



**PRECISION**  
Marketing & Client Communications  
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*Please fill out the below form and fax it to us along with your topic choices numbered by priority. Thank you.*

# Fax Cover Sheet

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Date: \_\_\_\_\_

# of pages (including cover sheet): \_\_\_\_\_

Doctor's name: \_\_\_\_\_ Fax #: \_\_\_\_\_

Photos this issue? (please circle) Yes No How many? (extra charge for more than three) \_\_\_\_\_ (original photos, no negatives or slides)

Mailing Instructions: (please circle) Current Resident or Return Service Requested Note: The Post Office charges for address correction returns

Any staff changes? \_\_\_\_\_

Address, phone or hours changes? \_\_\_\_\_ Issue #: \_\_\_\_\_

Any office news? \_\_\_\_\_

Doctor's message? (topics covered) \_\_\_\_\_

Referral message? (please circle) Yes No Names? (please circle) Yes No Quantity? \_\_\_\_\_ Contest winners? (please circle) Yes No

Coupon? (please circle) Yes No Value? \_\_\_\_\_ Expiration date: \_\_\_\_\_

New services? \_\_\_\_\_ Patient profile/testimonial? \_\_\_\_\_

Special events or promotions? \_\_\_\_\_

Details:

# Podiatric Topics

Doctor's Name: \_\_\_\_\_

**Please Note:** There's usually only enough room for 2-3 articles in a semi-custom newsletter and about 7 in an all-custom. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

## Anatomy

- Ankle
- Feet facts
- Foot and ankle
- Foot basics
- Gait analysis
- Muscular system
- Pronation
- Skeletal system

## Conditions

- Achilles Tendonitis
- Ankle sprains
- Arch pain
- Arthritis and the feet
- Athlete's foot
- Blisters
- Bunions
- Calluses
- Chilblains
- Circulatory problems
- Claw toes
- Cold feet
- Corns
- Corns and calluses
- Deep vein thrombosis (DVT)
- Diabetes and the feet
- Flat feet (over pronation)
- Foot odor
- Foot pain
- Frostbite
- Fungal nails
- Growing pains
- Hammertoes
- Heel fissures
- Heel pain
- Heel spurs
- Hypertension and vascular disease
- Ingrown nails
- Morton's neuroma
- My feet are killing me
- Nail problems
- Neuromas
- Neuropathy
- Overlapping toes
- Pediatric disorders
- Plantar warts
- Running injuries
- Sever's disease
- Shin splints
- Splinters

- Sports injuries
- Sprains and strains
- Stress fractures
- Swollen feet
- Toe fractures and breaks
- Warts

## Family-related

- Aging and your feet
- Baby steps
- Back to school tips
- Children and foot health
- Children and sports
- Foot health and aging
- Kids and shoes
- Men and foot health
- Nail salon dangers
- Pediatric foot health
- Pedicure pointers
- Pregnancy and feet
- Pregnancy and pediatric FAQ
- Seniors and foot health
- Signs of childhood problems
- Tips for kids
- Women and foot health

## Treatment

- Arch supports
- Electrotherapy
- Endoscopic surgery
- Orthotics
- Foot surgery
- Laser technology
- R.I.C.E. method
- T.E.N.S.

## Quiz/tests

- How well do you know your feet?

## General Info

- Check-ups
- Do's and don'ts
- Don't ignore symptoms
- Exams (general)
- FAQs
- Feel for your feet
- Flying and your feet
- Foot care facts
- Foot care tips
- High heels
- Holiday foot fixes
- Holiday stress

- Keep your feet happy
- Maintenance care of feet
- National Odd Shoe Exchange
- New year's resolutions
- On-the-job foot health
- Pain is a symptom, not a disease
- Podiatry basics
- Preventing injuries
- Proper footwear and foot health
- Replace your shoes regularly
- Running surfaces
- Sandal buying tips
- Sandal season, get ready
- Shoe sizes
- Socks
- Sports medicine
- Spring foot tips
- Summer foot fixes
- Sun screen and feet
- Swimming pools and foot health
- Tips for the new patient
- Tips to fix your feet
- Top 10 foot health tips
- Top 10 travel tips
- What is podiatry?
- When to call the podiatrist
- Winter warnings
- X-ray safety

## Nutrition/Fitness

- Aerobics
- Athletic shoes
- Exercises for your feet
- Fitness is for everyone
- Foot fitness
- Get started on the road to good health
- Picking the right shoes
- Rollerblading and foot health
- Skateboarding injuries
- Running injuries
- Skiing and foot health
- Take a load off!
- Walking

## Filler

- History of footwear
- Put your best foot forward
- Shoes tied to the newlywed's car

## Office

- Appointment breaking
- Care Enough to Share program
- Continuing education
- End of the year reminder
- Financing options
- Insurance (filing)
- Insurance (general)
- Insurance (how it works)
- Insurance (types accepted)
- Managed care
- Maximize your insurance
- Office policies
- Office report card
- Patient news
- Patient testimonial
- Product promotion
- Record update
- Referral (contest)
- Referral (list)
- Referral (program)
- Referral (thanks)
- Rescheduling appointments
- Staff intro
- Staff news
- Success Story (testimonial)

## Custom Topics

- Provide a description below

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