

Media
Kit
2013



DR. MAASI J. SMITH
FOOT CARE



Maasi J. Smith

DPM, DABLES, FAPWCA

1408 South Broad Street, Suite 150

Philadelphia, PA 19146

EDUCATION

Temple University East Health Systems

2000-2001

Philadelphia, PA

Podiatric Surgical Residency

Temple University East Health Systems

1999-2000

Philadelphia, PA

Podiatric Medical Residency with an

emphasis on Diabetic Wound Care

Management and

Treatment (Neumann Medical Center)

Temple University-School of Podiatric Medicine

1993-1999

Philadelphia, PA

Doctor of Podiatric Medicine 1999

Hampton University

1988-1993

Philadelphia, PA

Bachelor of Arts-Biology/Pre-Medicine

PROFESSIONAL EXPERIENCE

- President of Drs. Smith & Litman LLC, a foot care product development company, 2010 - PRESENT
- Chief of Podiatry for Urban Health Initiatives, 2011 - PRESENT
- Rittenhouse Foot & Ankle Associates, Smith Medical PC private practice, 2001-2011
- Owner and Operator of “MyBadFeet.com” foot health website (Site is currently under reconstruction)
- FOX 29 PHILADELPHIA, on-air contributor for foot health, 2012 - PRESENT
- Developed internationally distributed anti-fungal treatment, “Dr Smith’s Foot Care Inc.”, Skymall 2010
- Tom Joyner Morning Show, April 2011 & May 2012; Over 8,000,000 listeners.
- Hosted “MyBadFeet,” WMCN Cable TV, New Jersey, 2008
- Appeared live on NBC’s, “The 10! Show,” 2008
- Discussed foot health live, on CBS Morning News Show, 2008
- Guest on WDAS-FM and WHAT-AM Radio Stations, 2006-2009
- Featured in the Philadelphia Tribune Newspaper



Hospital and Surgical Care Facility Privileges

POSITIONS HELD

University of Pennsylvania Department /
Section, General Surgery, Adjunct Staff Status
Philadelphia, PA 2009-present

Department of Surgery at Tuttleman Surgical
Center of University of Pennsylvania Health
System
Philadelphia, PA 2009-present

Section of Podiatric Surgery at Wills Surgical
Center, Stadium Campus
Philadelphia, PA 2002-present

Medical Advisory Board Surgery at Wills Surgical
Center, Stadium Campus
Philadelphia, PA 2008-present

Department of Surgery at Temple University East
Health Systems
Philadelphia, PA 2002-2006

Chief of Podiatric Surgical Resident 2000-2001
Temple University East Health Systems
Philadelphia, PA

PROFESSIONAL SOCIETIES

- American Professional Wound Care Association, 2003 - PRESENT
- American Board of Lower Extremity Surgery, 2003 - PRESENT
- American Council of Lower Extremity Surgeons, 2011 - PRESENT
- Temple University School of Podiatric Medicine Alumni Board, 2008-2009
- Pennsylvania Podiatry Association, 2001-2009
- American Podiatric Medical Association, 2001-2009
- Vice President-Students National Podiatric Medical Association, 1997-1999



Internet Blog

PUBLICATIONS



- Foot Care Basics for Hiking and Backpacking
- Feet During Pregnancy: How to Keep Them Healthy
- Dancers' Feet - Essential Foot Care Tips
- Dr. Smith has a K-Laser - Smartest choice of Laser Toenail Fungus Treatment
- When Should You Visit a Podiatrist - 8 Signs of Foot Problems
- Things You Should Know About Toenail Diseases
- Common Foot Problems with Seniors Part I
- Common Foot Problems with Seniors Part II
- Common Foot Problems with Diabetic Feet & Diabetic Neuropathy
- Diabetic Feet
- The Untold Secrets of Foot Fetishes
- Feet During Pregnancy: How to Keep Them Healthy
- Comfortable And Stylish Shoes Enhances a Woman's Beauty - I
- Comfortable and stylish shoes for women - II
- Heel Pain
- Orthotics
- Corns of the Toes
- Claw toe education
- MRI and Scintigraphy Evaluation of Charcot Foot INSTEP
- History of Surgical Correction of Cleft foot INSTEP

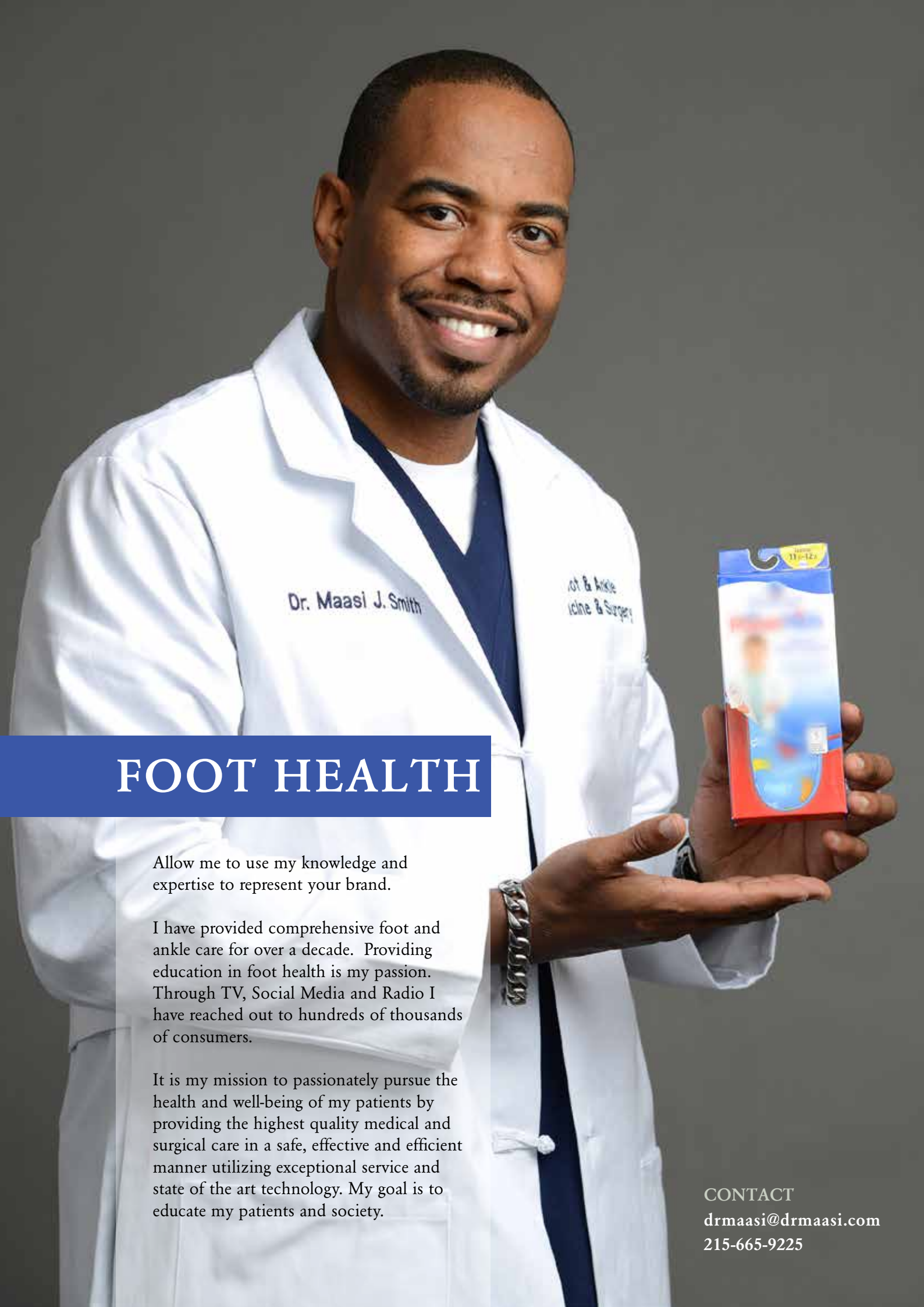
AWARDS & Recognitions Top 10 Under 40

- Voted “Top Doc” on Black America Web, 2011
- Top 10 under 40, A prestigious honor given by the Philadelphia Tribune Newspaper highlighting top business owners in Philadelphia, 2008-2009
- FOX 29 PHILADELPHIA feature on, “Foot Care Surgical Techniques by Dr. Maasi J. Smith” filmed at private office, 2009
- Foot Care products were winners the “Spoiled Pretty Award” from a nationally recognized Blog with emphasis on women’s health, 2008
- Featured in The Black Professionals News - September 2008
- Foot Health products featured in Philadelphia Magazine and Philadelphia Style, 2008
- Recognition award from the Student National Podiatric Medical Association, Temple University School of Podiatric Medicine Chapter, 2006



Specialties

- Diabetic Wound Care with emphasis on limb salvage
- Sports Medicine
- General Foot and Ankle Surgery



Dr. Maasi J. Smith

Foot & Ankle
Medicine & Surgery



FOOT HEALTH

Allow me to use my knowledge and expertise to represent your brand.

I have provided comprehensive foot and ankle care for over a decade. Providing education in foot health is my passion. Through TV, Social Media and Radio I have reached out to hundreds of thousands of consumers.

It is my mission to passionately pursue the health and well-being of my patients by providing the highest quality medical and surgical care in a safe, effective and efficient manner utilizing exceptional service and state of the art technology. My goal is to educate my patients and society.

CONTACT

drmaasi@drmaasi.com

215-665-9225