

 American College of
Foot and Ankle Surgeons®
Proven leaders. Lifelong learners. Changing lives.

Maximizing Your Membership

Presented
by
MEMBERSHIP COMMITTEE
2014

Presenters






• **Russell M. Carlson,**
DPM, AACFAS



• **Michelle L. Butterworth,**
DPM, FACFAS

Poll Question



**How many years has it been since
you completed Residency?** (check one)

Less than 1 year
1 to 3 years
3 plus years
Not applicable

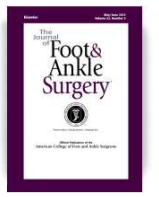
Poll Question



How many years have you been an Associate or Fellow Member of the College? (check one)

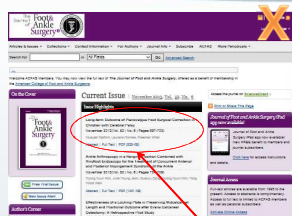
- Less than 1 year
- 1 to 3 years
- 3 plus years
- Not applicable

Journal of Foot and Ankle Surgery



- Journal of Foot and Ankle Surgery (JFAS)
- Published bimonthly
- Peer-reviewed scientific journal
- Receive journal with membership

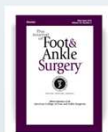
Journal of Foot and Ankle Surgery - Online



- Log in through ACFAS.org
- Abstract, Full Text and PDF.
- Search online 1995 to current issue.

Long-term Outcome of Planovalgus Foot Surgical Correction in Children with Cerebral Palsy
 November 2013(Vol. 52 | No. 6 | Pages 697-703)
 Muayad Kadhim, Laurens Holmes, Freeman Miller

[Abstract](#) | [Full Text](#) | [PDF \(525 KB\)](#)



JFAS iPad App


- Register with Elsevier at www.jfas.org to activate your access.




★ Download the app:  <https://itunes.apple.com/us/app/id641244481?mt=8>

Member Newsletters

Update Newsletter



This Week @ ACFAS



★ Archive of back issues available online

Education

- Annual Scientific Conference
 

- Surgical Skills Courses
 
- CME Transcripts
 

E-Learning




e-learning The class will start when you are ready.

DVD
 ONLINE
 PODCASTS

<h3>Clinical Sessions</h3> <p>Learn from the educational offerings from previous Annual Scientific Conferences. These online presentations are available to members and non-members at no cost. Continuing education contact hours are available to ACFAS members.</p> <p>Clinical Sessions</p>	<h3>Surgical Techniques</h3> <p>Choose to purchase these videos individually (online only) or in a complete set (DVD-ROM or online).</p>  <ul style="list-style-type: none"> <input type="radio"/> Surgical Techniques: Reconstruction <input type="radio"/> Surgical Techniques: Diabetic Surgery <input type="radio"/> Surgical Techniques: Common Foot <input type="radio"/> Surgical Techniques: Trauma 	<h3>Podcasts</h3> <p>Whether it's a discussion about trends or a dialogue generated by different schools of thought, people are talking — join the conversation!</p> <p>Podcasts</p>
<h3>Medical Bookstore</h3> <p>ACFAS is proud to offer the most complete source of medical references and textbooks in the foot and ankle surgery field. Read the latest information from leading authors in the industry.</p>	<h3>Practice Management</h3> <p>View these online presentations to help you in managing your practice.</p> <p>Practice Management</p>	

Poll Question



How often do you visit the ACFAS website? (check one)

daily
 weekly
 monthly
 I have seldom used the website

ACFAS Website: ACFAS.Org




The screenshot shows the ACFAS website home page with a navigation menu at the top. The menu items are: Home, About Us, Education & Professional Development, Research & Publications, Health Policy & Advocacy, Practice Management & Marketing, and Member, Resident & Student Centers. The 'Education & Professional Development' link is circled in red. Below the navigation menu, there is a main banner with the text 'Changing Lives is our passion... Surgery is our profession.' and a photo of a man in a green lab coat. To the left of the banner, there are several news items and a 'Surgical Patient Education at the Bone!' section. To the right, there is a 'The Journal of Foot & Ankle Surgery' section.

Member Only Content

Poll Question

What Practice Type Are You In?

- Solo Practitioner
- Partnership
- Multi-Specialty Group
- Podiatric Medical/Surgical Group
- Educational Institution
- Other

FootHealthFacts.org

FootHealthFacts.org is the consumer education site of the College.

Physician Name	Location / Contact Information
Charles T. Allen, DPM, FACFAS	Primary Office: Chicago, Illinois & Evanston, IL. Phone: (773) 855-5700
George V. Bucciaro, DPM, FACFAS	Primary Office: Chicago, Illinois. Phone: (312) 557-2882
Thomas C. Carr, DPM, FACFAS	Primary Office: Chicago, Illinois. Phone: (312) 557-2882
Markus J. P. P. P. P. P.	Primary Office: Chicago, Illinois. Phone: (312) 557-2882

Social Media

- Facebook, LinkedIn, Twitter
- Google+, YouTube

Members & consumers:

Facebook:

- 655 members
- 2,016 consumers

Twitter:

- 821 members
- 1,883 consumerS

LinkedIn:

- 530 members



Advertising

Fellow Members

John Smith, DPM
Fellow, American College of Foot and Ankle Surgeons
or
John Smith, DPM, FACFAS

Associate Members

John Smith, DPM
Associate, American College of Foot and Ankle Surgeons
or
John Smith, DPM, AACFAS

Member Logo



- Member Logo
- Use on web and printed materials
- Logo and Guidelines on website under Member Only content

Marketing Toolbox

Fill-in-The-Blanks Press Releases Using Fill-In-The-Blank Releases Current Releases & Hot Topics Seasonal Sports Common Foot & Ankle Conditions Practice-Related Releases Full Library	FootNotes Newsletter Current Issue Archive Issues FootNotes Troubleshooting FAQ	FootHealthFacts.org Tools Find a Physician Expanded Profile Linking from Your Website Patient Reference Form
PowerPoint Tools Heel Pain Bunions & Hammertoes Ankle Injuries: Before & After Common Foot & Ankle Conditions	Patient Education CDs Volume 1 Volume 2 Volume 3 Volume 4 Volume 5 Perspective	Public Relations Tools Media Pitch Guidelines & Template Media Fact Sheets The Foot and Ankle Surgeon Brochure
Member Logo Library Guidelines for Member Logo Usage Member Logo Library	Physician to Physician Marketing Tools Physician to Physician Information Videos Physician to Physician Referral Brochure	Social Media Tools Twitter and Facebook From Prospect to Patient

Questions

Maximize Your Membership

- Many more benefits to your ACFAS membership
- Start using your member benefits today
- Questions? Contact the ACFAS Membership Department at:

773-693-9300 x1301
membership@acfas.org
