

How to Boost Revenue in Your Podiatry Practice

Yes, even during an economic downturn.

BY SHAUN ZAKEN



When the economy slows, it impacts everyone... your patients, your practice, and your peace of mind. You may see fewer patients coming through the door, elective procedures postponed, and a growing sense of uncertainty that makes it harder to plan for the future. These are difficult pressures to navigate, not just as a podiatrist, but as a small business owner committed to helping people stay active and healthy.

And yet, it's in these moments that small, steady actions can make a big difference. While it might feel safer to pull back on outreach or marketing, doing so can unintentionally slow your recovery when brighter days return. Remember, staying connected with your patients and community isn't just about keeping your schedule full; it's about reassuring them you're here, ready to help when they need you most.

This practical guide of Dos and Don'ts is designed to support you through uncertain times. From cost-effective marketing strategies to creative ways to stay engaged with your patients, these tips will help you remain proactive, visible, and patient-centered so you can continue providing the essential care your community relies on today and well into the future.

DON'T: Go Dark on Marketing.

DO: Stay Top of Mind with Smart, Consistent Outreach.

Consistent outreach keeps you top-of-mind and builds trust.

It might seem counterintuitive to increase marketing efforts when patients are tightening their belts. But history has shown that businesses that maintain or increase their visibility during economic downturns are often the ones that come out stronger.

Why It Matters

During past recessions, companies that kept up or increased their marketing saw over 250% higher sales growth after the economy rebounded. And while podiatry isn't a retail product, staying visible means patients remember you when they need care, whether for diabetic foot checks or chronic heel pain that flares up. Remind your community that foot and ankle issues don't wait for better times and neither should their health.

DON'T: Waste Money on Expensive, Generic Advertising.

DO: Embrace Cost-Effective Tools Like Email Marketing and Patient Recalls.

Focus on channels that strengthen relationships and encourage action. If you're looking for bang-for-your-buck marketing, email campaigns and patient recall programs are two of the most effective strategies available. They're direct, personal, and speak to people who already trust you and your practice.

Why It Works

Patient recalls can boost appointment bookings by 20-30%, increase revenue from office visits, and significantly improve continuity of care.

Quick Tips

- Segment your patient contacts by condition or treatment history. Customize HIPAA-compliant emails so patients receive relevant, personalized information.
- Include hardcopy letters for legacy patients who may not have an email address on file. A personal touch can go a long way.
- Send seasonal and condition-specific messages. For example: "Spring into Comfort: Custom Orthotics Can Help You Get Back on Track."
- Re-activate lapsed patients. Remind diabetic patients of annual foot exams or reconnect with those you haven't seen in 12+ months. A simple, "We've missed you" can encourage them to schedule an overdue appointment.

DON'T: Assume Your Website Is "Good Enough".

DO: Update and Optimize Your Online Presence.

Your website is your 24/7 front desk; make sure it's welcoming and up-to-date. Remember, patients are researching you long before they pick up the phone. An outdated or incomplete website can make them hesitate to book or even commit to one of your competitors.

Checklist for Digital Success

- Accurate information: Confirm your practice hours, conditions/services, accepted insurance plans, and contact details are current.
- Fresh content: Update blogs, FAQs, and patient resources regularly. Educational content builds trust and

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MARKETING YOUR PRACTICE

Boost Revenue (from page 39)

positions you as an expert.

- Positive reviews: Encourage satisfied patients to leave Google reviews. Over 85% of people read online reviews before choosing a healthcare provider. Your reputation is one of your most powerful marketing tools.

- Mobile-friendly design: Make sure your website is easy to navigate on mobile devices as most patients are browsing on their phones today.

DON'T: Stick to the Same Old Strategies.

DO: Try Something New, Like Personalized Video Marketing.

Video builds personal connections that help patients feel comfortable before they ever step into your office. If you have a little downtime, consider using it to record a few simple videos. Patients love to see the human side of their healthcare providers, and video is an easy way to offer that insight.

Why You Should Give It a Shot

- Video adds a human touch. Patients feel they “know” you before they visit.

- Short videos are easy to create and can significantly increase engagement on emails, social media, and your website.

- Video builds trust. Seeing your face and hearing your voice helps create an emotional connection.

Simple Ideas to Start

- Introduce yourself and your team. Create a short “Meet Your Podiatrist” video.

- Explain what to expect. Walk patients through a first visit so they feel comfortable.

- Share success stories. Highlight a patient’s journey (with permission) or demonstrate how new technology works.

- Offer foot health tips. Weekly or monthly quick tips can establish you as a helpful resource.

Pro Tip: You don’t need fancy equipment if you have a smartphone and a lamp. Patients care more about authenticity than polish.

DON'T: Wait for Referrals to Happen.

DO: Actively Build Strategic Referral Partnerships.

Think of referrals as a lifeline, so don’t forget to nurture them. Referrals often come from relationships you build and maintain. Take time to connect with nearby healthcare professionals who may see patients with foot health needs.

Potential Partners

- Primary care physicians
- Endocrinologists (diabetic foot care)
- Physical therapists
- Pediatricians
- Local gyms, fitness studios, or running clubs

Action Steps

- Collaborate on patient care. Offer to co-manage diabetic patients or post-surgical rehab.

- Host joint education events. Give a talk on injury prevention or diabetic foot care at their offices or online.

- Follow up after referrals. Let the referring provider know how their patient is doing. It shows professionalism and respect for their trust.

DON'T: Wait for Patients to Call You.

DO: Create Community Engagement Opportunities.

A less than jam-packed schedule is an opportunity to reach out, educate, and connect. Get involved in your community (virtually and/or in person) and establish yourself as a go-to resource for foot and ankle health.

Try Hosting

- Educational webinars. Topics like “Preventing Running Injuries” or “Foot Care for Diabetics” are always valuable.

- In-person workshops. Partner with a local gym for a “Healthy Feet for Runners” event or offer foot screenings at a nearby senior center.

- Participate in local events. Consider sponsoring a 5K, joining a fun run, or attending a health fair to offer screenings and advice.

Pro Tip: Record your webinars and workshops. Share them on your website and social media to expand your reach.

DON'T: Focus on Survival Alone.

DO: Plan for Growth Beyond the Downturn.

The actions you take today set the stage for future success. While it’s natural to focus on short-term needs during uncertain times, having a long-term plan can help position your practice to thrive when the economy rebounds.

Your To-Do List

- Review and update your marketing strategy regularly. Adapt to what’s working.

- Analyze your data. Where are new patients coming from? Which campaigns convert best, and which should be paused or replaced?

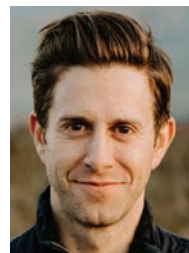
- Celebrate wins. Share patient success stories (with permission) and celebrate team achievements. Small victories keep morale high.

Final Thoughts

Connection, Not Perfection, Wins the Day

Often, patients aren’t looking for perfection; they’re looking for connection, reassurance, and trustworthy care. The more visible, approachable, and consistent you are in your outreach, the more likely they are to choose you when they need help.

Whether it’s a warm email, a short video introduction, or a simple “We’re here for you” message, small, personal touches can make a big impact. If you take away one message from this guide, let it be this: Stay active. Stay visible. And don’t be afraid to try something new. Your patients and your future practice will thank you for it. PM



Shaun Zaken is the President and owner of Blue Orchid Marketing, Inc., a leader in podiatry marketing services for over 20 years. Blue Orchid Marketing specializes in providing top marketing solutions that actually work and help your practice

grow, including email & SMS marketing, social media, SEO, websites, local listings, reputation management, print newsletters and postcards. Shaun can be reached at Shaun@BlueOrchid-Marketing.com or 203-746-5901.