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WINTER 2021

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Jason Wilson - WA Sales Manager

P: 0401 202 198

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Anita Wong - Allied Health
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E: anitaw@oapl.com.au

New Glove Range

We now have gloves in stock and ready to ship! These are available in Latex, Nitrile and Vinyl varieties.



New Podiatry Drills

Featuring the new Baehr A700 and Berchtold Podo-Q podiatry drills for use in-clinic and on the move.



The Therafirm Range

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New Shockwave Units

Incorporate shockwave treatments into your clinical practice with a range of Shockwave units from the EMS Dolorclast range.



PRESIDENT'S Report

Well, Ladies and Gentlemen we have made it to the first day of the winter solstice. We up here in the great northwest are extremely delighted and thankful for the cooler winter! We are thankful that the arid land will have a chance to cool down and from that cooling down greener, newer, and replenished life will spring forth and populate those areas where it is needed most.

Remind you of something? To me, this analogy reminds me of Podiatry in-so-much as the emergence of new students graduating and taking up the 'baton' and going out into the 'work force' to thus migrate to areas of needed attention to better the lives of those most afflicted.

Now of course we know that this cannot be done without education, without learning. Indeed, Brian Herbert tells us that, "the capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice", and so we must ensure that in our professional working lives we have that access to extremely good, excellent evidence-based CPD.

Evidence/statistics show that joining a professional based association is a fantastic way of gleaning lifelong knowledge and education that one can use to secure positive health outcomes for their patients.

Pod WA's CPD Director Dr Karen Lyra has been working behind the scenes, tirelessly (as have all the Board) to make certain that we have one of the best (if not THE best)

CPD programs in the country! I praise her for her achievement! I am so excited for the lineup she has prepared for this year... for the LIVE workshops (one of which I am specifically flying down for) for the webinars and for the face to face's that are planned... it's the veritable 'smorgasbord' and 'tapas' of the professional CPD world!

It is the MUST have, (MEMBERSHIP), of any professional... whether you are an architect, a lawyer, or a foot Dr... it is a must have! By joining a professional Membership, you are guaranteeing you receiving your CPD free of charge or a nominal price, you will be getting 2 face to faces a year that provide a day packed full of OUTSTANDING education and networking opportunities and you will be building LIFELONG... meaningful relationships.

Nelson Mandela says, "Education is the most powerful weapon which you can use to change the world". However, Benjamin Franklin says it BEST, "tell me and I'll forget. Show me and I may remember. Involve me and I learn... so, ladies and gentlemen, I put it to you... what are you waiting on? GET INVOLVED! Pod WA and the rest of the Membership (your colleagues) are waiting for you.

Kindest of Regards,

Dr Scott Westover, BA, BSc (Hons), BSN, MSc, DPM, DSc, PGD-T, PGD-FA, PGC-Pharm, MPodWA, MAPodA Podiatrist, Registered Teacher



By working together, we're stronger than ever.

The natural world is inspiring at the best of times. When things get tough, there's a lot we can learn from nature. Throughout the past year, communities across Australia have banded together to support each other however they can, and that spirit is truly inspiring.

That's why Guild and Podiatry Western Australia are working closely together to make sure that you have what you need to thrive, for right now and well into the future. Visit guildinsurance.com.au to find out how we are moving as one towards a brighter tomorrow, for you and your community.



Better through experience.



Insurance issued by Guild Insurance Limited ABN 55 004 538 863, AFS License No. 233791 and subject to terms, conditions and exclusions. Guild Insurance supports Podiatry WA's ongoing projects, lobbying and research through payment of referral fees. Please refer to the policy wording and policy schedule for details. For more information call **1800 810 213**. POD149307 Magazine 2021 1/2 page ad Autumn 03/2021

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MEMBERSHIP BENEFITS

Free invite to PodWA AGM & educational half day
(scheduled for October 2021)

Access to discounted events & webinars on the CPD calendar

Free access to recorded webinars from 2020 & 2019

CPD certificates stored on personal profile section on Podiatry
WA website

FREE digital CPD logbook

Free advertising in the Classifieds section
(Non members charged from \$130)

Member only access to Resources on PodWA website including
printable patient brochures

Find A Podiatrist listing on PodWA website

Rural members have discounted fees & special access to events
held in Perth CBD

CPD Reports And Reviews

DR KAREN LYRA

This winter edition of Footfiles has seen a busy few months of webinars and events.

In April we hosted a webinar on Medial Tibial Stress Syndrome (MTSS), commonly known as shin splints. After suffering from this injury, Ben Lindsey and his team invented the Solushin, a clinically trialled medical device that serves as an adjunct to current MTSS treatments. Ben gave great details on how to identify and diagnose MTSS, highlight the best evidence for the management of the injury, and how to include Solushin into current clinical practice for treatment and how to best prescribe the device.

Another webinar in April focussed on Flexor Tenotomy procedure. This reviewed the anatomy of the lesser toes with focus on the flexor apparatus. The various surgical approaches using minimal incisional techniques was discussed along with post-operative management and tips and pearls in performing flexor tenotomy. Following this webinar, Podiatry WA will organise a cadaveric workshop to practise this procedure under the guidance of Dr Reza Naraghi, scheduled for August.

May's CPD calendar included the Walk for Womens Cancer event, where 12 of our members volunteered their time to give quality footcare attention to many tired, sore, blistered feet at the end of a rainy 35km walk. This event was organised by the Perkins Institute and our members impressed them by keeping up with a busy pace and they never stopped smiling and caring, special thanks to them!

Podiatry WA has also run four CPR & Anaphylaxis courses through May and June for podiatrists to complete with fellow colleagues. A good chance to network in WA is never undervalued. June continues to deliver with Cycling in Podiatry webinar and Anatomy Trains workshop in Fremantle.

Keep checking our website for more events, lots coming up including Podiatric Dermatology day on Sunday 25th July. Dr Joseph Frenkel (Podiatrist) more details keep reading Footfiles, don't miss this one!

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CPD: PODIATRIC DERMATOLOGY EVENT ON SUNDAY 25TH JULY 2021 WITH JOSEPH FRENKEL PODIATRIST + WOUND CARE SPECIALIST

PODIATRIC DERMATOLOGY

WITH DR JOSEPH FRENKEL (PODIATRIST)

SUNDAY 25 JULY 2021 from 9AM to 5PM
THE UNIVERSITY CLUB CRAWLEY PERTH WA

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INTENSIVE FOOT BALM

Joseph is a highly qualified health professional having completed both an undergraduate Bachelor of Podiatry and a Master of Science with a specialty in Wound Healing and Tissue Repair. Joseph has also completed a Professional Diploma of General Dermatology. This unique combination of qualifications with over 9 years of study, enables Joseph to discuss broad scope of foot, dermatological and wound issues.

His clinical experience Includes coverage of private practices, aged care facilities and hospitals. In addition to his clinical work, Joseph holds academic positions at several Universities where he provides clinical supervision and lectures. He also has regular speaking engagements at seminars, workshops, conferences and mentors Podiatry graduates. Joseph is also a regular reviewer for a number of medical journals and contributes medical content to various blogs and websites.

Renowned for his friendly and vibrant personality, Joseph is also known for his energetic presentations. He has planned an exciting line up of topics including a discussion of case files with a panel including a pharmacist and dermatologist.

Topics to be discussed will include:

- Preventative and practical dermatology
- Warts, nail pathologies, lumps, bumps and their management
- Skin medications
- Introduction to Dermoscopy in Podiatric practice
- Inflammatory and Infectious skin conditions
- Age specific Dermatopathologies

Register now for this educational and interactive event. Proudly sponsored by Restorate Cream, this day will include full meal breaks and refreshments, door prizes and CPD Certificates for attendance.

We are asking attendees to send in their case files to discuss and dissect for diagnosis and treatment options, email cpd@podiatrywa.com.au

SWIFT MICROWAVE THERAPY AND LUNULA LASER AT DOUBLEVIEW PODIATRY

Swift Microwave Therapy and the Lunula Laser have revolutionised our management of warts and onychomycosis. Both treatment modalities have proven to be effective, worthwhile additions to our clinic. Many of our patients come to see us because they've tried other treatments that haven't worked, and their satisfaction at having their issue resolved is a fulfilling experience that reminds us why we became podiatrists - to

make a difference to our patients' lives.

You may not know that we can use Swift for treating warts on other parts of the body such as the legs, knees, hands, elbows and arms. Similarly, we can use Lunula for fingernails too. However, before applying these treatments to areas that aren't the feet, we contacted our insurers to ensure we had their approval in writing. The process was very simple. I emailed AON, my insurer, with my enquiry and they requested proof of my podiatry qualification. I provided them with my AHPRA certificate and degree certificate and they quickly sent an email back giving me the all clear. Stephen Wisken, the principal podiatrist at Doubleview Podiatry, went through a similar process with BMS Risk Solutions, as did our podiatrist James Devlin.

CLINICAL CASES

Swift Microwave Therapy

Cost to purchase: \$16 000

Swift uses thermal energy to stimulate the release of heat shock protein, alerting the body's immune system to fight the wart. One treatment is performed each month for three months, and the patient is followed up three months after the last treatment. No aftercare is required and patients can continue their daily activities as usual after treatment.

Case Study 1

This 9 year old boy presented to us with multiple warts on both knees, behind the right knee, between the left 1st and 2nd toe, and on both hands. He tolerated the Swift treatment very well. After the first treatment, several smaller warts had gone and a number of others appeared to be flattening out. After the second treatment, most warts appeared significantly smaller. At his three month review all warts had resolved.



Figure 1 Before



Figure 2 After Swift treatment

Case Study 2

Swift was the first choice of treatment for this 8 year old. After the first session his warts had almost completely disappeared. The remaining warts were treated twice more and have since resolved.



Figure 3 Before



Figure 4 After treatment

Lunula Laser

Cost to purchase: \$40 000

Case Study 3

This 26 year old presented to us after she'd already had four Lunula laser treatments at another clinic which had somewhat improved the appearance of her nails. At her first appointment it became evident that her working environment was negatively affecting her progress as she is a FIFO worker in boots for 12 hour shifts. After another four treatments her nails had significantly improved, but a huge part of her treatment plan was education about preventing reinfection. All our Lunula patients are given a strict reinfection protocol to give them the best chance at success. This patient has had some regression when she's unable to keep her feet dry / follow the protocol, but when this occurs we do another laser treatment and the nails improve once more.



Figure 6 Before



Figure 5 After treatment

Case Study 4

This 81 year old gentleman presented to us after years of trying topical treatment without success. After four Lunula laser treatments, the affected nail is looking significantly better. He has been very strict with adhering to the reinfection protocol, undoubtedly this has contributed to his success.



Figure 7 Before



Figure 8 After treatment

Case Study 5

As mentioned earlier, we have permission from our insurers to use Lunula laser for treating fingernails. This is something we've only just started doing, so we don't have a follow up photo for this case. This patient uses his hands a lot for work, and has developed discolouration of the left 4th fingernail. He's aware of the possibility for permanent damage related to his work, but is still keen to see how he goes with the laser. He has tried topical treatments without success.

If you have any questions about Swift Microwave Therapy or Lunula Laser, please feel free to call Steve on 0413 003 106.



Figure 9 Before treatment

IN THE NEWS

2021-22 HEALTH BUDGET WRAP-UP

Health Budget 2021-22 information is now available on the Australian Government Department of Health website. It includes the [Budget at a Glance](#) and a number of Health Portfolio Budget fact sheets to provide an overview of aspects of the Budget.

NEW COVID-19 DIGITAL CERTIFICATE SIMPLIFIES PROOF OF VACCINATION

Individuals who have received all required doses of their COVID-19 vaccination can now access the recently launched COVID-19 digital certificate. The digital certificates will only show a person's COVID-19 vaccination status and no other information. Read the full media release [here](#), or visit the Services Australia interactive tool which has more information about how to access proof of COVID-19 vaccines [here](#).

NEW TGA ADVERTISING AND INDUCEMENTS FOR COVID-19 VACCINES

Arrangements by the Therapeutic Goods Administration (TGA) permit health professionals, businesses and media outlets to develop their own materials

about TGA-approved COVID-19 vaccines. They also permit the offer of a range of rewards to people who have been fully vaccinated under the Government's COVID-19 vaccination program.

The new arrangements, which will be in place until the end of 2022, will give health professionals and Australian businesses more flexibility to contribute to the national conversation about vaccination. Health professionals can enhance vaccine uptake by publicly supporting vaccination and counter misinformation. Logistical information about when and where to be vaccinated can continue to be communicated.

This is provided the content is consistent with Government messaging and does not contain:

- references to specific brands of vaccines, or compare different COVID-19 vaccines
- statements that COVID-19 vaccines cannot cause harm or have no side effects
- any statement that is false or misleading
- promotion of any vaccine that has not been approved by the TGA.

Read the full TGA statement [here](#).

Advertising regulated health services

While there are laws for advertising all businesses, there are additional requirements for health services regulated by the Australian Health Practitioner Regulation Agency (AHPRA). At first glance it may seem unfair to have different rules. After all, health professionals have business pressures too, just like everyone else. But health services are viewed differently by the community and patients place enormous trust in health professionals to always act in their best interests.

The Health Practitioner Regulation National Law sets advertising requirements for all regulated health services. AHPRA and the various National Boards have issued the Guidelines for advertising regulated health services (May 2014) to further explain the requirements. Please don't assume that compliance is optional because the term 'guidelines' is used, it isn't.

Key messages for advertising regulated health services:

1. The advertising requirements and obligations are set out in the National Law. Therefore breaching these requirements is a criminal offence for which there can be substantial repercussions. A court can impose a penalty of \$5,000 for an individual and \$10,000 for a body corporate.

2. There are five specific advertising requirements for regulated health services. Section 133 of the National Law states that a person must not advertise a regulated health service, or a business that provides a regulated health service, in a way that:

a) is likely to be false, misleading or deceptive

This can include lying but also creating a false impression, hiding important information or making inaccurate claims.

b) offers a gift, discount or other inducement to attract a person to use the service or the business, unless the advertisement also states the terms and conditions of the offer;

Advertisements for gifts, prizes or free items must state the terms and conditions in a way which is clear and easy to understand and in no way misleading.

c) uses testimonials or purported testimonials about the service or business

A testimonial includes a recommendation or positive statement about the service, so practitioners can't display endorsements from patients about how pleased they were with the care provided.

d) creates an unreasonable expectation of beneficial treatment

Claims of beneficial treatment may include unsubstantiated scientific claims or promises of being cured.

e) directly or indirectly encourages the indiscriminate or unnecessary use of regulated health services

Health treatment should always be in the patient's best interest and advertising shouldn't encourage patients to seek treatment they don't need or require.

3. Don't apply each of the requirements in isolation. Advertising must reflect the relationship between all five. For example, When offering customers a discount or inducement, it's not enough to only satisfy

requirement by including the terms and conditions of the offer. The advertising must also not:

- be false, misleading or deceptive
- create unreasonable expectation of beneficial treatment
- include testimonials
- encourage the indiscriminate or unnecessary use of health services etc.

4. The advertising requirements apply equally to all health professional types regulated by AHPRA.

5. Many health professionals primarily think about their website when thinking about their compliance. However, the advertising requirements apply to all forms of advertising. So as well as websites this includes newspaper, radio and television advertisements, brochures and social media.

6. The National Law prohibits health practitioners from using the term 'specialist' in advertising, unless they hold specialist registration with their national board. This also extends to using terms such as 'specialising' or 'specialises'. The reason for this is it could be seen as misleading as patients may assume a practitioner is a registered specialist when they aren't.

7. AHPRA provides guidance on the use of some words which aren't prohibited, yet if not used carefully could have the potential to be misleading or deceptive. These words are:

Cure – it's not always possible to establish a causal connection between treatment and patient improvement and responses to treatment vary from individual to individual.

Safe – it's important to acknowledge that all forms of treatment, even if generally

considered safe, have the potential to cause adverse reactions.

Effective – the effectiveness of treatment can't be guaranteed in all cases.

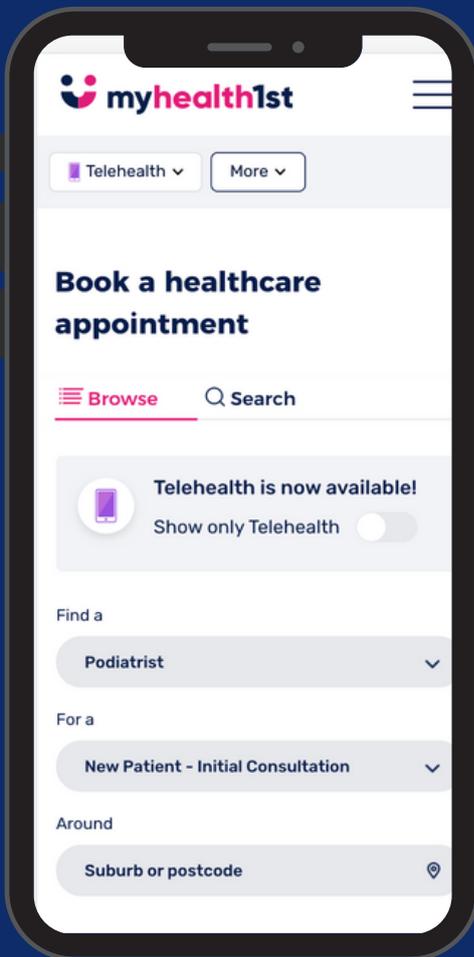
8. Practitioners are responsible for all advertising that's considered to be within their control. Therefore, if a patient posts a testimonial on a practitioner's social media page, this page is within their control and they're expected to remove that testimonial. However, if a testimonial is posted on a public review site which practitioners have no control over, it's acknowledged that they don't have the ability to remove this and therefore won't be considered to be breaching the advertising requirements. However, practitioners must be sure that if they find testimonials about them on sites they can't control, they don't share or 'like' them.

9. Advertising which is outsourced to any sort of advertising business must still adhere to the requirements. And the onus for complying rests with the registered health professional, not the advertising business. So, if using an external business to assist with advertising, be sure the business is made aware of the requirements and that the final product is approved by the practitioner it relates to before it's distributed.

10. AHPRA has continually updated and added to their online resources to assist health professionals understand and adhere to the advertising requirements. It's important to remember that meeting these advertising requirements is a professional requirement and the law. All AHPRA regulated professionals are expected to understand their requirements and should make use of these online resources to assist with this.



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PODIATRY WA CONTACT DETAILS:

Ph: (08) 6245 0405

Email: info@podiatrywa.com.au

Website: podiatrywa.com.au