

## PCC: Innovating, Educating, and Supporting the Podiatric Community

By Christine Harrington

Being visible and accessible online is a necessity for building and maintaining a successful practice. That's why leading podiatrists have chosen to work with the preeminent expert in podiatry marketing, Podiatry Content Connection (PCC).

Since 2013, PCC has been a principal provider of content and digital marketing solutions exclusively for podiatrists and chiropodists in the U.S., Canada and the U.K.

"We focus on one market and know it well," says Jeffrey Hartman, founder and CEO of Podiatry Content Connection. "We specialize in a comprehensive online



Patient Pro-Connect™

Practice Builder™



In 2024, PCC is introducing several exciting marketing tools for its podiatrists, including *Practice Builder*™, *Patient Pro-Connect*™, and *Sole Marketing*™.

"This is the most comprehensive suite of services for podiatrists to attract new patients, connect with existing patients, and increase orthotics revenue," Jeffrey Hartman says.

*Practice Builder*™ uses targeted and SEO-enhanced content and 70-plus online directory listings to increase a podiatrist's online visibility and attract *new* patients.

*Patient Pro-Connect*™ helps podiatrists regularly connect with their *existing* patients. This exclusive PCC software collects feedback and online reviews from patients and sends targeted email campaigns to drive more appointments. Regularly connecting with patients also helps promote cash-pay services, like wart removal, laser treatments, and shockwave therapy.

"It's about making patients aware of how their podiatrist can help them," Jeffrey Hartman says, "Many patients don't realize a podiatrist's scope of work, or even that they are surgeons. Patients may think they need another medical professional for their foot or ankle condition when their podiatrist can treat them."



Jeffrey Hartman

*SOLE MARKETING*™ helps podiatrists promote custom orthotics and increase practice revenue. PCC raises orthotics awareness for both existing and potential patients with dedicated web pages and banners, email campaigns, blogs, eBooks, in-office posters, and social media.

"Orthotics can be an overlooked profit center in podiatry practices, and *SOLE MARKETING*™ fixes that," says PCC National Director Randy Rosler, adding, "The key is patient awareness and education."

Education is central to PCC's values. "People are central to what we do. As our organization grows, we want to help as many people as possible," says Jeffrey Hartman. For that reason, PCC has donated more than \$200,000 toward endowed scholarships and other endeavors at the country's top podiatric universities.

Clearly, Q1 is brimming with progress and potential, as PCC continues to innovate, educate, and support its clients, the podiatric community, and the next generation of podiatrists.

For more information, visit [www.PodiatryCC.com](http://www.PodiatryCC.com), follow PCC on Facebook: [@PodiatryContentConnectionPCC](https://www.facebook.com/PodiatryContentConnectionPCC), email: [support@podiatrycc.com](mailto:support@podiatrycc.com), call (718) 475-9449, or [click here](#).

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approach to marketing, including website development, content creation, and reputation and social-media management, to improve SEO for our client."

Hartman's commitment to research and development and his talented team have helped podiatrists increase visibility, attract new patients, and boost revenue. PCC has consistently leveraged cutting-edge technology, marketing acumen, and creative problem-solving to grow and improve podiatry practices—all at a reasonable price.

PCC continues to enhance and expand its service offerings. In 2023, PCC rolled out Grayfish Software™. This innovative software integrates with most EMRs/EHRs, providing podiatrists with a 24/7 dashboard to track and manage patient interaction, feedback and marketing initiatives.

Reputation management continues to evolve with PCC's *"Targeted Reviews"*, which offers four easy-to-use tools using the website, phone, or computer to manage and improve Google star ratings. "In just two days, a client requested and received 23 reviews," says Chris Hartman, PCC's Chief Operating Officer. "These reviews were an immense help in boosting this podiatrist's 3-star Google rating to a 4.8, which led to a big increase in new patient appointments."