better than marketing. Participation and volunteering is a sincere way to become known while being helpful to the sporting community.”

Start with the amateurs, the experts coached, and gradually work your way up to higher-level athletes. Volunteer your services to youth club



Practice Building (from page 96)

treatment for common injuries. Write educational articles for print and online sports publications, or start your own blog online. Social media posts offering worthwhile advice have the potential for a global reach. Finally, don't overlook your local independent sports outfitters and running retailers. After 26 years in practice, Dr. Conenello is still a familiar face at his local running store.

“I started out on the local level helping out, and they saw my passion and my motivation to keep going and asked me to help out at the state level. I was picked to be a national adviser, and then went on to become the global adviser.”—Conenello

“I volunteer there once a month. Patients come in, and we have the opportunity to just talk,” he said. “When they leave, they say, ‘You know, you’re a good person to talk to. I got some answers from you. I’m going to go visit you.’ That’s how you get involved. You market yourself and become a sports medicine doctor by doing and being real.”

Above all, persevere. And don't make the mistake of expecting big opportunities and payback early on. “There are very few paid opportunities in sports podiatry. Whether at the Olympic level all the way down to youth soccer, your participation as a podiatrist will be as a volunteer,” said Dr. Richie. “It’s always rewarding, but do not expect this to immediately bring patients into your office.”

Motivated, Demanding—and Appreciative

When athletes do present for care, expect a slightly different breed

of patient. Athletes are typically more educated, motivated, and positive than other patients, and they often have higher incomes and a

willingness to pay out-of-pocket for services or orthoses that insurance doesn't cover. With that, however,

Continued on page 100

The AAPSM: the Heart and Soul of Sports Podiatry

The American Academy of Podiatric Sports Medicine serves to advance the understanding, prevention and management of lower extremity sports and fitness injuries. The AAPSM believes that providing such knowledge to the profession and the public will optimize enjoyment and safe participation in sports and fitness activities. Their aim is to accomplish this mission through professional education, scientific research, public awareness and membership support.

One of the unique benefits of membership in the AAPSM is their series of live cadaver videos covering the following topics:

- Achilles Surgery
- Percutaneous Achilles Repair
- Lateral ankle surgery
- Percutaneous Fibular fracture repair
- 1st MPJ anatomy
- 2nd MPJ Plantar Plate repair
- Medial Arch/PTD repair
- Select Lectures from 2015 Stand Alone
- PRP Update
- Liability in Sports Medicine Webinar

And the cadaver video series is of course just one of many benefits of membership. The long list includes:

- Shoe discounts offered from various footwear companies
- Exclusive discounts on all AAPSM sponsored meetings
- Opportunities to serve on various AAPSM Committees/

Executive Board

- Fellowship Journal Article Review
- Grant funds available for research, fellowships, teaching
- Members recognized as sports medicine experts with media
- Nationwide referral system for not only media but the general public
 - Collaborative efforts with members of the Joint Commission on Sports Medicine and Science (Fit Feet, Athletes in the Arts, etc.)
 - Networking opportunities
 - Monthly AAPSM e-newsletter blast with opportunity to publish information, publicize accomplishments (Members in the News)
 - Speaking opportunities at various school meetings
 - Opportunity to print various sports medicine-related brochures for office distribution
 - Access to sports medicine-related power point presentations

For questions on membership benefits or any other aspects of the AAPSM, please contact Executive Director Rita Yates at ritayates2@aol.com. •



Practice Building (from page 98)

can come greater demands, more worries, higher expectations, and longer appointments.

“The average athlete is very involved with their treatment plan and in getting well,” said Dr. Ross. “They typically will take more time during that office visit; they can be very needy. You need to be patient with them and make yourself available. If you aren’t willing to spend the time, then don’t treat athletes. But the reward is so worth it in the final analysis.”

An eagerness to return to activity is common but can turn problematic when it overshadows a sports podiatrist’s treatment plan. This isn’t unusual at the professional level, where athletes are paid to play, but it can also be an issue at the youth level—especially when the grown-ups involved harbor unrealistic views of the treatment process.

“Parents and coaches can influence expectations and goals, so their compliance and support is very important,” said Dr. Dutra. “Many parents think their child is going to become the next superstar Olympic athlete, and you have to help them see the overall perspective of what we’re trying to do: help them get better, keep them active, and not rush them back to the sport only to get re-injured.” Under-promise and over-deliver is a patient care philosophy that Dr. Dutra said has served him well in his dealings with athletes. “Don’t make promises and timelines that aren’t realistic,” he said.

If possible, avoid surgery in favor of more conservative treatments, Dr. Ross recommended. “The athlete who requires surgery can even be more challenging,” he said. “Attaining the ‘perfect’ result is something they will expect. Attaining reasonable goals, again, is a topic for discussion with the patient.”

But help athletes succeed in their quest to return to activity, and you’ll see some of the most grateful patients possible. “I’ll give you a great example

that happened this week,” said Dr. Conenello. “I have a Division II female basketball player who was getting nowhere with her doc. She came to see me, and I did something for her that was very different from what everyone else tried, and she was able to get back on the court right away. She came in my office, surprised me with a card and a small gift, and said ‘Thank you for making a difference in my life so I can get back to doing what I love.’ When athletes can’t participate, it’s

esting as it has been gratifying. “It has been fun to go backstage at the ballet and to go into professional locker rooms. It has also been memorable to see your athletes participating in events as diverse as ballet to track and field,” he said. “To see a ballet dancer perform a role, an actor able to move around the stage athletically, and an athletic opera singer sing, jump, and duel in ‘Don Giovanni’ have been great experiences.”

Dr. Dutra relishes the opportunity



Dr. Pribut

“Being able to see and treat patients over the lifetime of a practice is special, and nothing beats that.”—Pribut

devastating for them. That gesture really touched my soul.”

“Being able to see and treat patients over the lifetime of a practice is special, and nothing beats that,” Dr. Pribut reflected. “Today, I saw a patient that I had not seen in 18 years, since he moved to the West Coast. We’ve been in touch through Facebook for the last few years. He just completed a local 100-mile ultra race and was in this area long enough to see me for a visit before heading back home.”

Oh, the Places You’ll Go!

Appreciative patients and complimentary admittance to all sorts of events aside, sports podiatry can lead to once-in-a-lifetime thrills that enrich an already rewarding career. For Dr. Conenello, advancing his ultramarathon education let him right to the Sahara Desert, where he observed a RacingThePlanet event he will never forget.

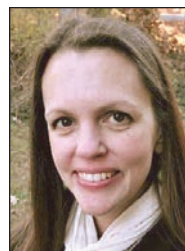
“I spent 2 weeks out in the Sahara learning all about training these ultramarathoners,” he said. “I’ll be honest with you, I never camped a day in my life before that. But I camped out there in the Sahara Desert under the stars, and the next thing you know, I have all these ultramarathoners coming to see me because I have experience with it and know what they’re going through. That was definitely one of the most amazing events I got involved with.”

For Dr. Pribut, watching his patients retake their playing fields after overcoming injury has been as inter-

to promote a healthy lifestyle among young and old alike—his sports-minded clientele has included Senior Olympians in their 80s and 90s. “It is truly inspiring to be around such active, passionate people. It’s a fun career,” he said. “You meet a lot of great athletes of all age levels. It’s fun because I love kids, I love older people, and I love everyone in between. It’s perfect.”

Dr. Ross counts among his fondest moments running the Austin marathon and half-marathons with former Texas Gov. Rick Perry and the Marine Corps, as well as participating in Little Rock Marathons with former Arkansas Gov. Mike Huckabee. “Seeing my father at the end of the Boston and London marathons and my mother at Tavern on the Green at the finish of the New York City Marathon were other memorable moments,” he said. “What a great outlet to a well rounded podiatric medical career. I would do it all again in a heartbeat.”

Sports podiatry does not disappoint, the podiatrists agree. “I still encourage any student or resident I meet to seek further training in sports medicine,” said Dr. Richie. “It is the best part of podiatric practice.” **PM**



Jolynn Tumolo is a freelance writer in Morgantown, PA.