

# Creating Awareness to Attract the Best and Brightest



By Terence D. McDonald, DPM

The Florida Podiatric Medical Society (FPMS) is proud to announce a new initiative being added to its large list of gift-giving. In association with the Florida Podiatric Fellowship Society (FPFS), FPMS will be requesting grants from industry leaders who are interested in supporting the education of some of our surgical leaders. The growth of fellowships across the country indicates a desire for many of our podiatric residents to continue their education, in both the surgical arena and office-based practice. However, this unique opportunity suffers from inadequate funding, since many of the fellowship directors rely solely on self-funding to educate young podiatrists. With the help of grants from the industry, FPMS hopes to help these fellowships with the funding of educational trips, seminars and educational materials that would otherwise be unavailable to podiatrists serving in a fellowship. I look forward to seeing this initiative grow and reporting the fruits of its labor in the future.

One of the biggest issues facing our profession right now is the shrinking applicant pool to our podiatric colleges. There are a number of growing professions competing with the best and brightest college graduates looking to enter the health care field. Speech and occupational therapy, physical therapy, pharmacy,

dentistry, as well as advanced nursing degrees and physician assistants are all attracting some of our profession's future podiatrists. It is incumbent upon each and every one of us who is practicing to spread the word about podiatry. The podiatric profession is a gift to us all. Independent practice, with the ability to affect people's lives, should always be considered a worthy profession and one we should be proud of.

FPMS, through its continued outreach to the Florida population, spreads the word about podiatry to the recipients of its philanthropy. The Special Olympics, the Florida Diabetes Camp and grants to indigent clinics all impact Floridians and bring the podiatric profession to the forefront. The continued growth of this philanthropy depends on your continued support of the society. If you have worthwhile charities or projects that could expand upon our mission, we want to hear from you. If you would consider donating funds to one of our ongoing projects, we could continue to do the work of advancing podiatry around the state. But most of all, your enthusiasm and appreciation of the great gift you have, shared with young people who are considering a profession in health care, is the most valuable and lasting donation you can make to the profession to which you owe so much.

