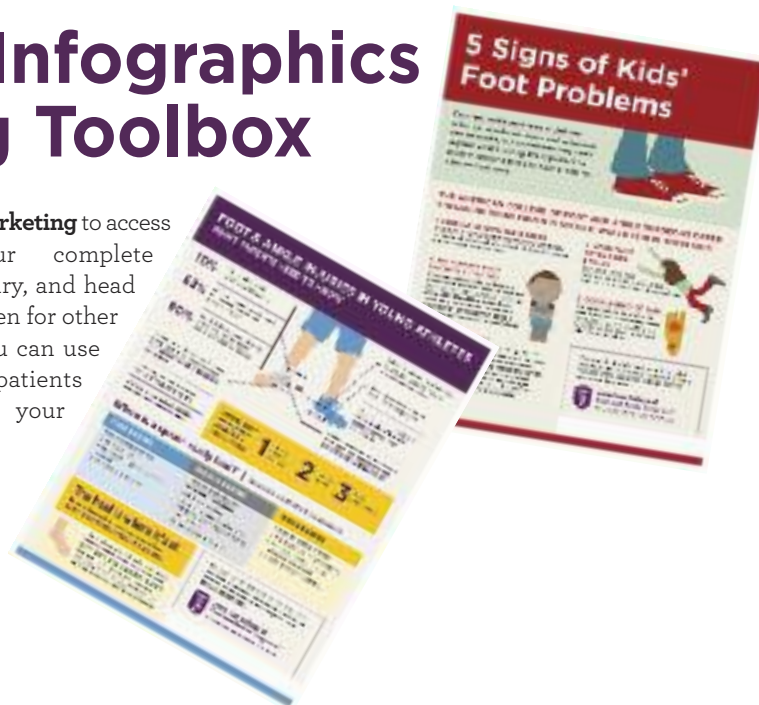


New Customizable Infographics Added to Marketing Toolbox

The infographics you count on to educate your patients and promote your practice can now be customized with your office's contact information. Download our newest releases, **Foot & Ankle Injuries in Young Athletes: What Parents Need to Know** & **5 Signs of Kids' Foot Problems**, from the ACFAS Marketing Toolbox and add your contact details to the box in the lower righthand corner on each. Then be sure to:

- Post the infographics on your practice's website and social media channels
- Distribute copies to your patients and referring physicians
- Display the infographics in your office

Visit acfas.org/marketing to access these and our complete infographics library, and head to the Toolbox often for other free resources you can use to educate your patients and promote your practice.



Use *Take a New Look* Referral Tools at the Grassroots Level

We have laid the foundation for you—now it is your turn to take the reins and start spreading the word to local healthcare providers about the important work you do.

Use the free referral tools available in the **ACFAS Marketing Toolbox** to let other doctors know why your specialized education and training make you a valuable asset in their patients' foot and ankle care.

Resources include:

- PowerPoint presentations,
- fact sheets,
- referral guides,
- press release templates,
- a video,
- social media marketing tips
- and more.

You can also direct providers to the *Take a New Look at Foot & Ankle Surgeons* website at TakeANewLook.org for an inside look at how foot and ankle surgeons can enhance a patient's care team.



Visit acfas.org/marketing now to begin incorporating these tools into your practice.