

# Save the Date: Take a New Look at Practice Building Webinar

Wednesday, January 17, 2018 | 8pm ET/7 pm CT

Do you struggle with generating referrals? Attracting new patients? Cutting through the clutter to build your practice? Well, with the new year approaching, it's the right time to think about setting practice growth goals.

To ensure you have the tools you need to make practice growth a reality, we're hosting the *Take a New Look at Practice Building* webinar on **Wednesday, January 17, 2018** at **8pm ET/7 pm CT**.

The webinar will provide insight on how to leverage tools from the *Take a New Look at Foot & Ankle Surgeons* campaign to generate or strengthen referrals to your practice. Presenters Christopher L. Reeves, DPM, FACFAS; Amber M. Shane, DPM, FACFAS; and John S. Steinberg, DPM, FACFAS will share their own experiences networking with family physicians, nurse practitioners and diabetes educators at national conferences and will discuss the importance of proactive relationship building to encourage referrals.

In addition, Melissa Matussek, ACFAS director of Marketing and Communications, will speak about how to use the resources in the



ACFAS Marketing Toolbox to attract new patients to your practice through traditional media outreach, social media and community relations, just to name a few.

Make 2018 the best year for your practice by joining the webinar in January. Watch for more information and RSVP details!