

# 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 use the *Take a New Look* referral PowerPoint presentation available in the ACFAS Marketing Toolbox at [acfas.org/marketing](http://acfas.org/marketing).

**Q:** How can I best make use of the *Take a New Look* referral PowerPoint presentation?

**A:** Use the referral presentation whenever you need to elaborate on foot and ankle surgeons' expertise. You may customize the presentation so it is relevant to your practice and aligns with your goals for generating referrals. Some ACFAS members host lunch-and-learns with potential referral partners and use the presentation as a conversation starter. A script is also included to help guide your discussion, but please feel free to make the presentation your own.

**For more practice marketing tools, visit [acfas.org/marketing](http://acfas.org/marketing).**

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