

## SPOTLIGHT ON AMERX

### Now Is the Perfect Time to Prepare for Diabetes Awareness Month and AMERX Can Help!

That special time for raising awareness is fast approaching! Each November, AMERX Health Care and podiatric physicians share a common goal of bringing increased attention to diabetes care and prevention and sharing information regarding the best products for routine preventive care. Highlighting recommended products, like AMERIGEL® Advanced Skin and Wound Care products, can help your valued patients identify champions in diabetic skin wellness. Make sure you are fully prepared. Order now to take full advantage of AMERX's FREE supporting materials such as:

- AMERIGEL Posters for Treat-

ment Room Displays

- AMERIGEL Brochures and Stands

• AMERIGEL Care Lotion & Barrier Lotion Treatment Room Samples

- AMERIGEL Care Lotion and Barrier Lotion Tote Bags

*Drive your practice growth by dispensing AMERIGEL Advanced Skin and Wound Care products, and request FREE support materials by visiting*

*AMERXHC.com/free-support-materials/ today or click here. If you have not yet tried AMERIGEL Care Lotion or Barrier Lotion, now is an ideal time*



*to request FREE sample products. Contact your dedicated AMERX Account Manager, Monday—Friday, 8 am—5 pm Eastern at (800) 448-9599.*

## PCC Partners with Curogram to Streamline Doctor-Patient Communication

**P**odiatry Content Connection, a premier provider of podiatry-specific content and digital solutions, announces an innovative partnership with Curogram, a leading provider of healthcare communication solutions. Together, they introduce an integrated SMS Scheduler and Communicator designed to streamline podiatry patient communication and management.

This platform allows podiatrists to directly engage with patients through SMS. With its intuitive appointment scheduling feature, practices can reduce missed appointments, send timely reminders, and provide digital forms for new patients, contributing to improved patient experience and engagement.

The partnership also introduces a secure solution for payment collection, including money collection links integrated within the communication platform, thereby facilitating swift transactions. Moreover, a seamless website integration enhances user interactions.

“Our partnership with Curogram is a game changer for our podiatrists and their patients,” said Jeffrey Hartman, CEO of Podiatry Content Connection. “This partnership allows us with HMR (EMR) integration to offer our podiatrists a way to market to existing patients. Our tests have

yielded over 20% increase in patient appointments.”

In addition to these features, the partnership will also integrate Electronic Medical Records (EMR) and Health Medical Records (HMR) with email campaigns, feedback, and review systems. This integration fosters a seamless information exchange, enhancing patient care, efficiency, and growth.

“The combination of Podiatry Content Connection and Curogram paves the way for a future where technology, patient communication, and administrative efficiency align,” adds Hartman.

For more information, visit [www.podiatrycc.com](http://www.podiatrycc.com), email

[support@podiatrycc.com](mailto:support@podiatrycc.com), call (718) 475-9449, or click here.

**About Podiatry Content Connection:** Podiatry Content Connection is a pioneer in providing innovative digital marketing solutions tailored for podiatrists. Its mission is to enhance patient-practice communication and optimize the efficiency of podiatric practices and drive growth.

**About Curogram:** Curogram is a leading provider of HIPAA-compliant healthcare communication solutions, revolutionizing patient-practice communication through innovative, secure, and user-friendly platforms.

