

Recap: “Take a New Look at Practice Building” Webinar

Foot and ankle surgeons from across the country “took a new look” at how to generate referrals, promote their practice and recruit new patients during the free ACFAS webinar, *Take a New Look at Practice Building*, held the evening of January 17.

Christopher Reeves, DPM, FACFAS; Amber Shane, DPM, FACFAS; John Steinberg, DPM, FACFAS; and Melissa Matusek, CAE, ACFAS director of Marketing and Communications, explained how to take full advantage of the materials created for the *Take a New Look at Foot and Ankle Surgeons* campaign as well as the resources available in the ACFAS Marketing Toolbox. They also shared valuable tips for identifying target audiences, such as:

- Nurse practitioners
- Family physicians
- Diabetes educators
- Internists
- Emergency department physicians
- Hospitalists
- Doctors and referral coordinators at urgent care centers

and gave concrete examples of how to best build professional relationships with these providers.

They noted why it might be necessary for foot and ankle surgeons to rethink their identity before embarking on any outreach efforts to ensure that the core message—why they are the experts in foot and ankle surgery—is clear. Most importantly, they emphasized that marketing to patients and other healthcare providers need not take an all-or-nothing approach. Testing a few tools at a time to see what works best can often lead to the creation of a full-scale practice marketing plan that can be easily adjusted from year to year.

Log in to acfas.org then visit acfas.org/practicebuilding to access the recorded webinar.

Visit acfas.org/marketing to access these tools and to get a head start on increasing your referrals in the new year!

How to Put the Tools in Action

- Print out infographics or fact sheets to share at local health fairs.
- Host a booth at local marathons or 5K races.
- Speak at community events and share brochures.
- Be active on social media.
- Leverage press release templates to share information about your practice.
- Direct patients to FootHealthFacts.org for more information.

acfas.org/practicebuilding

