

PCC's Podiatrists Are Earning More—Why?

By Christine Harrington

Chase Bank's Customer Insights revealed a trend: podiatrists working with Podiatry Content Connection (PCC) consistently bring in more revenue than their peers who work with other marketing firms. It's no coincidence. PCC helps podiatrists grow their practices by attracting more patients while significantly reducing marketing expenses—a win-win, especially in today's economic climate.

Today, PCC clients earn more money than podiatrists who work with other marketing firms. They serve more than 8% of all American podiatry practices and university clinics, and boast a 96% client retention rate.

You could say that PCC's marketing machine is finely-tuned and firing on all cylinders.

Founder and CEO Jeff Hartman credits the secret to PCC's success this way: "We get what DPMs are up against, which is why we build marketing plans that actually fit each practice. Our clients focus on their patients and we take care of their marketing, so they can grow and thrive."

Over the years, Hartman and his team have developed a rock-solid core of service offerings that have proven to be successful time and time again: PCC | **Practice Builder**™, Patient Pro-Connect™, Targeted Reviews™, and **SOLE Marketing**™.

PCC | Practice Builder™ is a proven vehicle for attracting and converting more new patients online using stellar SEO and content marketing strategies.

PCC | Practice Builder™ increases a podiatrist's online visibility by designing an optimized, mobile-friendly website with all the elements it needs to rank higher on search engine results pages.

The website is infused with fresh weekly content featuring topics and using keywords that potential patients are searching for. PCC's programmers and site developers include backlinks from reputable websites, and ensure fast loading times, with no errors or broken links.

All of these SEO practices allow search engines to recognize the website as relevant and trustworthy, so it ranks higher on results pages—often page one of Google, for example.

This higher ranking gets the practice seen by more potential patients who get drawn to their website, and are then compelled to make an appointment by the site's content, credibility and clear calls-to-action.

PCC | Practice Builder™ also keeps the practice active on social media, driving traffic to the site, and lists the practice on 70+ local website directories, GPS services and Google/Apple Maps.

Finally, PCC offers full support to the practice with



a dedicated support team, and a simple dashboard to track progress and manage appointment requests.

Patient **Pro-Connect**™ keeps the practice's existing patient base educated, engaged and connected, which builds loyalty and increases appointments.

PCC-developed software collects feedback from existing patients and then sends them targeted email campaigns about foot issues and conditions relevant to them.

These emails can also open up new revenue streams by introducing cash-pay services like wart removal, laser treatments, and shockwave therapy.

With PCC's **Targeted Reviews**™, practices can easily increase the number of reviews they get from happy patients, by automatically texting them after a great visit. More good reviews boost the practice's online review star ratings.

All of this does wonders for the practice's online reputation and gets them ranked higher on search engines as well.

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As PCC's COO, Chris Hartman, explains, "After using Targeted Reviews, one of our clients was able to boost their Google star rating from 3 stars to 4.8 stars in just two days."

SOLE Marketing™ takes what can be an otherwise underperforming aspect of some practices (orthotics) and promotes them to increase orthotics awareness and revenue. PCC elevates orthotics visibility with dedicated web pages, banners, email campaigns, blogs, eBooks, posters, and social media.

"This approach makes sure the orthotics message stays consistent and engaging at every point of contact with patients," explains Randy Rosler, PCC National Director.

These four core services are backed by a written Buyer Protection/Performance Guarantee. They've been powerhouses for PCC and the realization of Jeffrey Hartman's vision more than a decade ago.

For more information, visit PodiatryCC.com or click here, follow PCC on Facebook @PodiatryContentConnectionPCC, Instagram @PodiatryContentConnection, Email: support@podiatrycc.com or Call (718) 475-9449.