



MARKETING TOOLBOX TALK

Each issue of *ACFAS Update* answers a question about how to market your practice and generate referrals from other healthcare providers. This issue's featured Q&A explains how to track the success of your efforts to gain referrals.

Q: How do I track the success of my efforts to gain referrals?

A: It may take a while for you to notice that your relationship-building efforts have paid off in generating referrals, so do not be discouraged. To track referrals, you can include a question on your new patient paperwork asking how the patient heard about your practice and also add an option to specify the referring physician. If a nurse practitioner (NP) refers a patient to your practice, follow up with the NP after the patient's appointment to provide an update on the patient's progress and to thank the NP for the referral.

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

Summer Board Meeting Highlights

The ACFAS Board of Directors met July 27-28, 2018 in Park City, Utah. Among the meeting highlights, the board:

- Extensively discussed results from the 2018 Member and Practice Surveys conducted in May-June. Numerous changes to the business plan were made based on survey results, and data was forwarded to relevant committees for their use.
- Reviewed in-depth the College's Strategic Compass, including the business plan. Issues to be resolved will be placed on the November agenda.
- Tentatively approved the Research Committee's own strategic plan and matrix, subject to future budget estimates and implementation schedules.
- Approved an unqualified 2017 financial audit that showed income of \$6.57 million, expenses of \$6.48 million and net assets of \$8.26 million.

- Conducted the annual executive director performance review.
- Adjusted 2019 membership dues slightly.
- Appointed Barry Rosenblum, DPM, FACFAS, as chair of the Council for Journal Management for 2019-2020.
- Reappointed DiMeo Schneider as investment advisor to the Board.
- Appointed the 2018 Nominating Committee.

The next Board of Directors meeting will be held November 8-9, 2018 in New York City. The meeting will include a clinical lecture and residency town hall with students at the New York College of Podiatric Medicine.

QUESTIONS? Ask ACFAS executive director Chris Mahaffey, MS, FASAE at mahaffey@acfas.org regularly and stay tuned for updates.

THE RELATIONSHIPS THAT GUIDE THE HEALTH OF YOUR ACFAS *(continued from page 2)*

delineates how the College ethically interacts with industry. In an era where many associations and CME organizers allow industry to "buy the podium," the College has gone the other direction and has taken added steps to ensure our educational content is presented in an unbiased manner.

I hope this information is a helpful insight into YOUR ACFAS. The Board and I want to make sure you have access to the work we are doing to advance this profession and College. Please send any questions or comments to me at president@acfas.org.

John S. Steinberg, DPM, FACFAS
ACFAS President