



How to Talk to Your Peers



Looking for ways to talk about the value of adding a podiatrist to the diabetes care team? Here are nine ways you can communicate your value!



1. If you are in a hospital setting, have lunch in the cafeteria. This helps you get to know your co-workers better and helps position you as the expert in the foot and ankle.



6. Set up a lunch program or meet and greets at primary-care physician offices in your area. Introduce yourself and discuss collaboration and patient care.



2. If you are in a hospital setting, use computers or phones near other providers and introduce yourself while waiting to see patients.



7. Attend regional conferences and events on diabetes care management and offer to present at these meetings. This is the perfect opportunity to network with primary-care physicians.



3. If your hospital has grand rounds, offer to present at this activity.



8. Call primary-care physicians about mutual patients, especially if there is a special circumstance, like blood pressure not controlled by current medication regimen.



4. Reach out to local colleges, universities, churches, or rotary clubs and offer to lecture on how you help treat your diabetic patients.



9. When a primary-care physician calls you directly to get a patient in quickly, make accommodations.



5. If you are in a solo-practice setting, use our “Dear Colleague” letter to reach out to primary-care physicians in your area.