

Marketing Your Practice

What resources does ACNM make available to help me market my practice?

The American College of Nurse-Midwives (ACNM) is committed to providing a wide range of member benefits and resources including assistance and advice regarding positive public relations programs aimed at increasing awareness about the midwifery profession and the services practices offer to local potential clients. While there are limits to the financial resources the national office has available to members' practices, advice and counsel are always free of charge and ACNM's Marketing and Public Relations Department has laid out some options below.

First, ACNM's national office staff is readily available to members and practices seeking advice or input on how to market a practice or manage a call from the local newspaper/television station. Staff would be glad to assist in developing ideas for promoting your practice at local health fairs or other advertising opportunities. Additionally, when local reporters call or visit the practice, national office staff is available to negotiate any concerns or provide some quick coaching if necessary.

Here is the contact information you may need:

- ACNM's Communications Manager is reachable at (240) 485-1822 and by e-mail at quick@acnm.org.

Also, there are a wide variety of other useful items available at Shop ACNM, including:

- **A variety of brochures, pregnancy calculators, ready-made advertisements**
- **Logo neckties and pins**
- **License plate holders, birth announcements, t-shirts**

ACNM's Public Relations Committee:

The Public Relations Committee is available to interpret services provided by the College, including components of maternal and child health care, and the role of the CNM/CM in the provision of quality maternal and child health care. Members and practices are encouraged to participate in PR Committee activities.

Public Relations Liaisons:

ACNM Chapters are encouraged to designate a 'PR Liaison' who will coordinate news and events with the national office and PR Committee. Liaisons are charged with becoming familiar with the local news media and working to promote chapter/practice events. Members interested in becoming a PR Liaison should contact the ACNM Communications Manager.

Find A Midwife:

Finally, practices should consider participating in ACNM's online 'Find a Midwife' locator, provided to help women and families find the care that they need. The list is composed of midwifery practices with at least one ACNM-member certified nurse-midwife/certified midwife. Visit <http://www.midwife.org/find.cfm> to learn more.

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The ACNM "QuickInfo" series was developed by the Department of Professional Services to respond to common inquiries, summarizing ACNM resources regarding a topic, as well as listing selected literature and a variety of other resources. Feedback is welcomed; contact Professional Practice and Health Policy at 240-485-1800 or profsvcs@acnm.org.