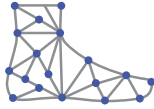


ACFAS Expands *Take a New Look at Foot & Ankle Surgeons* Campaign to Consumers



TAKE A NEW LOOK AT **FOOT & ANKLE SURGEONS**

TAKEANEWLOOK.ORG

This year, consumers will “*Take a New Look*” at foot and ankle surgeons, plus foot and ankle care in general, when ACFAS brings the successful *Take a New Look at Foot and Ankle Surgeons* campaign to the consumer market to broaden its already successful national patient education public relations campaign.

The College has identified several opportunities to insert itself into media conversations with select audiences. To realize this, ACFAS conducted a quantitative, custom online survey of 1,000 American consumers aged 18 to 65 to determine how they perceive foot

and ankle surgeons as well as foot and ankle care. Survey results will be used throughout the year to create public relations tactics (press releases, media pitches, Google Ads) to raise awareness of foot and ankle surgeons through print and social media platforms.

Stay tuned for updates on this next phase of the *Take a New Look* campaign, and log in to acfas.org/marketing to access health-care and patient marketing tools you can use to help promote yourself and your practice with the help of the campaign.

Winter Board Meeting Highlights

The ACFAS Board of Directors met on March 21, immediately prior to the 2018 Annual Scientific Conference in Nashville. The board welcomed newly elected directors Eric A. Barp, DPM, FACFAS, George T. Liu, DPM, FACFAS; and Harry P. Schneider, DPM, FACFAS. Retiring from the board was Past President Sean T. Grambart, DPM, FACFAS, Aksone Nouvong, DPM, FACFAS; and Eric G. Walter, DPM, FACFAS.

Actions at the board meeting included:

Appointments:

- Laurence G. Rubin, DPM, FACFAS (Chair); Thanh L. Dinh, DPM, FACFAS; and Scott C. Nelson, DPM, FACFAS; to constitute the 2018 Financial Conflict and Duality of Interests Committee.
- Board liaisons to ACFAS Student Clubs at podiatry schools.

Approval or discussions of:

- 2018–2019 Business Plan Review
- Questions for the 2018 Member and Practice Surveys
- Reaffirmation of three position statements

- Research Committee charges
- Interprofessional organization relationships
- Ongoing hospital privileging cases
- Position statement on faculty-speaker criteria
- Revisions to the Regions Policies and Procedures Manual
- 2017 year-end financial review

The next board meeting will be held July 26–29 in Park City, Utah. Questions on any board issues may be directed to Executive Director J.C. (Chris) Mahaffey, MS, CAE, FASAE, at mahaffey@acfas.org.