

## Looking for New Patients? Podiatry Content Connection Has the Answer

By Kevin Lanza

During the early days of Podiatry Content Connection (PCC), one of the first major successes involved Dr. Fausto Ramos from New Jersey. At the time, Dr. Ramos was using a number of different vendors for his website, content, and directories. Podiatry Content Connection stepped in and ran a visibility report, showing low online visibility. After PCC researched which entry-point key phrases were working and which needed improvement, they consolidated his marketing and a focused, targeted improvement on his entire web presence was initiated. To improve his web presence, PCC took the follow actions:

- Redesigned his entire website with an emphasis on speaking to his audience
- Connected to over 50+ directories with a consistent message and effective entry-point key phrases



presence for their alumni and immediately started discussions on how to get more involved with helping their alumni group.

“In meeting with Podiatry Content Connection, we felt that their program could be of great interest and value to many of our alumni,” said Joe Leso, Assistant Dean of Alumni Relations at Temple University School of Podiatric Medicine. “A cause marketing program was developed, whereby Temple Podiatry Alumni received a discount for signing up for the program as well as Podiatry Content Connection making a donation to the School in the name of that alumnus. Since the partnership began less than 15 months ago, nearly \$10,000 has been raised for the School’s General Scholarship Fund.”



Soon after, NYCPM followed suit. Working closely with Randy Rosler, PCC’s Business Development Director, NYCPM agreed to implement a similar program to help their alumni with PCC’s service.

As PCC looks to the future, it is owner Jeff Hartman’s past that PCC’s roots come from. With a family history of diabetes, Hartman understands how important podiatry is when it comes to overall health.

“I’ve seen why foot care was an essential part of everyday health for a diabetic. Because podiatry has helped my family so much, I’m all-in on helping podiatrists grow their practices. Today, podiatrists have to worry about both practice management and patient care, and our services take the marketing responsibility away from the doctor and allow them to fully focus on caring for their patients,” says Hartman.

Back in 2005, Hartman was servicing a number of podiatrists with inbound, web-based marketing. At that time, basic services were very expensive. Realizing the

need to economize this service so that every podiatrist could afford it, Hartman established PCC’s process approach which drastically reduced the monthly cost of even the most advanced marketing services and embarked on a way to deliver help to podiatrists across the country.

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### Dr. Ramos had to bring on a second physician to help handle the increased volume.

- Backfilled missing key phrases with Google AdWords
- Installed a tracking number to measure and record incoming calls to his office

The results were significant. In just a short time, Dr. Ramos saw such a steady increase in new patients that he had to bring on a second physician to help handle the increased volume.

“I’ve been very happy with the service PCC has provided my practice and definitely would recommend them,” said Dr. Ramos.

Dr. Ramos’ story is not a case of one-time success. Podiatry Content Connection’s laser-focused approach to helping podiatrists has garnered attention from leading national podiatric colleges such as Temple University and the New York College of Podiatric Medicine. Both of these institutions have realized the incredible value of PCC and recommended their services to their respective alumni.

Podiatry Content Connection and Temple University began their relationship at the Goldfarb Conference in Valley Forge where they had side-by-side exhibition booths. Temple’s representatives saw the immense value in crafting an entire web

