

SUCCESS

The Customer:

Established in 1912, the American Podiatric Medical Association is the premier professional organization representing the nation's Doctors of Podiatric Medicine (podiatrists). The APMA represents approximately 80 percent of the podiatrists in the country. Doctors of Podiatric Medicine are physicians and surgeons who practice on the lower extremities, primarily on feet and ankles. The preparatory education of most DPMs includes four years of undergraduate work, followed by four years in an accredited podiatric medical school, followed by a residency. Within APMA's umbrella of organizations are 53 component societies in states and other jurisdictions, as well as 21 affiliated and related societies.

APMA's Council on Podiatric Medical Education is the body designated by the US Department of Education to accredit the nation's podiatric medical schools. In addition, the Council has the responsibility to approve residency programs and continuing medical education programs. The Council recognizes certifying boards within podiatric medicine which meet its standards. APMA's Educational Foundation, established in 1959, is dedicated to advancing the growth and stability of podiatric medicine through student scholarships and increasing nationwide awareness of foot and ankle health.

The Solution:

One of the tasks of the APMA is incorporated in their Mission Statement, in that "the APMA will significantly increase the public's awareness and understanding of the full scope of podiatric medicine and surgery". One of the many ways in which this is accomplished is through fulfillment mailings to the public. Utilizing Computer Instruments e-IVR to automate the requesting process, callers interested in procuring brochures and materials from the APMA are routed to the e-IVR Form Filler, where they are queried for their mailing information and interests. The information is logged and later retrieved in batch for mailing. By automating this process, not only does it eliminate the need for personnel to be available to field these calls, it also allows these requests to be made by the public on a 24/7/365 basis. Thousands of pieces of mail a year are fulfilled by this process.

The APMA also uses the full featured e-IVR Auto Attendant to direct call traffic, freeing even more personnel and reducing labor overhead. The e-IVR Voice Mail and Unified Messaging provide the APMA with truly integrated messaging. All of these applications are easily configured, administered and maintained in-house. Everything from Holiday Greetings to Special Announcements can be quickly and simply incorporated into the Auto Attendant, and Voice Mail housekeeping and configuration is just as easy.

DPMs are licensed in all 50 states, the District of Columbia, and Puerto Rico to diagnose and treat the foot and its related or governing structures by medical, surgical, or other means. The vast majority of states also include ankle care as part of the podiatric physician's scope of practice. In addition to private practice, podiatrists serve on the staffs of hospitals and long-term care facilities, on the faculties of schools of medicine, as commissioned officers in the Armed Forces and the US Public Health Service, in the Department of Veterans Affairs, and in municipal health departments. Many podiatrists today are also members of group medical practices. The skills of podiatric physicians are in increasing demand because disorders of the foot and ankle are among the most widespread and neglected health problems.

APMA provides foot health information to the public in a number of ways, including through its toll free number, 1-800-FOOTCARE. There are more than three dozen different foot health brochures available at no charge. APMA maintains a Web site to provide information to the public, www.apma.org. APMA's national headquarters is located in Maryland. Its staff of 57 professionals is dedicated to promoting foot and ankle health, to member service, and to professional excellence.



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