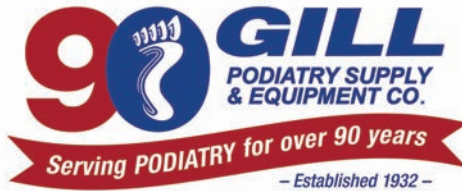


## Gill Podiatry: Independent and Serving Podiatry for 92 Years

By Nathan B. Taylor

Gill Podiatry Supply and Equipment Company has remained independent and strong for ninety-two years serving the podiatry profession. Since 1932, they have been supplying DPMs with the latest in the supplies, instruments and equipment needed to treat their patients. Through the years, many companies have come and gone but Gill has been able to carry on its legacy of dedication to the profession. Gill Supply 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.

“Throughout the years we have been approached several times by large corporations wanting to buy our company,” says company president Ric Boggs. “When a large corporation takes over you lose your focus. We



Gill Podiatry is a third generation, family owned business, located in a 42,000-square-foot building in Strongsville, Ohio. “We are the only business out there dedicated to podiatry exclusively. Our one location alleviates all the possible problems with multiple shipments, multiple invoices, and multiple

freight charges. We have same-day shipping on all orders in by 4:00 pm, so we can deliver orders to 75% of the country within two days,” says Boggs.

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**Gill now stocks more than 5,000 different products and has a 99 percent fill rate for all orders.**

were founded with one goal, to serve the podiatric private practice. We are not hampered by other divisions or specialties taking inventory or resources away from our focus. Podiatry is our one and only focus,” he added.



“Hard work, good customer service, and treating customers the way we like to be treated is the key to our success,” adds Boggs. “We want the DPM to succeed. We succeed when they succeed. We are honest, reliable, and we 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. Often, DPM’s and staff ask for their representative by name when they have a question about a product or want to place an order.

When you call Gill during normal business hours a person actually answers the phone. There are no auto attendant or prompts to send you through a maze of confusion. The office and warehouse staff work together with a nine-point verification system processing each order. “We are not a middleman. We are not an online storefront or private equity/capital pyramid scheme type of company. We are a privately held, brick and mortar company that answers the phone at the same facility where we ship out our orders,” says Boggs.

The focus of Gill Podiatry remains on the podiatric private practice. Through the years, many private practices have grown and developed into group practices and even “super

## 92 Years *(continued)*

groups”. Gill Podiatry has been large enough to handle all of their needs and stayed small enough to care for their personal needs.

Gill Podiatry 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 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 products. In today’s medical industry, with supply chain issues, pandemic challenges, cyber hacks, and changing healthcare regulations and protocols, Gill Podiatry has been able to keep their customers stocked with the products they need.

Gill Podiatry offers same-day shipping on all orders called in, faxed in or placed online by 4pm Eastern Standard Time. Gill’s website ([www.gillpodiatry.com](http://www.gillpodiatry.com)) offers an online ordering system that is kept up to date with the entire product line featuring pictures and detailed descrip-



to aid in a consultant approach without the 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 the podiatric schools in the United States and Canada, helping the students with everything from their lab scrub suits to their initial set of instruments. Gill strives to help podiatrists through every aspect of their careers, contact-

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tions 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.

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. Gill’s sales staff boasts more than 225 years collectively of podiatry industry experience. In addition to the outside sales force, the company has a large customer support staff to handle the phone, fax and online sales.

Major equipment purchases can be a confusing and daunting task. The sales staff shares their knowledge and many years of experience with their customers to aid in the purchasing process. They use their experience



ing 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.

Ric Boggs said that independence has been one of Gill’s major keys to their success and growth. “Without the corporate bureaucracy we have only had to listen to one voice, our customer. We listen and strive every day to supply our customers with the best products, the best quality, at the best prices available. We have been growing for ninety-two years and we are not done yet. **We Are Podiatry.**”

*Visit [gillpodiatry.com](http://gillpodiatry.com) or [click here](#).*