

# Secrets to Using Orthotics to Grow Your Practice During the Holiday Season and Into the New Year

Cindy Pezza

President & CEO

Pinnacle Practice Achievement



and

**Randy Rosler**  
National Director





# RANDY ROSLER

National Director of Podiatry Content Connection

# Podiatry Content Connection

- The #1 **Comprehensive Digital Agency** for Podiatrists **ONLY!**
- Helping private practices **Attract More New Patients from the Web, enhance their reputation online.**
- We specialize in helping Podiatrists **Monetize** special services, such as orthotics, laser, etc.
- Give back to Podiatry Colleges every month.
- Handle the online marketing(including Google Ads) for Barry University and Kent State.





# CINDY PEZZA, PMAC

President & CEO

Pinnacle Practice Achievement



Consultant, Coach, Speaker, and Educator



Pinnacle Practice Achievement (PPA) is a consulting firm dedicated to coaching podiatrists and providing their practice tools to survive and thrive in the ever-changing world of specialty healthcare.

# FACT:

Orthotics are an **under-utilized profit center** for Podiatrists.





FOOT & ANKLE CENTER

Request Appointment Select Language

HOME OUR DOCTOR OFFICE SERVICES SPECIALTIES NEW PATIENTS TESTIMONIALS RATE US BLOG CONTACT US

Conditions Treated and Services Provided

- Minimally Invasive Bunion Surgery
- Heel Pain Treatment
- Foot and Ankle Pain
- Foot and Ankle Fractures
- Ingrown Toenails
- Sports Injuries
- Plantar Warts
- Ankle Sprains
- Radial Shockwave Therapy

LEARN MORE ABOUT OUR Radial Shockwave Therapy

We practice a minimally invasive approach to your foot or ankle problem with surgery as the last option.

FOOT & ANKLE SPECIALISTS OF NEVADA

Request Appointment Pay Online

Home About Services Conditions Patient Info Videos Blog

Foot & Ankle Conditions Treated

- Heel Pain Treatment
- Plantar Fasciitis
- Foot and Ankle Pain
- Pain/Numbsness in Ball of the foot
- Ingrown Toenails
- Fungal Nail
- Foot & Ankle Surgery
- Ankle Fractures

Top doctors and advanced care to get you back on your feet

Bunion Treatment Laser Treatment for Fungal Nail Nerve Pain Sports Injuries Heel Pain

<https://mvfas.com/conditions/foot-ankle-nerve-pain-las-vegas/peripheral-neuropathy/> in a new tab

What's wrong with this picture?

DALLAS PODIATRY SERVICES OFFERED

<p><b>BUNIONS TREATMENT</b></p> <p>Bunions are commonly known as a bony bump on the joint of your big toe. What many people don't...</p> <p>Learn more &gt;</p>	<p><b>PLANTAR FASCIITIS</b></p> <p>Yeagain Foot &amp; Ankle specializes in the diagnosis and treatment of plantar fasciitis, a condition he's...</p> <p>Learn more &gt;</p>	<p><b>ANKLE SPRAIN</b></p> <p>Inversion ankle sprains are the most common injuries in the world. From a misstep off a curb to a...</p> <p>Learn more &gt;</p>	<p><b>INGROWN TOENAILS</b></p> <p>Ingrown toenails are one of the most common podiatric concerns. When you have an ingrown toenail,...</p> <p>Learn more &gt;</p>
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EDISON FOOT AND ANKLE CARE, P.C.

Dr. Anthony Sergi / Dr. Anthony Accella - Board Certified Podiatric Physicians & Surgeons

CALL US 732-494-5601

HOME MEET OUR DOCTORS PROCEDURES OUR OFFICE CONTACT US

Podiatric Physicians & Surgeons in Edison, NJ

If you are looking for a highly qualified, board certified, podiatric physician and surgeon in Edison, New Jersey, we welcome the opportunity to introduce our office to you. We are sure once you explore our website, visit our office or talk to one of our highly qualified experienced physicians or patient staff members, you will quickly realize why we are one of the premier practices in the state.

As you navigate through our website you will find a wealth of information about podiatric care, foot and ankle ailments, state of the art treatment methods, exercise and even gadget shoe selection. There is an overview of our practice including our doctors, staff, office hours, insurance accepted, appointment procedures, maps, directions and contact information.

As podiatric physicians and surgeons in the Edison area, we believe our patients deserve to have the information needed to make informed decisions about their foot and ankle care. Our goal is to educate each patient and formulate an effective, thorough, mutually agreed upon treatment program with the highest quality of care available. We believe your foot and ankle health is an integral part of your overall health and we will work together to find the best way to help you live your best life.



What's

Missing?





**Orthotics!**



**How can you Use Orthotics to Grow your Practice if patients don't know that you offer Orthotics?**

**Are Orthotics hidden or “invisible” on your website?**

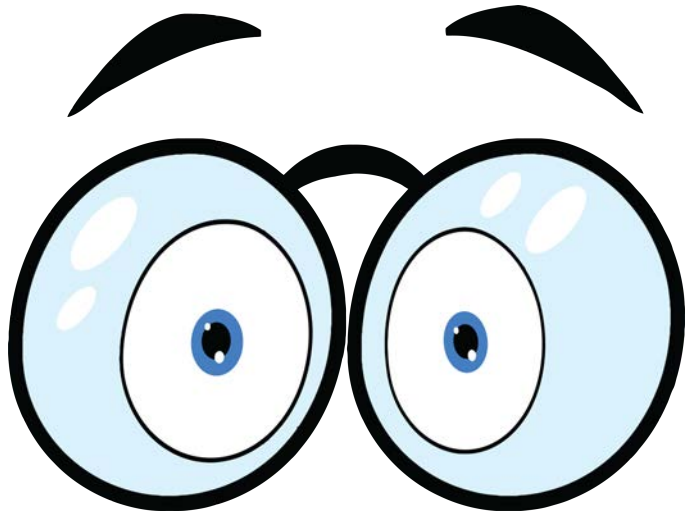
# “Out of Sight, Out of Mind”

In other words, even if your practice has the best Orthotics available, if patients are unaware they exist OR that they should get them from YOU, then it doesn't matter how great your orthotics are.



Who isn't out of sight...**Dr. Scholl's** AND **"The Good Feet Store"**.

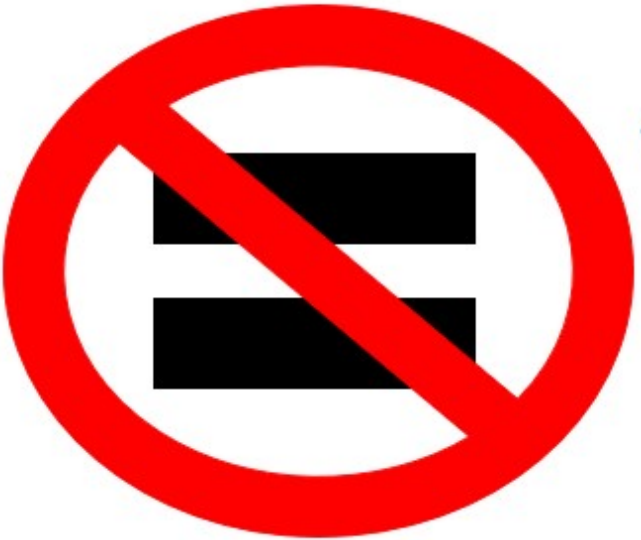
- Millions of people ARE buying Shoe Inserts, thinking they are getting Orthotics....
- Especially from Walmart and Amazon and The Good Feet Store!
- Dr. Scholl's sells about \$500,000/month on Amazon for their shoe inserts and arch supports.



\$ 18.59 at Target stores



# The Good Feet Store **Buyers Beware!**





## The Good Feet Store

### **Hurts in 2 places:**

1) Your wallet

2) Your feet!



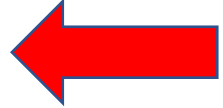
Health & Medical > Physical Aids > Orthotics & Prosthetics Service > The Good Feet Store



### The Good Feet Store

Reviews 102 • Bad  
★ ★ ★ ★ ★ 1.7

VERIFIED COMPANY



Write a review



#### Reviews ★ 1.7

102 total



tacos, cheap dinner, Max's

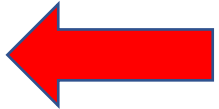
Babylon, IL

Restaurants Home Services Auto Services More



# The Good Feet Store

★ ★ ★ ★ ★ 2.2 (198 reviews)



Claimed • Orthotics Edit

Closed 9:00 AM - 7:00 PM Hours updated 3 weeks ago See hours



# Good Feet Store

Orthopedic Shoes

Multi Location Business

[Find locations](#)

## Better Business Bureau

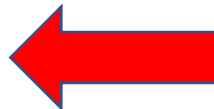
[View Business profile >](#)

What do you think? Add your review.



Tell us what you think!

Customer Review Rating



Average of 50 Customer Reviews

50 Customer Reviews

Sort By Date



Sonja R



09/22/2023

My experience at The Good Feet store mirrors all the reviews I read so far. The only difference is that I left before they could talk me into buying anything. They should be ashamed by their behavior and tactics.



Carmen H



09/20/2023

I believe the arch will help with my plantar Fasciitis, but only make it worst. I stop using them an went two times to the store to just get to know they are final sale and no refund. Now have a debt of 1500. over 3 archs that don't had any use to get my feet better. Be aware they don't tell you how much cost or that don't have a return policies. \*\*\*\*\*



Carol H



09/15/2023

I totally agree with all the negative remarks on this ripoff deal!!! Feels like you have rocks in your shoes. when I spent that much money I was so hoping/waiting for relief that I never got...

### Contact Information

2711 N Mayfair Rd Ste C  
Wauwatosa, WI 53222-4402  
[Get Directions](#)

[Visit Website](#)

[Email this Business](#)

(414) 545-3338

Business hours  
10:00 AM - 6:00 PM

Want a quote from this business?

[Get a Quote](#)

### BBB Rating & Accreditation

# How to change from being hidden to **visible**



# Get the word out!

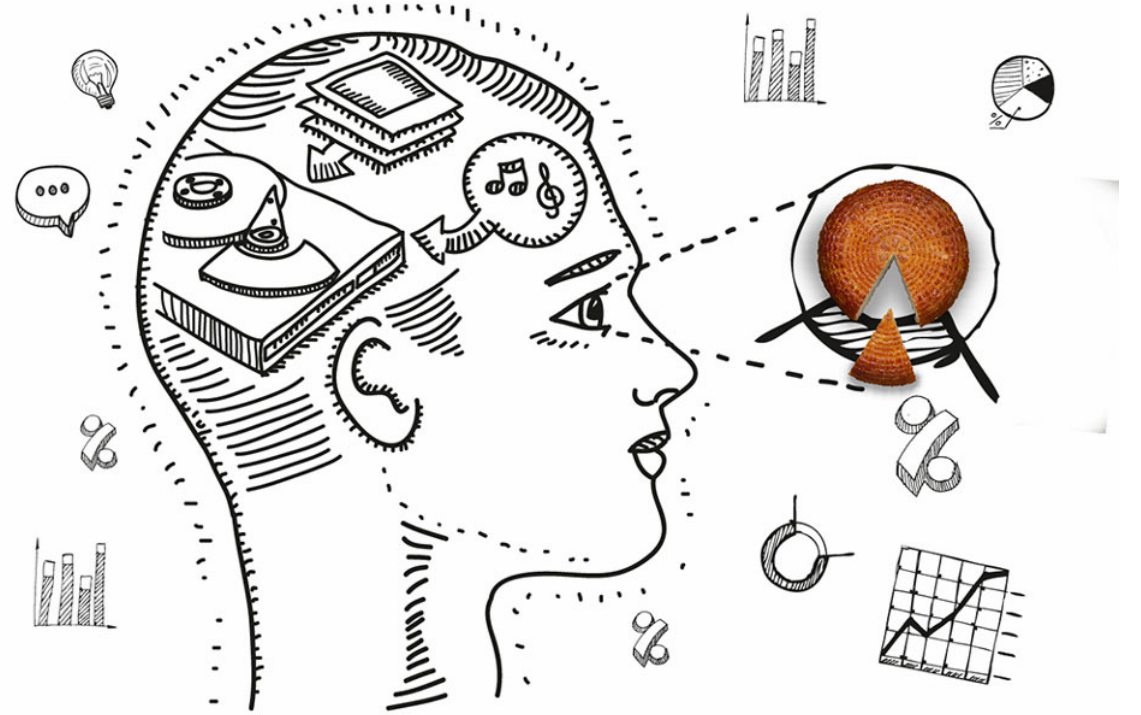






People learn **VISUALLY**...

Let's **VISUALLY** Educate and  
Guide Patients to proper  
footcare (Orthotics)





# Orthotic Banners on the homepage of your website.



## Orthotics Can Help Treat Foot & Ankle Pain

Get Relief From These Issues And More:

- Heel Pain
- Plantar Fasciitis
- Diabetic Foot Ulcers
- Painful Calluses

[Are Orthotics Right For You?  
Click Here To Learn More](#)



## *Are Custom Orthotics Right For You?*

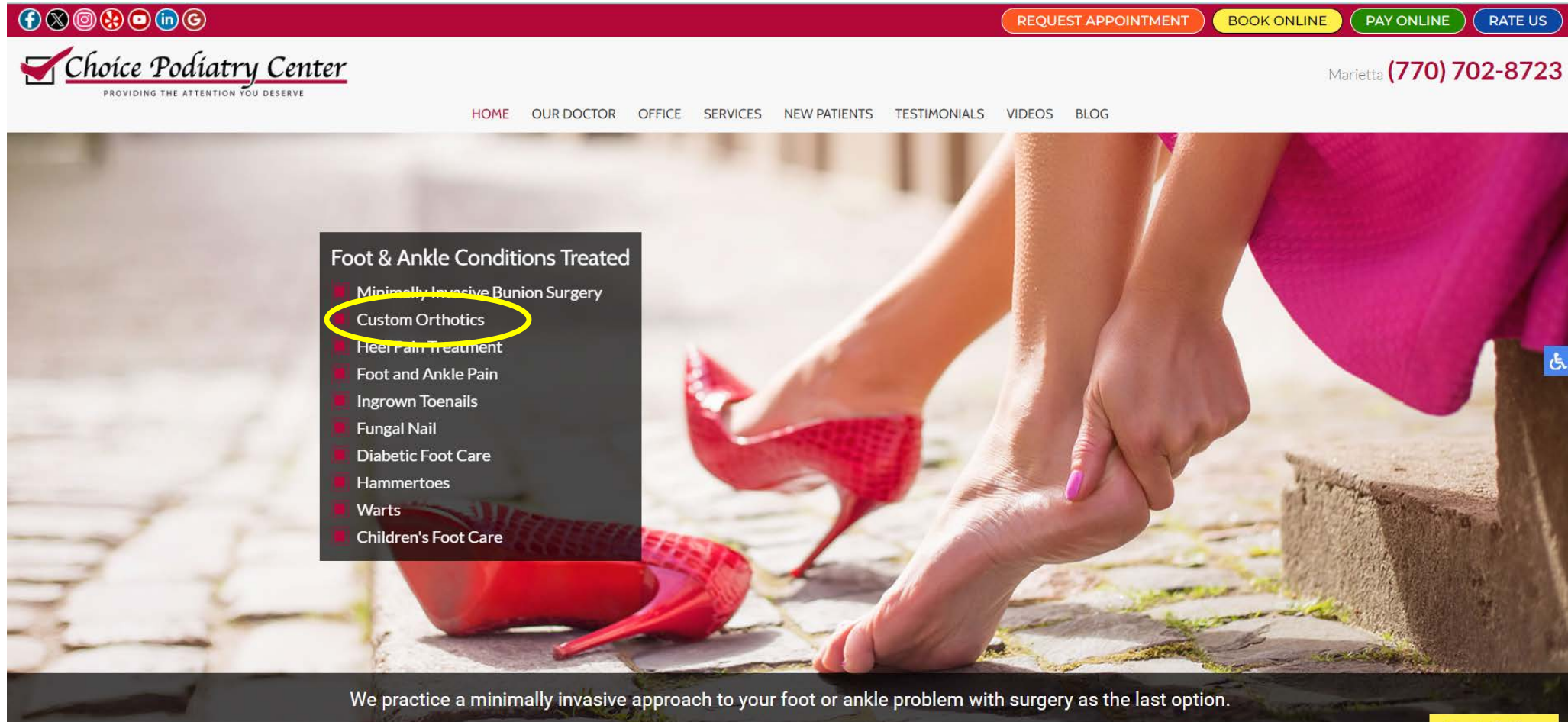
You Don't Have To Live With Foot, Heel, or Ankle Pain

Custom Orthotics Offer A Multitude Of Benefits That Can Have A Big Impact On The Health Of Your Feet And Your Overall Wellness.

[Request An Appointment  
Call \(987\) 654-3210](#)



# Have Orthotics Be More Visible on Your Website



**Add it to your homepage that you have orthotics!!!**



# Make it easy to “find”



[Request Appointment](#)

[Make A Payment](#)

[Patient Portal](#)



(724) 832-7880 Greensburg  
(814) 443-1524 Somerset

[Home](#) [Our Team](#) [Offices](#) [Services](#) [Advanced Treatments](#) [Why Choose Us](#) [Products](#) [New Patients](#) [Testimonials](#) [Blog](#) [Contact Us](#)

We practice a minimally invasive approach to your foot or ankle problem with surgery as the last option

Heel Pain



Ingrown Toenails



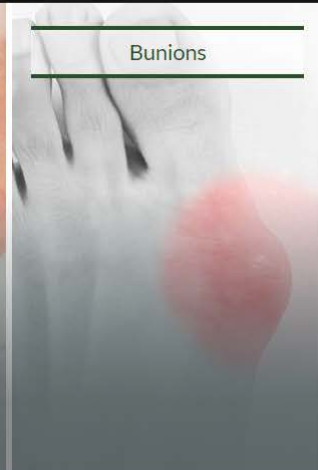
Sports Injuries



Toenail Fungus



Bunions



Diabetic Foot Care 



 EN ^



## Are Custom Orthotics Right For You?

You Don't Have To Live With Foot, Heel, or Ankle Pain

Custom Orthotics Offer A Multitude Of Benefits That Can Have A Big Impact On The Health Of Your Feet And Your Overall Wellness.


[Click Here To Learn More And Request an Appointment](#)



# Online Patient Education

Tuesday, 06 June 2023

## Benefits of Wearing Custom-Made Orthotics



Orthotics are medical devices that are worn inside the shoe. People who have foot pain or an abnormal foot structure may benefit from wearing orthotics, which may aid in completing daily activities. Custom-made orthotics may help patients who have diabetes, plantar fasciitis, or arch pain. These are designed and fitted by podiatrists and many benefits can be associated with wearing these types of orthotics. These can include improving the gait, or walking style, maintaining body alignment, and possibly relieving foot pain from arthritis. Wearing orthotics may reduce existing ankle pain, and it may be easier to walk. If you have foot pain for any reason, it is suggested that you speak with a podiatrist who can discuss the benefits of wearing custom-made orthotics and determine if this is the right choice for you.

If you are having discomfort in your feet and would like to try orthotics, contact Dr. Christine Quinn from New Jersey. Our doctor can provide the care you need to keep you pain-free and on your feet.

### What Are Orthotics?

Orthotics are inserts you can place into your shoes to help with a variety of foot problems such as flat feet or foot pain. Orthotics provide relief and comfort for minor foot and heel pain but can't correct serious biomechanical problems in your feet.

### Over-the-Counter Inserts

Orthotics come in a wide variety of over-the-counter inserts that are used to treat foot pain, heel pain, and minor problems. For example, arch supports can be inserted into your shoes to help correct overarched or flat feet, while gel insoles are often used because they provide comfort and relief from foot and heel pain by alleviating pressure.

### Prescription Orthotics

If over-the-counter inserts don't work for you or if you have a more severe foot concern, it is possible to have your podiatrist prescribe custom orthotics. These high-quality inserts are designed to treat problems such as abnormal motion, plantar fasciitis, and severe forms of heel pain. They can even be used to help patients suffering from diabetes by treating foot ulcers and painful calluses and are usually molded to your feet individually, which allows them to provide full support and comfort.

If you are experiencing minor to severe foot or heel pain, it's recommended to speak with your podiatrist about the possibilities of using orthotics. A podiatrist can determine which type of orthotic is right for you and allow you to take the first steps towards being pain-free.

If you have any questions please contact our office located in Basking Ridge, NJ, near Warren, Stirling, and Bedminster. We offer the newest diagnostic and treatment technologies for all your foot and ankle needs.

[Read more about Foot Orthotics](#)

# Benefits of Blogs

## Various Types of Orthotics



**Orthotics** are inserts that are put inside the shoes which can help to correct problematic foot structures. People who have flat feet, high arches, or foot conditions such as arthritis and plantar fasciitis may benefit from wearing orthotics. Soft, rigid, and semi-rigid are the different types of orthotics to choose from, and each kind is designed to provide the desired results for the specific foot condition. Soft orthotics may provide cushioning that can help to absorb shock, in addition to reducing pressure while walking. Plastic or graphite materials are used to make rigid orthotics, which may help to improve alignment and movement. The most common types of orthotics are semi-rigid and are constructed with flexible materials that lie over a firm bottom layer. People who have diabetes may wear orthotics as a method of preventing sores or blisters from developing.

If you would like to have more knowledge about orthotics, it is suggested that you confer with a podiatrist who can provide you with the information you are seeking.

### Orthotics

[Read more about Orthotics](#)

- **Patient Education**
- **Helps Patients find you**
- **Builds credibility**
- **Set the table for orthotics**
- **Keywords and key-phases ( ie. “Orthotics”, “Custom Orthotics”) are embedded into the blogs and have LINKS to special Orthotics Landing Page on your website.**

# Call- To-Action “Spot Campaigns”

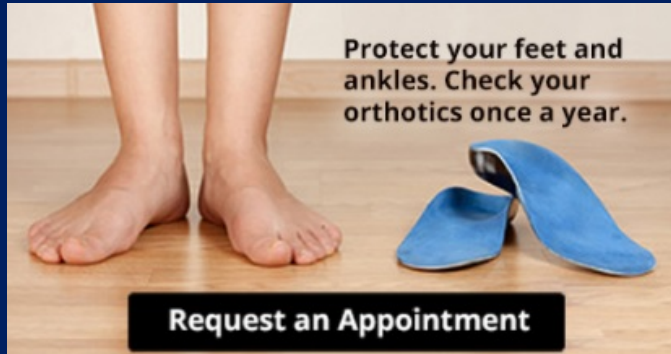
Spot Campaigns are **CALL-TO-ACTIONS PHOTO ADS** published to **drive appointment requests** and website traffic for your practice. Our spot campaigns are routinely posted on your website then pushed to your Google & Twitter page to stay connected with all your online patients. They are also sent as email campaigns through our Feedback and Reviews Program.



5 Benefits of our **Custom Orthotics**

- Less foot and heel pain
- Better balance
- Reduced lower back pain
- Fewer calluses & bunions
- Improved posture

[Request An Appointment](#)



Protect your feet and ankles. Check your orthotics once a year.

[Request an Appointment](#)

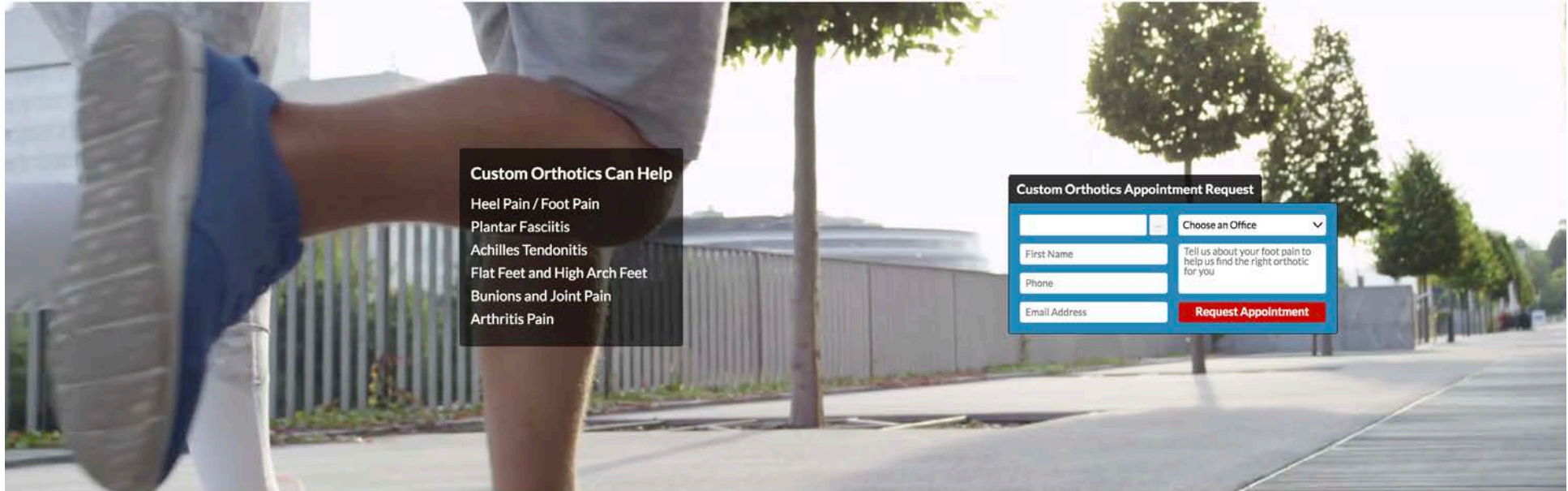


**Custom orthotics** are important for support while wearing high heels. Contact us today to see if orthotics can help you.

[Request An Appointment](#)



## Custom Orthotics



**Custom Orthotics Can Help**

- Heel Pain / Foot Pain
- Plantar Fasciitis
- Achilles Tendonitis
- Flat Feet and High Arch Feet
- Bunions and Joint Pain
- Arthritis Pain

**Custom Orthotics Appointment Request**

<input type="text"/>	Choose an Office <span style="font-size: small;">▼</span>
First Name <input type="text"/>	Tell us about your foot pain to help us find the right orthotic for you
Phone <input type="text"/>	
Email Address <input type="text"/>	
<a href="#" style="background-color: red; color: white; padding: 5px;">Request Appointment</a>	

### Reduce Foot Pain With Custom Orthotics

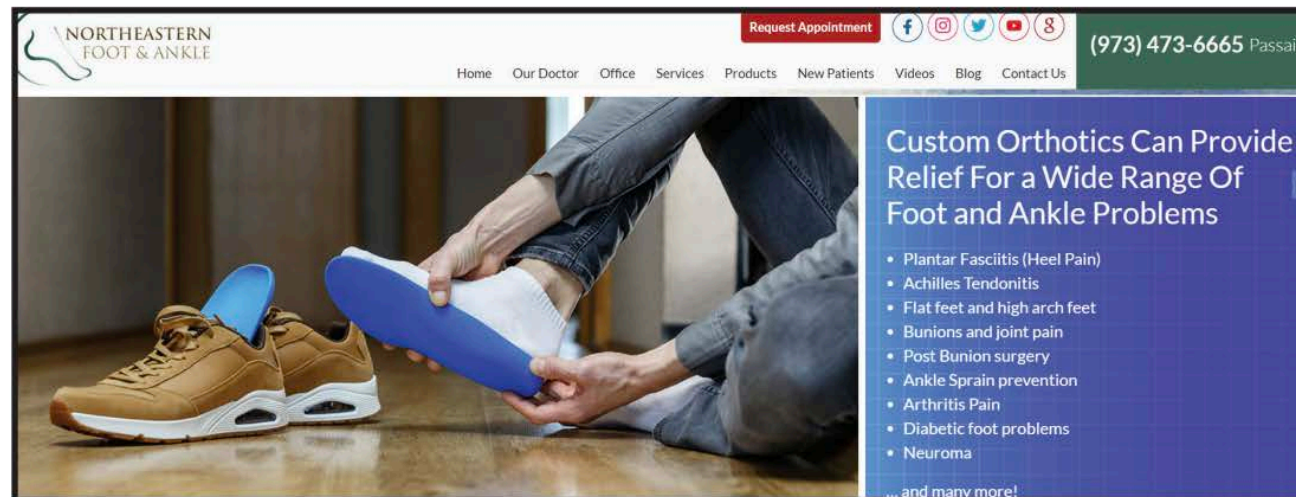
When you experience foot pain, specifically in the arch of the foot, you likely thought you needed more cushion. A softer sole or more cushion feels great, but it doesn't address the underlying issue causing the foot pain. Our 15-minute orthotics assessment will help us identify which orthotic you need and get you on the road to relief with a new custom orthotic. Call our office today to request an appointment.

[Schedule Your Orthotics Assessment  
\(770\) 702-8723](#)

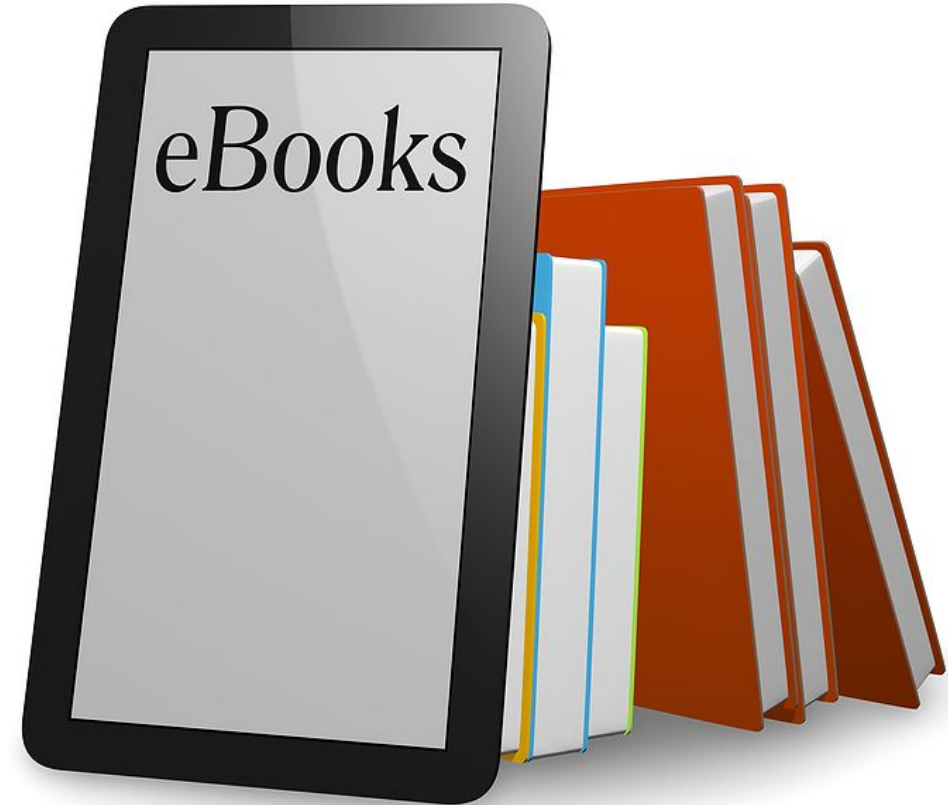
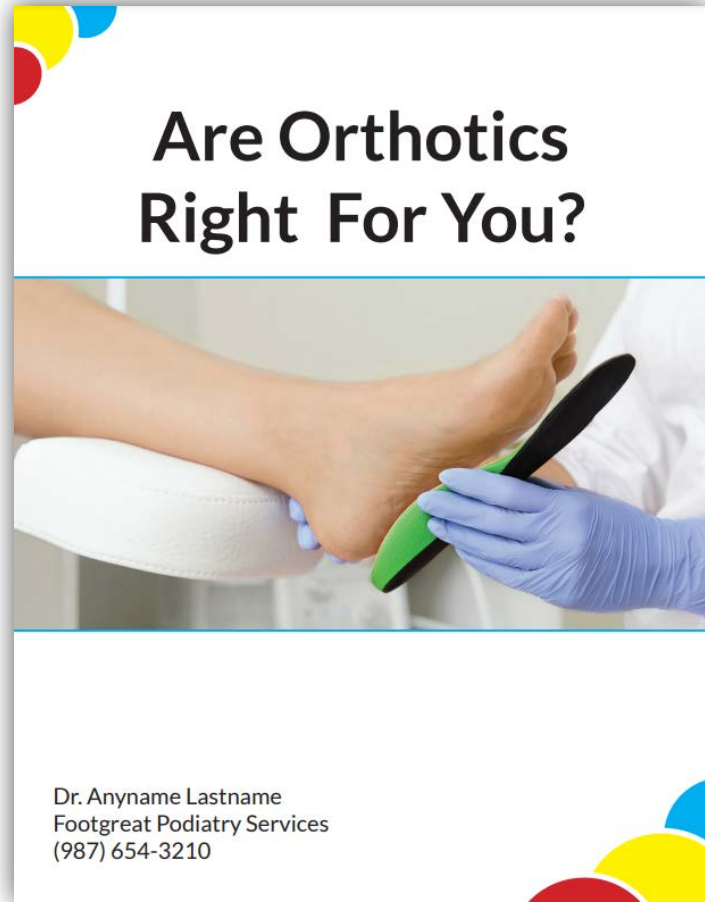




# Orthotics Landing Pages with Appointment Request Form



# eBook on ORTHOTICS







# Sole Marketing

Increases Orthotics Visibility & Profits

# Our *Sole Marketing System* Increases Podiatry Practice Orthotic Visibility and Educates Patients

A lot of useful features that all come together to SHOWCASE and PROMOTE Your Orthotics

- ★ Orthotics Featured on Website
- ★ Orthotics Landing Page
- ★ Designed Orthotic Banner
- ★ Orthotics Appointment Form
- ★ Email Orthotics Campaign to Your Patients
- ★ Additional Orthotic Blog Each Month
- ★ Additional Orthotic Spot Campaign
- ★ Branded Orthotics eBook for Patients
- ★ Social Media Digital Library (Facebook & Instagram)
- ★ Patient Room Poster “Benefits of Orthotics”






# Digital Signage and Printable Posters for Your Office

**Your Feet Could Be Causing Your Pain**

**Custom Orthotics Relieve A Wide Variety Of Pain**



Neck Pain

Low Back Pain

Hip Pain


Knee Pain

Shin Splints

Heel Pain

Plantar Fasciitis

**Ask Your Doctor Today About Custom Orthotics**



**Custom Orthotics Provide Comfort & Stability On The Job**



**Ask Us During Today's Visit About Custom Orthotics**




**Start Living Pain Free**



**Your Feet Could Be Causing Your Pain**

**Custom Orthotics Relieve A Wide Variety Of Pain**



Neck Pain

Low Back Pain

Hip Pain


Knee Pain

Shin Splints

Heel Pain

Plantar Fasciitis

**Ask Your Doctor Today About Custom Orthotics**



# Email campaigns



**Custom Orthotics**  
can provide relief  
from heel pain.  
Contact us today  
to see if orthotics  
can help you.

[Request An Appointment](#)

The advertisement features a photograph of a person's foot being examined by a professional. A black orthotic device is being held against the heel of the foot. The text is positioned on the left side of the image, and a blue button with white text is located at the bottom left.



Successful  
Email  
Marketing  
Campaign

The graphic shows a laptop with several colorful envelopes (purple, yellow, green, red, blue) floating around it, symbolizing email marketing. There are also icons for a scale of justice, a shopping cart, and a coin, suggesting various aspects of business and marketing. The text 'Successful Email Marketing Campaign' is written in a clean, sans-serif font on the right side of the graphic.

## Top 10 Benefits of Orthotics

**Customized Comfort:** Tailored to the exact shape of your foot, ensuring maximum comfort with every step.

**Pain Relief:** Alleviates foot, ankle, and even back pain caused by misalignment or foot conditions.

**Enhanced Foot Support:** Provides optimum arch and heel support, reducing foot fatigue.

**Improved Posture:** Aligns the foot and ankle joints, promoting better posture and balance.

**Protection & Cushioning:** Protects the feet from undue pressure, minimizing the risk of ulcers, especially in diabetic patients.

**Extended Shoe Lifespan:** Reduces the wear and tear on your shoes, allowing them to last longer.

**Optimized Athletic Performance:** Enhances stability and performance for athletes, reducing the risk of injury.

**Correction of Foot Abnormalities:** Helps in managing conditions like flat feet, bunions, and plantar fasciitis.


**Reduction in Joint Strain:** Lessens the strain on the knees, hips, and lower back.

**Boosted Mobility:** Experience greater ease and freedom in daily activities and exercises.



**Your Feet Could Be Causing Your Pain**

**Custom Orthotics Relieve A Wide Variety Of Pain**



**Ask Your Doctor Today About Custom Orthotics**

Podiatry Content Connection



Book Online



## Custom Orthotics Provide Comfort & Stability On The Job



Ask Us During Today's Visit  
About Custom Orthotics



**Start Living Pain Free**

# By the Numbers...

Example:

A pair of **Custom Orthotics**:

Cost to Podiatrist: \$100

Sell a pair for \$500 (or more)

= **\$400 Profit per pair**

2 pairs per day x 5 days = 10 pairs/week x \$400 profit = **\$4000 profit per week!**

\$ 4000/week x 4 weeks = **\$16,000 profit per month**

\$ 16,000 x 12 months = **\$192,000 profit per year!**





# By the Numbers...**Cut in Half!**

Example:

A pair of **Custom Orthotics**:

Cost to Podiatrist: \$100

Sell a pair for \$500 (or more)

**\$400 Profit per pair**



**1 pair per day** x 5 days = 5 pairs/week x \$400 profit = **\$2000 profit per week!**

\$2000/week x 4 weeks = **\$8,000 profit per month**

\$8,000 x 12 months = **\$96,000 profit per year!**

# We are *Advocates* for podiatry practices

- DPM's need our help
- Patients need help
- **We are here to help!**
- **This is a *WIN-WIN!***  
(Patients, DPM)



It's not like we're selling "Snake Oil"!

**Just like your patients go to you because you are a Podiatrist...a SPECIALIST in your field, we are SPECIALISTS in our field!**

- The #1 **Comprehensive Digital Agency** for Podiatrists **ONLY!**
- Helping private practices **Attract More New Patients from the Web.**
- Handle the online marketing(including Google Ads) for Barry University and Kent State.
- Go from **“Invisible”** to **“VISIBLE”** online



***Don't just take  
our word.***

# Words from our clients...



“They have increased my exposure with an excellent website and are responsible for a 35% growth in my new patient consults.” - IRA Spinner, DPM



“Promised and delivered. Couldn’t be happier with a marketing service. I’ve already referred to so many pods hoping to grow their business. Forever grateful for their help and continuous support.” - Nadia Sadeghi



“Increased web exposure has certainly increased the amount of new patients that I am seeing weekly.”  
- Donald Manger, DPM

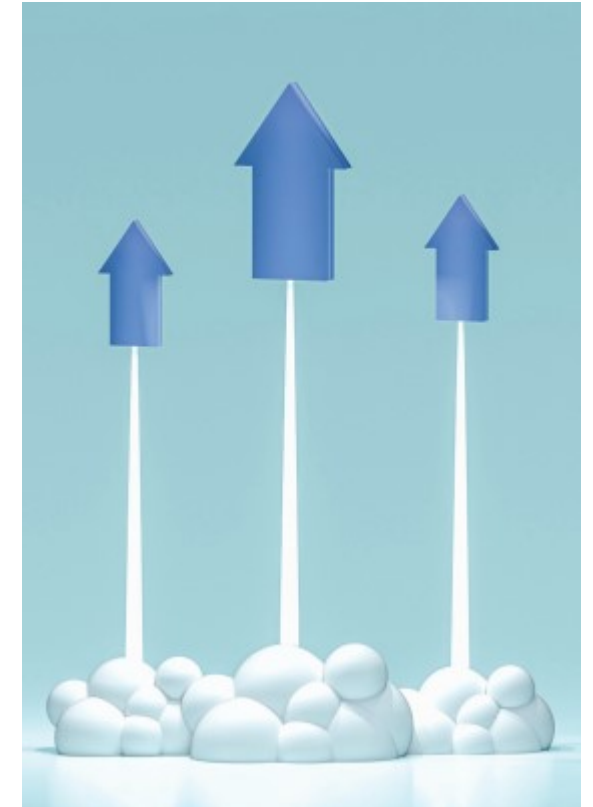




“Hands down, this is the greatest  
orthotics marketing system  
available to podiatrists today!”  
- Louis J. DeCaro, DPM

# How Your Practice Can Benefit from An Orthotics Acceleration Session...

- ➔ Gain Clarity and Insight on Your Online Visibility
- ➔ Learn How Market Orthotics better Online
- ➔ How to Showcase and Promote Orthotics Online and in Your Office
- ➔ See How You Compare To Your Local Competition Online
- ➔ And Much More!





# Interested in Learning How to Increase the Number of Orthotics You Dispense from Your Office?



Schedule your  
*Orthotics Acceleration Session TODAY*

**TEXT:**

**“Orthotics”**

**And**

**First and Last name**

**to**

**917-572-5088**

**(Randy)**



**Thoughts/Questions?**



## RANDY ROSLER

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✉ randyrosler@podiatrycc.com

🌐 [www.PodiatryCC.com](http://www.PodiatryCC.com)



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