

MARKETING TOOLBOX TALK

Each issue of *ACFAS Update* answers a question about how to best market your practice and generate referrals from other healthcare providers. This issue's featured Q&A explains what to include in your pitch to speak at local conferences and health events.



Q: What should I include in my pitch to speak at conferences and health events in my area?

A: If a topic you would like to speak about at a conference is not listed on the agenda, reach out to the conference organizer with your topic recommendations based on your specific expertise or general healthcare trends.

For example, the College's nurse practitioner audience has a particular interest in learning how to treat gout. If you have experience treating this condition, clearly outline what you would like to discuss related to gout and highlight your expertise on this topic. Also mention any media you plan to use in your talk, such as a PowerPoint presentation or video, if applicable.

For more practice marketing tools, visit acfas.org/marketing.

Are you looking for ways to expand? HealthCare Associates Credit Union can help you!



We offer low rates for loans and lines of credit and specialize in:

- Revolving Lines of Credit
- Special Purpose Lines of Credit
- Term Loans for New or Used Equipment
- Term Loans for Practice Acquisition
- Real Estate Construction / Acquisition Loans



ESI EXCESS SHARE INSURANCE
Additional insurance of up to \$250,000 on your savings accounts is provided by Excess Share Insurance Corporation, a licensed insurance company.

Federally Insured
by **NCUA**



Members of ACFAS are eligible for membership, so call today to find out how we can help you Bank Healthy!

Todd Niedermeier, Senior Vice President/Chief Operating Officer
email: TNiedermeier@HACU.ORG **Phone:** 630.276.5736

BD_MKT_HACU© 112017