

Summer *FootNotes* Makes Practice Marketing Easy

Feeling the heat to boost your practice's marketing efforts this summer? Don't sweat it. Download the summer issue of *FootNotes* from the ACFAS Marketing Toolbox at acfas.org/marketing, customize it with your practice's contact information then:

- Print and distribute copies of *FootNotes* to your patients.
- Post *FootNotes* on your practice website and social media pages.
- Bring copies of *FootNotes* to any local health events you will speak at during the summer.

Articles in this latest edition include:

- Don't Forsake Foot Health for Fashion with Flip Flops
- Tips for a Safer Barefoot Summer
- Living with Diabetes? Protect Your Feet from Summer Heat

Be sure to also take advantage of the many other free resources available in the Marketing Toolbox, such as PowerPoint presentations, infographics and healthcare provider referral tools, to both promote your practice and educate your patients.



Tell Us Your Patient Success Stories

ACFAS would like to share your compelling patient stories with the national media to help raise awareness of the valuable work you do as a foot and ankle surgeon. As part of this initiative, the College would like to highlight how you:

- Helped a patient get his or her life back through the use of an innovative or "first of its kind" surgical procedure
- Helped a patient adjust after an amputation
- Helped detect a life-threatening illness in a patient before it was too late
- Gave a patient hope when s/he felt no other options were available
- Got an athlete back in the game
- Made a positive impact on the lives of those in your community

Contact Melissa Matusek, CAE, ACFAS director of Marketing and Communications, at melissa.matusek@acfas.org or (773) 444-1306 with your story, and watch *ACFAS Update* for the latest on the College's national public relations campaign.

