



## **Roundtable of Excellence Monthly Fellowship Webinar Series**

*Presented by the Florida Foot and Ankle Fellowship Society*

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### **VISION OF THE FLORIDA FOOT AND ANKLE FELLOWSHIP SOCIETY**

The Florida Foot and Ankle Fellowship Society (FFAFS), with the support of the Florida Podiatric Medical Association (FPMA), will lead the way in the promotion, coordination, and advancement of fellowship training, locally, regionally, and nationally.

### **FFAFS MISSION**

The Florida Foot and Ankle Fellowship Society mission is to encourage the growth of fellowship training opportunities in the State of Florida, plant the seeds today for Florida's future thought leaders, innovators, educators, and researchers, and promote the advancement of podiatric surgical training and education through advanced fellowship.

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### **GOALS OF THE ROUNDTABLE OF EXCELLENCE FELLOWSHIP WEBINAR SERIES**

The goal of the FFAFS Roundtable of Excellence is to create a monthly education opportunity that creates dialogue between fellowships and residencies nationwide. This series will feature different topics to be presented each month by the participating fellowship sites. This series is meant to highlight and feature the strengths and focus of each fellowship program and will allow perspective residents to gain insight into and interact with various participating fellowships.

### **WHO WILL BE INVITED?**

While the program will be facilitated by the FPMA's FPMS, all national ACFAS and CPME fellowships and residencies will be invited to attend. The target audience is regional and national residents, state and national fellowships, and any foot and ankle surgeon looking for an opportunity to further their education.

Each Webinar will be marketed to the above groups through the FPMA and social media. We are seeking industry support to help fund the costs of providing these webinars. Webinars will be held monthly (if possible) and each program shall be assigned a different topic of education.

### **INDUSTRY SPONSORSHIP**

All sponsorship dollars for the FFAFS Roundtable of Excellence series will be directed through the Florida Podiatric Medical Society, a non-profit 501(c)3 organization.

Funds to be allocated to Florida-based fellowship programs who not only meet the FFAFS criteria, but also qualify for ACFAS recognition or CPME approval for the following activities:

- Fellowship initiation assistance to seed new advanced foot and ankle training opportunities in the state of Florida.
- Research – authoring papers, posters, and article submission. FFAFS can work with industry to set up multicenter studies.
- Offset costs of doing an approved medical mission during fellowship.
- Allocation of funds to offset alternative site training such as national or global mini-fellowships or fellow's exchange.
- Sponsorship of educational activities in local communities such as hosting journal clubs, case presentations, and cadaver workshops.
- Help to establish a monthly virtual webinar roundtable lecture series featuring Florida-based fellowships.
- Assist with costs associated with funding a fellow's health insurance, medical malpractice, and state and national association fees.
- Hosting of an all-fellow activity at home training site.
- Funding for Fellow-driven educational conferences.
- Fill podium spots for state sponsored speaking opportunities (SAM Seminar or Summer Seminar).
- Creation of a new annual FFAFS conference aimed at all current Florida fellows, alumni, and fellowship faculty.

## **SPONSORSHIP PACKAGES**

The FFAFS Educational Meeting Packages were created to provide state/regional/national scientific online foot and ankle educational content meetings given by the Florida State Fellowships and invited organizations.

These packages provide industry the opportunity to be involved with education of a subset of foot and ankle surgeons looking for superior information and education. Fellowships are the highest level of advanced training in the realm of Podiatry and Orthopedics. These programs have agreed to provide this expert content in a non-CME webinar environment to help expand the knowledge base of their colleagues.

For more information, please contact FPMA CEO/Director, **Karen Lambert** at [klambert@fpma.com](mailto:klambert@fpma.com)

### **FFAFS BRONZE LEVEL SPONSORSHIP: \$7,500** (FFAFS single webinar sponsorship)

1. Surgically-focused lecture & presentation in webinar format
2. 1-hour lecture minimum
3. Unless otherwise requested, FFAFS will coordinate lecture topics, presentations, and learning objectives for the track
4. Lectures will be made available for viewing after the air date of webinar
5. Sponsoring company marketed in all digital announcements of sponsored webinar
6. Company logo and focused product (provided by sponsor) displayed at beginning and at end of sponsored webinar
7. Sponsor is recommended to reciprocate marketing to increase awareness



#### **FFAFS OPTION 2 SILVER LEVEL SPONSORSHIP: \$15,000**

1. Same as Option 1 +
2. 10-15 minute opportunity to have spokesperson or speaker from company join webinar as presenter to discuss the benefits of the sponsoring company.
3. Company Logo to be listed on the FFAFS website in recognition of the annual supporters
4. Company's Logo to be presented on a sponsorship page at the end of each monthly meeting identifying the entire series sponsorship
5. Company's Logo to be placed on the Fellow's FFAFS graduation plaque/certificate given to graduating fellows of the qualifying programs (bottom row, smaller logo)

#### **FFAFS OPTION 3 GOLD LEVEL SPONSORSHIP: \$20,000**

1. Same as option 2+
2. Company Logo, description and weblink to be listed on the FFAFS website in recognition of the annual supporters
3. Larger logo at the top of the graduation plaque/certificate
4. Receive FFAFS fellowship annual directory that will feature a full-page advertisement from all Gold Level Sponsors. The directory will feature the contact information of each program (director, attendings, current and past fellows).
5. Company will receive a special sponsorship plaque from FFAFS at the end of the fellowship year

#### **FFAFS OPTION 4 PLATINUM LEVEL SPONSORSHIP: \$25,000**

1. Same as option 3+
2. Company will have the ability to setup a small information table at all FFAFS in person meetings and conduct a 10-minute presentation at a Fellowship meet and greet to be held at the annual SAM seminar (all current and past fellows, attendings, directors and perspective applicants to be invited each year).
3. Special recognition at all FFAFS events including the Webinar Series as the Platinum sponsor



### **POTENTIAL TOPICS:**

Monthly discussions will cover a wide array of topics and will be designed to highlight each participating fellowship program. Presentations may be in the form of a presentation of pertinent research, journal club/lit review, case studies or a lecture. These will be approximately 35-40 minutes to allow for 15-20 minutes of open questions/discussion between participating residencies and fellowship program attendees. Depending on level of sponsorship, the industry sponsor of the month may be allocated up to 10 minutes of presentation time to overview their portfolio, education training opportunities, or feature a certain product presented by one of their own consultants/surgeons.

1. Bone lengthening and Brachymetatarsia
2. Equinus – Choosing the Correct Procedure
3. The Surgeon Innovator – How to bring an idea from napkin sketch to patient impact
4. Podopediatrics
5. MTPJ/Ankle OA, S-core implant
6. All inside brostrom or TAR revisions
7. TAR algorithm

**Selection of monthly topic for discussion will be provided on a first come, first serve basis.**



## Florida Foot and Ankle Fellowship Society (FFAFS)

### FLORIDA FELLOWSHIP SITES

- [Orthopedic Center of Florida \(OCF\) Foot and Ankle Fellowship](#)  
Fort Myers, Florida  
Program Director: Andrew Belis, DPM, FACFAS
- [Florida Orthopedic Foot & Ankle Center Fellowship](#)  
Bradenton, Florida  
Program Director: James M. Cottom, DPM, FACFAS
- [Foot and Ankle Deformity Correction Fellowship](#)  
West Palm Beach, Florida  
Program Director: Bradley M. Lamm, DPM, FACFAS
- [Foot and Ankle Fellowship of South Florida](#)  
Plantation, Florida  
Program Director: Warren Windram, DPM, FACFAS
- [FFLC Reconstructive and Limb Salvage Surgical Fellowship](#)  
Naples, Florida  
Program Director: Kevin Lam, DPM, FACFAS
- [Barry University School of Podiatric Medicine](#)  
Miami Shores, Florida  
Program Director: James M. Losito, DPM
- [Innovations in Foot & Ankle Surgical Reconstruction Fellowship](#)  
St. Petersburg, Florida  
Program Director: Adam D. Perler, DPM, FACFAS



## Fellowship Roundtable of Excellence Industry Application

**Company Name:**

**Mailing Address:**

**Contact Person:**

**Title:**

**Phone:**

**Fax:**

**Email:**

**Website:**

**Selection of Sponsorship Level (select one):**

- ☐ FFAFS Bronze Level Sponsorship at \$7,500.00
- ☐ FFAFS Silver Level Sponsorship at \$15,000.00
- ☐ FFAFS Gold Level Sponsorship at \$20,000.00
- ☐ FFAS Platinum Level Sponsorship at \$25,000.00

**Please reference the FFAS Calendar of Events, select a sponsorship date and indicate the preferred month below:**

\_\_\_\_\_ 2022-2023 (first choice) \_\_\_\_\_ 2022-2023 (second choice)

**Payment in full will be anticipated together with this signed agreement.**

**Please find a credit card authorization attached or if paying by check, please make payable to:**

**Florida Podiatric Medical Society**

**3375-F Capital Circle NE, Suite 201**

**Tallahassee, Florida 32308**

Entered into this \_\_th day of \_\_\_\_\_, 2022.

**Agreed**

**Company Representative (Name):**

Florida Podiatric Fellowship Society

\_\_\_\_\_ Adam D. Perler, DPM \_\_\_\_\_

(Please Type or Print Clearly)

Signature

Signature

Date

Date



## **Please be advised that the FFAFS Roundtable of Excellence Fellowship Webinar Series is regularly scheduled for the third Thursday of each month.**

The FFAFS Educational Meeting Packages were created to provide state/regional/national scientific online foot and ankle educational content meetings given by the Florida State Fellowships and invited organizations.

These packages provide industry the opportunity to be involved with education of a subset of foot and ankle surgeons looking for superior information and education. Fellowships are the highest level of advanced training the realm of Podiatry and Orthopedics. These programs have agreed to provide this expert content in a non-CME webinar environment to help expand the knowledge base of their colleagues.

### Step by Step Guide for Industry:

- 1. Review the FFAFS Roundtable of Excellence calendar of events to select an appropriate webinar to sponsor**
- 2. Complete the application providing an indication of preferred sponsorship date (ie. January 2023)**
- 3. Submit application, together with the method of payment, and a company logo to [klambert@fpma.com](mailto:klambert@fpma.com)**
- 4. Based on the webinar date selected, begin preparing a 10-15 presentation to discuss the benefits of the sponsoring company to the intended target audience indicated above.**

### Funding Opportunity Key Dates:

Opportunities for industry funding will be presented on a quarterly basis based on the FPMS fiscal calendar (June 1 – May 31).

**Quarter 2** – Funding for the third quarter of the FPMS fiscal year (December 2022 thru February 2023) must be received by November 1, 2022 for consideration and inclusion.

**Quarter 3** – Funding for the fourth quarter of the FPMS fiscal year (March thru May 2023) must be received by February 1, 2023 for consideration and inclusion.

**Quarter 4** – Funding for the first quarter of the FPMS fiscal year (June 2023) must be received by May 1, 2023 for consideration and inclusion.

Should you have questions regarding FFAFS related matters, please contact Karen N. Lambert, FPMA CEO/Executive Director at 850.224.4085 or [klambert@fpma.com](mailto:klambert@fpma.com)