

# Podiatech: Enhancing Profitability, Patient Satisfaction, and Practice Flow

By Joan Manion

Podiatech first pioneered the direct-to-foot method for orthotics in 1975. Since then, podiatrists have been choosing to use the Podiatech process to enhance profitability and patient satisfaction, all while being able to dispense orthotics on the same day.

Podiatech System Benefits at a Glance:

- Eliminates need for patient to return to office for scan
- Eliminates need for patient to return to office to pick up lab orthotic
- Increased patient satisfaction in product and process translates to increased practice volume
- Simple to use and easily assimilated into practice flow
- Basic orthotics in your patient’s footwear in 15 minutes (increase in time with heavy modifications)



Our method is being utilized by a wide spectrum of consumers—from the professional football players proving the orthotics’ durability, to everyday patients who are demonstrating increased compliance in their care plans due to their involvement in the process and ability to feel benefits on the same day as their practice visit.

When getting set up with our system, you will receive inventory free of charge to offset your initial start-up costs. Once your no-charge inventory has been used, the equipment is paid for and you are now creating free and

clear profit for your practice!

Start-up costs are roughly \$13,000 for our Premium Station. Orthotic blanks range in price depending on materials and modification parts. The average orthotic is \$37, with a range of \$32-\$55 for our premium model.

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## Podiatech has seen practices large and small thrive with our process.

We will set up your equipment and train your staff in-house to become fitters. Thereafter, there are yearly “Training Camps” for fitters to network, share and learn new techniques and be up to date on evolving materials and best practices. Appropriate fitters include staff MA’s (used in most cases), athletic trainers or pedorthists.

Podiatech has seen practices large and small thrive with our process. Whether their goals are increased financial profitability or improved practice flow and patient satisfaction—all have maintained success and thrived using our process.

For testimonials and a full article on Podiatech, look to the March 2021 issue of Podiatry Management or reach out directly to Podiatech’s sales management, Nolan Dubord, for an in-house demonstration at 802-345-9277. [Click here for more information.](#)

