

## 3 Ways to Double Your Practice Profits

Podiatric practice management guru **TJ Ahn, DPM** is offering this issue's readers three ways you can double your practice profits:

"The number one question that podiatrists consistently ask me... "TJ, how can I double my practice profits?" After coaching hundreds of DPMs, my answer is always the same:

### 1) Double Your Conversion:

Many doctors feel uncomfortable talking to patients about out-of-pocket costs. Yes, you want to help as many patients as possible and you want to always provide the best possible care. But in order to do that, they must first "become your patient." In order for that to happen you have to convince and



sell them on having you as their doctor.

**2) Double Your Leads:** I am not talking about the flow of low-hanging fruit leads. You need to attract the right leads with a strategically proven lead generation system, in which prospects are nurtured and pre-sold to your treatment solutions. So by deploying the right lead magnet system, you can double your revenue.

**3) Double Your Mindset:** Even if I show you my proven system on how to double your sales and profits, many of you have a resistant mindset that says, "there's no way that's possible." I have helped many doctors not just double, but 5X, even 10X their profits. But no one has ever achieved their goals without first believing their goals were possible.

These are just three ways you can double your practice profits. Would you like to discover seven more? Join the free "Seven Figure Podiatry Practice" Facebook Group. You can connect with me and hundreds of like-minded doctors and get the tools you need to grow your practice. Join here → <https://www.facebook.com/groups/podiatryprofits>, or click here.

## Digitsole's Smart Insoles Use AI Algorithm to Improve Walking and Running Assessment

Podiatrists can now utilize **Digitsole Pro** in their clinical practice. The newly US-launched, first-of-its-kind smart insoles allow healthcare experts to improve a patient's walking and/or running assessment by measuring objective biomechanical data not observable by the naked eye. The results are translated through Digitsole Pro's exclusive artificial intelligence (AI) algorithm into relevant clinical data for practitioners to incorporate into treatment options for their patients. Digitsole Pro was developed for, and with valuable insight from, healthcare practitioners.

Some key features & benefits of Digitsole Pro include:

### Software

- Dedicated, easy-to-use and intuitive application empowering practitioners to analyze patient's musculoskeletal performance.

### Hardware

- Each Digitsole Pro insole has an inertial platform that records the walking steps, running strides and orientations of a foot in space. This data is processed by

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Digitsole's AI algorithms to calculate the spatiotemporal, kinematic, and advanced parameters that are displayed in the digital interface. The connected chips inserted into a patient's insoles will retrieve the data collected at the end of each activity.

### Technology

- Digitsole's technology uses the smallest inertial measurement unit module in the world, the DS Key, to evaluate quantitatively and qualitatively the impact of movement to improve patient health.

To learn more and access a free demo, visit [www.digitsolepro.com](http://www.digitsolepro.com) or [click here](#).

## Practice EHR Reveals New Brand Image— The ONE

Practice EHR announced the launch of its new brand, including a redesigned logo and website. The company's new brand identity—**The ONE**—represents that Practice EHR is the ideal solution, providing one seamless workflow for managing all major tasks in the medical practice.



“Practice EHR is the ONE solution designed to meet the unique needs of any specialty. It's the ONE that simplifies the medical practice with an intuitive workflow. And it's the ONE with a modern design that empowers anyone in the medical office to do their job with ease,” said Kaitlyn Herron, marketing director at Practice EHR. “We have evolved with the needs of the industry over the last several years, and we feel our new brand represents our evolution of becoming the ONE solution every practice needs.”

Practice EHR is easy to use, no matter the technical comfort level of the user. It's intuitive and tailored to the medical specialty, which translates to decreased onboarding time and increased efficiency while encouraging improved engagement with the patient. As a result, Practice EHR introduced a new tagline—“Simplifying Healthcare.”

The redesigned corporate website was released to reflect the new brand identity and showcase the company's software solutions, including Practice EHR Enterprise, its newly launched practice management software for enterprise organizations.

“Our new brand illustrates what we do best as we enter our next chapter of growth,” said Chris Baltas, chief operating officer at Practice EHR. “We take great pride in offering software solutions that are modern, savvy and easy to use. We look forward to continuing our mission to simplify healthcare.”

Visit [practiceehr.com](http://practiceehr.com) or [click here](#) for more information.