

Podiatry Content Connection™ Unlocks the Future with Artificial Intelligence

A trusted leader in podiatry marketing, Podiatry Content Connection™ (PCC) launches bold AI-powered strategies that help practices stand out, attract patients, and grow stronger in a competitive digital world.

By Joanne Gordon

A Proven History of Focused Success

For more than a decade, Podiatry Content Connection™ has been helping podiatrists thrive in a crowded digital world. Founded by Jeffrey Hartman, the company has always focused solely on podiatry, building strategies that speak directly to the profession's needs. By concentrating on this one specialty, Podiatry Content Connection™ has delivered consistent, measurable growth for practices across the United States, the United Kingdom, and Canada.

This focus is the foundation of its success. While other agencies divide their attention across industries, Podiatry Content Connection™ has remained loyal to podiatrists. As a result, the company understands the unique challenges of the field, from competing with general medical practices to highlighting the specialized skills podiatrists bring to patient care.

The loyalty rate of its clients is among the highest in the industry, reflecting not only measurable results but also long-standing trust. Practices that began with modest goals have grown into thriving centers with expanded services, stronger reputations, and larger patient bases.

PCC maintains an impressive 96% client retention rate, a testament to their proven results and personalized marketing support. Practices stay with PCC because they see consistent growth, improved visibility, and measurable ROI from their AI-driven systems designed specifically to attract and retain new podiatry patients.

Preparing for Tomorrow, Today

A few years ago, the leadership team recognized that artificial intelligence would transform marketing. Rather than wait, they acted. To prepare, the team enrolled in advanced programs at MIT and UC Berkeley, exploring data science, predictive modeling, and machine learning. Their guiding question was clear. 'How could these tools directly benefit podiatry practices?'

This vision led to the creation of PCC's AI Lab, a division dedicated to research, testing, and implementation of artificial intelligence. Working alongside strategy, content, and design teams, the Lab ensures innovations are both practical and relevant. The outcome is seamless integration of advanced technology into everyday marketing.

"Attending the MIT and Berkeley AI program for business strategy was a game-changer for us," said Jeff Hartman.



"In a market that's evolving faster than ever, staying ahead means understanding how AI is reshaping the way patients find and interact with doctors online. These classes deepened our insight into predictive marketing, automation, and patient engagement—helping us harness cutting-edge tools to keep our clients at the forefront of

digital marketing innovation and long-term growth."

By investing early, Podiatry Content Connection™ positioned itself ahead of the curve. Today, while competitors scramble to adapt, PCC already delivers tested and proven AI-powered systems.

Podiatrists who embrace AI-powered marketing will lead.

Technology that Drives Real Results

Artificial intelligence is now embedded in every program, enhancing the entire patient journey. Websites are monitored around the clock, ad campaigns are monitored so they can be adjusted in real time, and communications are personalized with precision. Automated appointment request notifications, SEO monitoring, keyword tracking, and AI-powered directory management keep practices competitive while strengthening their credibility. For patients comparing providers, this online strength often determines their choice.

The company's flagship programs show how AI integrates with proven systems:

- **Dominant 365™** helps practices own their local market every day of the year.
- **Practice Builder™** drives new patients through SEO, optimized directories, and smart content.
- **Patient Pro-Connect™** builds loyalty through messaging, review requests, and reactivation campaigns.
- **Sole Marketing™** turns orthotics into a steady, reliable revenue stream.

Together, these initiatives attract new patients and reactivate existing ones, helping podiatrists maintain full schedules year-round.

Leadership with Vision

Guiding this transformation is PCC's AI Lab Manager,

PCC Unlocks the Future *(continued)*

Shawn Tooley. With years of healthcare marketing expertise, Tooley ensures innovation always connects to outcomes. "Artificial intelligence is no longer a luxury only meant for the top podiatry practices. It is the engine that all practices should be using to fuel consistent growth and patient engagement," Tooley explains. "Our focus is on data-driven, practical results. That means higher visibility, more engagement, and more patients walking through the door. Doctors mention AI to our account managers often during review calls because they understand the importance and are seeking a solution." This focus on accountability ensures AI is more than a buzzword. At Podiatry Content Connection™, it is a measurable driver of growth and retention.

Innovation in Action

The benefits of AI are already visible. Published content is more engaging with measured results. Review tools amplify positive feedback and strengthen reputations.

Chatbots provide instant responses to common questions, guiding patients toward booking even after office hours. AI video tools make it easy for practices to share educational content, boosting authority while saving time and staying patient-focused.

"Our conversational AI chatbots are strategically trained and customized for every practice," said Tooley. "We collaborate closely with each client to ensure the AI responds with accurate, practice-specific information. These aren't the basic bots of years past that rely on prewritten scripts. Our chatbots analyze real training data, understand context, and deliver meaningful, intelligent conversations that enhance patient engagement and conversion."

Podiatry Content Connection (PCC) is also using advanced AI to create digital clones of doctors, capturing both their voice and likeness to produce authentic, on-brand videos for any topic a practice wants to promote. By cloning a doctor's voice and facial expressions, PCC can generate high-quality educational or promotional videos without requiring the doctor to record each one. These AI-generated videos maintain the doctor's tone, professionalism, and personality, allowing practices to stay visible and consistent across multiple platforms.

Whether promoting a new service, explaining a treatment, or sharing seasonal health advice, the doctor's digital twin delivers engaging, trustworthy content that strengthens patient relationships and boosts online visibility. This innovation saves valuable time while expanding a practice's ability to communicate regularly with patients, blending human connection with cutting-edge technology to enhance marketing efficiency and brand authenticity.

Shaping the Future of Podiatry Marketing

As competition grows, standing out online has never been more critical. Patients research extensively before selecting a provider, comparing websites, reviews, and resources. Podiatry Content Connection™ shows that artificial intelligence is not just the future, but the present reality of marketing.

By combining deep expertise in podiatry with advanced technology, the company delivers more than marketing support. It delivers a clear path to sustainable growth. Podiatrists who partner with PCC gain more than a vendor. They gain a strategic

ally who understands their profession, anticipates trends, and provides tools for long-term success. In a digital world where visibility drives viability, that partnership is essential.

Podiatrists who embrace AI-powered marketing will lead. Those who hesitate risk being left behind.

A Trusted Ally for the Next Decade

Looking forward, the company remains committed to innovation while staying true to its mission of helping podiatrists thrive. The coming decade will bring new challenges, from changing algorithms to shifting patient expectations. With its AI Lab and proven programs, Podiatry Content Connection™ is ready to guide practices through every change.

The company's success is measured not only in numbers but in relationships. Every podiatrist who partners with PCC becomes part of a community built on shared innovation, knowledge, and growth. For podiatrists who want to stand out, attract patients, and strengthen their practices, Podiatry Content Connection™ offers more than services. It offers a future.

To learn more, visit PodiatryCC.com, follow @PodiatryContentConnectionPCC, email support@podiatrycc.com, click here, or call (718) 475-9449.

