

MARKETING TOOLBOX TALK



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

Starting with this issue of *ACFAS Update*, we will answer your questions about how to best market your practice and generate referrals from other healthcare providers. This issue's featured Q&A addresses follow-up with referral partners.

Q: How do you recommend I follow up with referral partners to maintain a solid relationship?

A: There is no hard and fast rule for following up with referral partners. However, whenever you reach out to a referral partner, you should always add value to the relationship. For example, you could share a relevant news article based on a previous conversation you had, or you could provide an update on the patient s/he referred to you. Overall, the best professional relationships are natural and organic, so use your best judgment.

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

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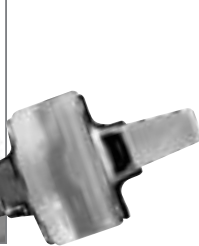
MODERN DESIGN VS *1968 TECHNOLOGY

*The Swanson Toe Implant was introduced in the 1968/69 time frame.



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