

## Gill Podiatry: Celebrating 90 Years of Serving Podiatry

By Nathan B. Taylor

**Gill Podiatry Supply and Equipment Company** is proud and excited to be celebrating ninety years serving the podiatry profession. Since 1932, they have been supplying the podiatrist with the latest in the supplies, instruments and equipment needed

to treat their patients. Gill was originally founded by George Gilhooley in downtown Cleveland, Ohio to serve podiatry (which at the time was called chiropody). Since then, Gill has consistently been able to adapt and assist in this ever-changing medical specialty of podiatry.

Stepping forward into 2022, Gill Podiatry is now a third generation family-owned business. The company is now located in a 42,000-square-foot building in Strongsville, Ohio. “We are the only business out there dedicated to nothing but podiatry,” said company president Ric Boggs. “We want DPMs to succeed. It is our mission to help them run a more successful and profitable business



In today’s medical industry, with supply chain issues, pandemic challenges, and changing healthcare regulations and protocols, Gill Podiatry has been able to keep their customers stocked with the products they need. They have worked with their current manufacturers and sourced new vendors for many of the

hardest-to-find products.

Quite a bit has changed since the early days of selling shoelaces, felt inserts and corn and callus instruments.

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while offering patients the best care for the best price. We want to build relationships that last careers. We work with students, residents, doctors setting up new offices, and all throughout their years of practice,” he added.

“Hard work, good customer service, and treating customers the way we like to be treated is the key to our success,” says Boggs. “We are honest, reliable, and truly value our customers and keep their best interests in mind.” Many of Gill’s customer service representatives have developed strong relationships and rapport with their customers. DPM’s and staff frequently ask for their representative by name when they have a question about a product or want to place an order.

While Gill Podiatry still supports traditional podiatry supplies and equipment, they strive to stay a step ahead of developments in technology to bring their customers the most state-of-the-art products available. Their expanded product mix still of course includes traditional items such as adhesive felts and foam, instruments, and standard x-ray film and solutions.

Gill Podiatry now stocks more than 5,000 different products and has a 99 percent fill rate for all orders. Gill’s purchasing department is constantly searching for and evaluating new products to enable podiatrists to enhance their practice and the care of their patients.



## Gill Podiatry *(continued)*

Gill is the exclusive distributor of many products and sells private-labeled products at competitive pricing. They also work closely with manufacturers, consulting on the enhancement and improvement of their product lines.

Gill offers same-day shipping on all orders called in, faxed in or placed online by 4pm Eastern Standard Time. Their website ([www.gillpodiatry.com](http://www.gillpodiatry.com)) offers an online ordering system that is kept up-to-date entire product lines featuring pictures and detailed descriptions of each item. Customers can shop from their past history and favorites as well as their saved cart. In order to further assist their customers, Gill's podiatry-exclusive catalog is known to be a useful tool to order everyday supplies and explore new products. A nine-point order verification process ensures the accuracy of all orders before they are shipped.

Gill's sales staff boasts more than 200 years collectively of podiatry industry experience. In addition to the outside sales force, the company has a large customer



the podiatric schools in the United States and Canada, helping students with everything from their lab scrub suits to their initial set of instruments. Gill strives to help DPMs through every aspect of their careers, contacting them initially when they are students, following them through their residency years and then offering advice as they launch and expand their practices. Gill is active in industry organizations as well as being a trade show regular, where often the smell of chocolate chip cookies baking in their booth not only gives away their location but draws crowds.

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support staff to handle the phone, fax and online sales. The courteous and helpful customer support specialists are trained to have a thorough knowledge of the products and promise to use that knowledge to the customer's advantage.

Major equipment purchases can be a confusing and daunting task. The sales staff at Gill shares their knowledge and many years of experience with their customers to aid in the purchasing process. They use their experience to aid in a consultant approach without high-pressure sales tactics. Gill Podiatry is large enough to carry multiple brands of the latest autoclaves, digital imaging, treatment chairs, and x-ray machines, yet they are small enough to care about you as a person. This aids in finding the best solution both functionally and economically for your practice.

Gill is proud of its support and affiliation with all of



Gill Podiatry has a lot to be thankful for after being in business for ninety years. They would like to thank all of their customers and employees, past and present, vendors, and everyone in the industry. These are the people who have made Gill Podiatry what it is today.

As Gill looks towards the future, Ric Boggs has this to say: "We have spent ninety years, dedicated to podiatry, trying to make the customer happy, and we learn something new every day. We are not done yet. We are looking to expand with more sales people in the field and in the office. We are looking to grow and help podiatry prosper with new products and advancements to benefit the podiatrist, their practice, and their patients. **WE ARE PODIATRY.**"

For more information, visit [gillpodiatry.com](http://gillpodiatry.com), call 800-321-1348, or [click here](#).