

Ideas for Health Fairs and Screenings

From the AAPPm Resource Center



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Home baked foot cookies have always been the biggest draw for us (with red toenails of course). *Contributed by Lynn Homisak, PMAC*

Have a raffle for a give-a-way. Also my doctor tends to do screenings at ballet schools and dance competitions instead.

Contributed by Gail Bennett, PMAC

Shoehorns. *Contributed by Peter Brieloff, DPM*

Plastic bags with feet on them, screen used for privacy during screening, foot bones and screening forms.

Contributed by Jane Graebner, DPM

Copies of resume and TV with foot/ankle related tape or interview. *Contributed by Bruce Blank, DPM*

A single page handout folded that has information about the office, doctor background and services offered, pens (maybe drug reps.) and bowl of candy. *Contributed by Debra Young, DPM*

I usually show *Best Foot Forward*, the presentation purchased from the APMA and supplement it with other customized material on PowerPoint. *Contributed by John Guiliana, DPM*

I find the APMA brochures on Women's Feet and Heel Pain, along with many of the sport series are very popular handouts. *Contributed by Harvey Lederman, DPM*

Copies of articles written by you on foot/ankle related topics or articles of involvement in community related activities. Also Gummy Feet (www.gummyfoot.com / 800-489-0990). *Contributed by Hal Ornstein, DPM*

Attention Getters: model foot bones, stand-up high heel (from Northwest Podiatric Lab, which says, "Love the way they look, but hate the way they feel?"), stand up flip chart from Regranex with neuro, vascular, and skeletal systems on it for explanations, poster of foot pathologies

Educational Materials: pamphlets, diabetic foot care tear sheets (from Lac Hydrin), stretching exercise sheet, shoe information sheet, diabetic support group shedule at our hospital

Visual aids: Orthotic samples, Amerigel post op nail picture sheet, Cam walker, Pre-op and post-op x-rays. Birkenstock sandal. cast of foot for orthotic, Semmes-Weinstein filaments from Dermik

Give-aways: cream, powder, etc. samples, business card" magnets, shoelaces, and educational materials as listed above.

All of above contributed by Lori Fannon, DPM

For sheer volume, have something for everybody. To appeal to special ages or groups, chocolates work! Hershey Kisses, for example.

To help promote your booth, give people some cute novelty they will wear around the fair ... a sticker, or self-adhesive emblem. An embroidered item worked sensationally for me at shows. We could tell when people sought us out just to get one.

For a promotion to pediatric prospects, foot stickers work surprisingly well, as do stickers with a message. I've have always wanted to try teeny tiny shoes, small enough to be pinned to clothing, a bracelet or necklace. Adults love the novelties. They take them home to children and grandchildren.

For serious business always have the names and addresses of DPMs who participate in or support a local, regional or national fair or show.

All of above contributed by Peter Gorman, DPM