

Future Focus: Top 10 Podiatry Trends

Here's how to market them in 2025.

BY SHAUN ZAKEN

The field of podiatry continues to evolve, driven by new technologies, shifting patient expectations, and innovative care approaches shaping the industry in 2025. But to stay competitive, podiatric practices need more than top clinical care; they need a clear understanding of industry trends, a strategic approach to patient engagement, and effective marketing that highlights their unique strengths and services. By pairing these advancements with smart, targeted marketing strategies, practices can not only meet patient needs but also strengthen their reputation and attract new opportunities.

Here's a look at the top 10 trends shaping podiatry in 2025 and how to market them effectively.

1. Telemedicine Expansion

Trend Insight: Telemedicine offers remote consultations, benefiting patients with busy schedules and/or mobility challenges.

Marketing Services to Leverage:

- *Email Campaigns:* Highlight telemedicine's convenience and accessibility.
- *Website Feature:* Include an FAQ section and a tutorial on using telemedicine.
- *Hardcopy Recommendation:* A postcard campaign introducing telemedicine with a QR code linking to a how-to guide or scheduling portal.

2. E-commerce and In-Practice Retail for Podiatry Products

Trend Insight: Podiatrists are

now integrating e-commerce into their practices, selling recommended foot care products, orthotics, and footwear both online and in-office. This shift provides convenience for patients and creates a new revenue stream for clinics.

Marketing Services to Leverage:

- *E-commerce Website Plug-ins:* Set up an online shop linked to your practice's website for easy ordering.
- *Subscription Model:* Offer recur-

and comparisons with traditional procedures.

- *Email Campaigns:* Educate patients on new minimally invasive options.

4. AI-Enhanced Imaging and Diagnostics

Trend Insight: Artificial intelligence is transforming podiatric diagnostics by enhancing 3D scanning, ultrasound, and foot pressure mapping. AI-powered tools can now analyze scans, predict

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ring shipments of essential products like custom orthotics, diabetic foot creams, or compression socks.

- *Social Media and Email Promotions:* Feature exclusive discounts for online or in-office purchases.

3. Minimally Invasive Procedures

Trend Insight: Advanced techniques offer quicker recovery and less discomfort, appealing to patients seeking efficient care with minimal downtime.

Marketing Services to Leverage:

- *Blogs and Social Media Campaigns:* Share patient success stories

conditions, and provide early detection of issues like diabetic ulcers or arthritis.

Marketing Services to Leverage:

- *Social Media Content:* Share videos and images showcasing AI-powered imaging in action.
- *AI Chatbot on Website:* Offer 24/7 patient support for FAQs and appointment scheduling.

5. Cryotherapy and Cold Laser Therapy for Pain and Recovery

Trend Insight: Non-invasive pain management and recovery treatments like cryotherapy (localized

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freezing) and cold laser therapy are gaining traction. These therapies help reduce inflammation, speed up healing, and manage chronic foot pain—offering an alternative to medications or surgery.

Marketing Services to Leverage:

- **Video Content and Testimonials:** Show real patients experiencing faster recovery with cryotherapy or cold laser therapy.
- **In-Office Promotions:** Offer introductory cold therapy sessions for new patients.
- **Referral Marketing:** Partner with sports teams, physical therapists, and chiropractors who can refer patients needing non-invasive pain relief.

Selective use of print materials like postcards and brochures can also amplify your message and help build long-term relationships, ensuring your practice remains relevant and competitive in 2025 and beyond.

- **SEO Blog Post:** Document your practice’s innovative experience online.

6. Wearable Tech for Foot Health

Trend Insight: Smart insoles and wearables are transforming foot health management, tracking pressure points, gait patterns, and overall foot wellness. This technology is especially beneficial for diabetic patients and athletes.

Marketing Services to Leverage:

- **Partnerships:** Collaborate with wearable tech brands to offer discounts or referral deals.
- **Email Series:** Educate patients with a series of emails on “How Wearables Can Improve Your Foot Health.”
- **Social Media:** Showcase how smart insoles work on social media.

7. Collaborative Care Models

Trend Insight: Collaboration between podiatrists and other healthcare providers like physical therapists and

primary care physicians is increasingly common to deliver holistic care.

Marketing Services to Leverage:

- **Co-Branded Content:** Create joint blogs, webinars, or videos with partner providers.
- **Social Media Shoutouts:** Highlight your collabs on platforms like LinkedIn or Instagram.

8. Focus on Preventive Care

Trend Insight: Preventive care is taking center stage as patients seek to avoid common issues through education and proactive strategies.

Marketing Services to Leverage:

- **Seasonal Email Campaigns:** Educate patients on preventive care aligned with seasonal needs (e.g., summer foot safety or winter dryness tips).

powerful way to engage audiences, demonstrate expertise, and improve search rankings.

Marketing Services to Leverage:

- **YouTube Channel:** Create a channel featuring introductions to your team, procedural demonstrations, and educational tips (and host them on YouTube, a platform that just so happens to be owned by Google for extra SEO value).
- **Social Media Snippets:** Share short clips on platforms like Instagram Reels and TikTok (assuming it’s still available in the States) to boost engagement and visibility.
- **Website Integration:** Embed videos on your site to enhance user experience and increase the average time spent on your website.

Why These Marketing Tactics Work

By combining these marketing strategies with the latest podiatric trends, you can:

- **Enhance Patient Engagement:** Offer content that resonates with patient interests and concerns.
- **Build Trust:** Demonstrate your commitment to innovation and patient-centric care.
- **Expand Your Reach and Revenue:** Attract new patients, strengthen relationships with referral partners, and generate additional income streams through e-commerce.

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Trend Insight: Regenerative treatments like PRP (Platelet-Rich Plasma) and stem cell therapy are becoming more popular in podiatry for treating chronic pain and injuries.

Marketing Services to Leverage:

- **Website Pages:** Dedicate a page to regenerative medicine treatments, ensuring clarity about benefits and conditions treated.
- **Certification and Compliance:** Be aware that special certifications may be required to advertise PRP and regenerative treatments, especially if you wish to run paid ads on Google or Meta.

10. Leverage Video for Engagement and SEO

Trend Insight: Video content is a