

# Meet the Team



**Joel Foster, DPM**  
Double Board-Certified  
Podiatric Surgeon



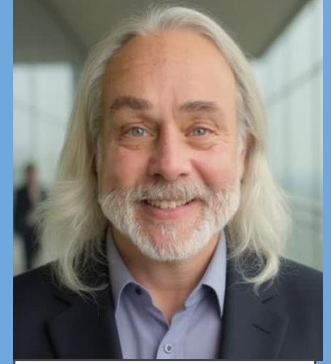
**Michala**  
Practice  
Manager/Administrator



**Hannah**  
Marketing Manager/ Lead  
Medical Assistant



**Juli**  
Marketing Director/Therapy  
Room Technician



**John**  
Foster Web Marketing



# Great reviews come from a great overall experience!



# First Strategic Priority

**Establish strong Local SEO foundation for the practice**

# Discovery & Foundation Building

## Key Pain Point Identified

Overcoming patient misconceptions about Direct Care model  
("When someone hears we don't take insurance they immediately think that is a bad thing or even just hang up on us!")

- Complete Site “Re-Optimization”
- Updated “Calls To Action” with focus on Local SEO
- Attributing “Author Tags” for authority & credibility

[HOME](#)[MAIN CONDITIONS▼](#)[SERVICES▼](#)[ABOUT US▼](#)[DIRECT CARE](#)[RESOURCES▼](#)[CONTACT](#)

## Are You Suffering From Bunions In The Kansas City Area? Help Is Available!


If you're [suffering from bunions](#) you should speak with an experienced [Kansas City podiatrist](#) as soon as possible. [Contact us online](#) or call our [Lee's Summit office](#) directly at **816.246.4222** to schedule an appointment. We are proud to help patients like you from throughout the [Kansas City area](#) and look forward to helping you.



**Joel Foster, DPM**


Board certified podiatrist helping patients throughout the Kansas City area treat all foot & ankle conditions.


- Comprehensive Google My Business Overhaul (some tips and “secrets”)





### Your business on Google


2,076 customer interactions


[Edit profile](#)


[Read reviews](#)


[Photos](#)


[Posts](#)


[Performance](#)


[Advertise](#)


[Edit products](#)

[Edit services](#)

[Bookings](#)

[Q & A](#)

[Ask for review...](#)

Profile Strength  Looks good!

4 new reviews



Read the latest feedback from your customers

July performance report is ready

See new interactions and understand how your business is performing

Add amenity map to your website

Show nearby amenities to help customers explore your area




[Add photos](#)[See outside](#)

## Joel D. Foster, DPM, Lee's Summit Foot & Ankle Doctor

4.9 ★★★★★ 490 Google reviews

Podiatrist in Lee's Summit, Missouri

 You manage this Business Profile

[Website](#)[Directions](#)[Save](#)



# Google My Business Products

Joel D. Foster, DPM, Lee's Summit Foot & Ankle Doctor



← Products



All products



Kansas City Foot Wound  
Care Podiatrist



Aquaroll Therapy



Extracorporeal Pulse  
Activation Technology (E...



4 new reviews

Read the latest feedback  
from your customers

business is performing

your area

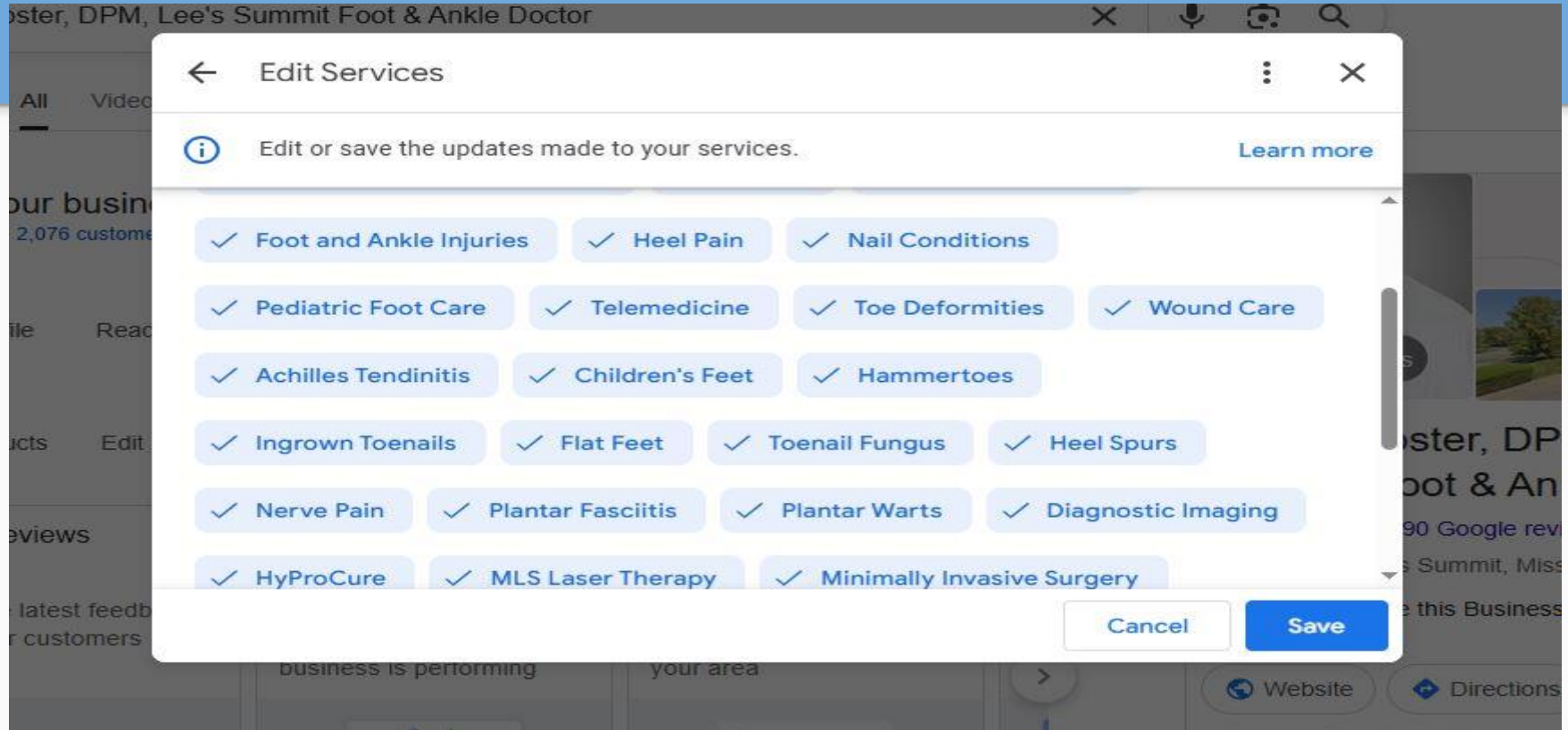
Website

Directions

Share

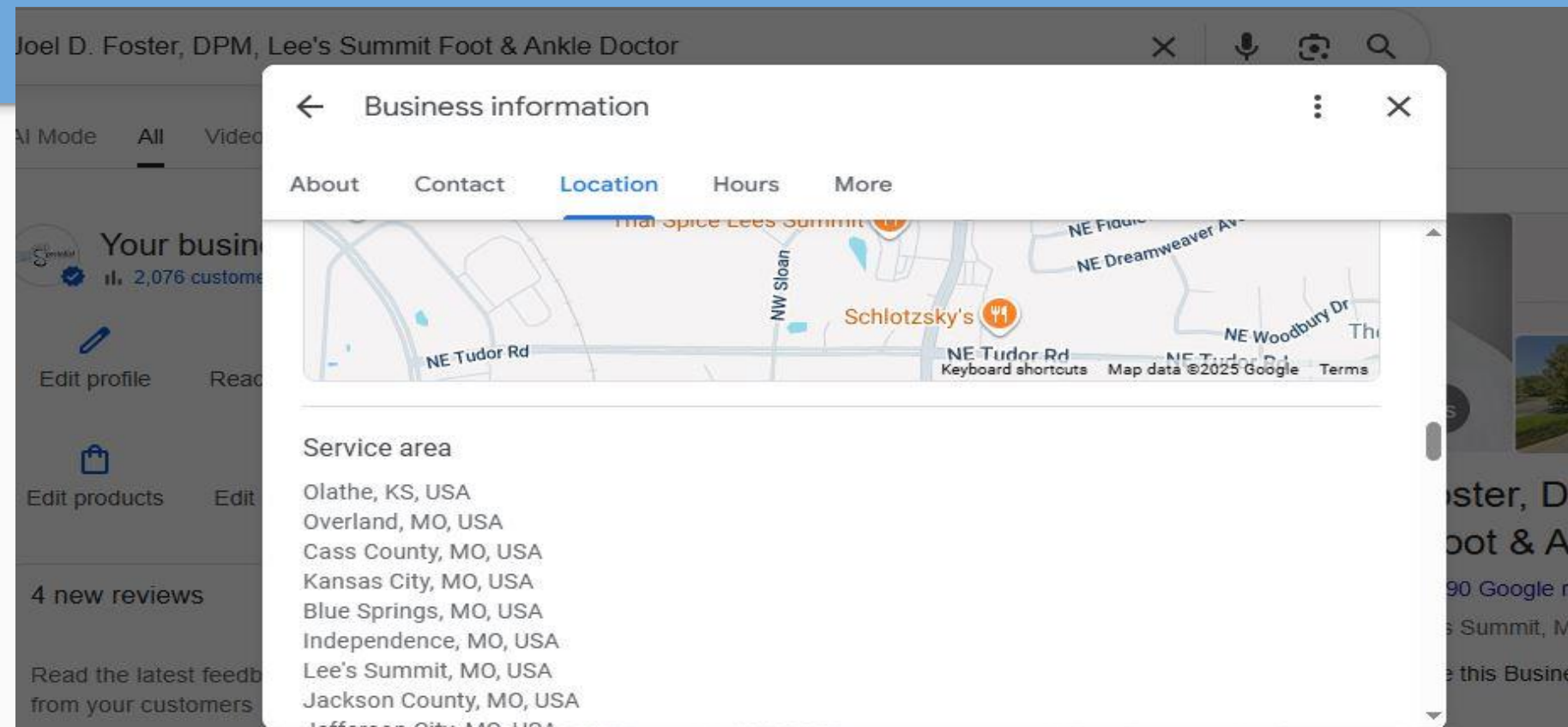
Call

# Google My Business Services





# Google My Business Service Areas



15. FDAAA

# Phase Two: Let's Tackle The Direct Care Situation

## Initial Direct Care Challenges

# Messaging was buried

## EXCEPTIONAL, INNOVATIVE CARE to Help You Walk Away From Pain

[Request Your Appointment](#)

Dr. Foster is Kansas City's only Board Certified Minimally Invasive Foot and Ankle Surgeon and is also a Fellow in the Academy of Minimally Invasive Foot and Ankle Surgery

## Added a “pop up” testimonial video



Why Patients Choose to Be  
Seen by a Direct Pay  
Provider



Streamlined homepage and messaging with updated callouts, new content and panels.



Direct Care

816-246-4222

[HOME](#) [MAIN CONDITIONS▼](#) [SERVICES▼](#) [ABOUT US▼](#) [DIRECT CARE](#) [RESOURCES▼](#) [CONTACT](#)

**HEALTHCARE SIMPLIFIED:**  
Direct Care For Healthier Feet

Yes We Can See You Today!



Overall Rating

4.9 ★★★★★

[Read our 507 reviews](#)



Dr. Joel Foster, DPM

*Double Board-Certified Podiatric Surgeon*



Affordable Care  
Without Insurance



Immediate  
Appointments Available



Highest Quality Footcare

## CONDITIONS We Treat and SERVICES We Provide



Overall Rating

**4.9** ★★★★★

[Read our 507 reviews](#)

Dr. Joel Foster, DPM, is trained in all aspects of foot and ankle care to provide conservative therapies as well as advanced, minimally invasive surgical procedures. Whatever your needs are, our podiatry office can create a customized treatment plan to stop your pain and get you back on your feet.

# Collaborative Brainstorming Process

**The real key to successful marketing to grow your practice is finding a partner or agency that treats your business like it's THEIR business.**

# Before & After Visuals

[HOME](#)[MAIN CONDITIONS▼](#)[SERVICES▼](#)[ABOUT US▼](#)[DIRECT CARE](#)[RESOURCES▼](#)[CONTACT](#)

## DIRECT CARE FOR HEALTHIER FEET



BEFORE



AFTER



## DIRECT CARE FOR HEALTHIER FEET



Overall Rating

4.9 ★★★★★

[Read our 507 reviews](#)

## HYPROCURE RESULTS



BEFORE



AFTER

# Get The Word Out (Podcast)



## Dr. Joel Foster Explains The Benefits Of Direct Care Pricing In Kansas City

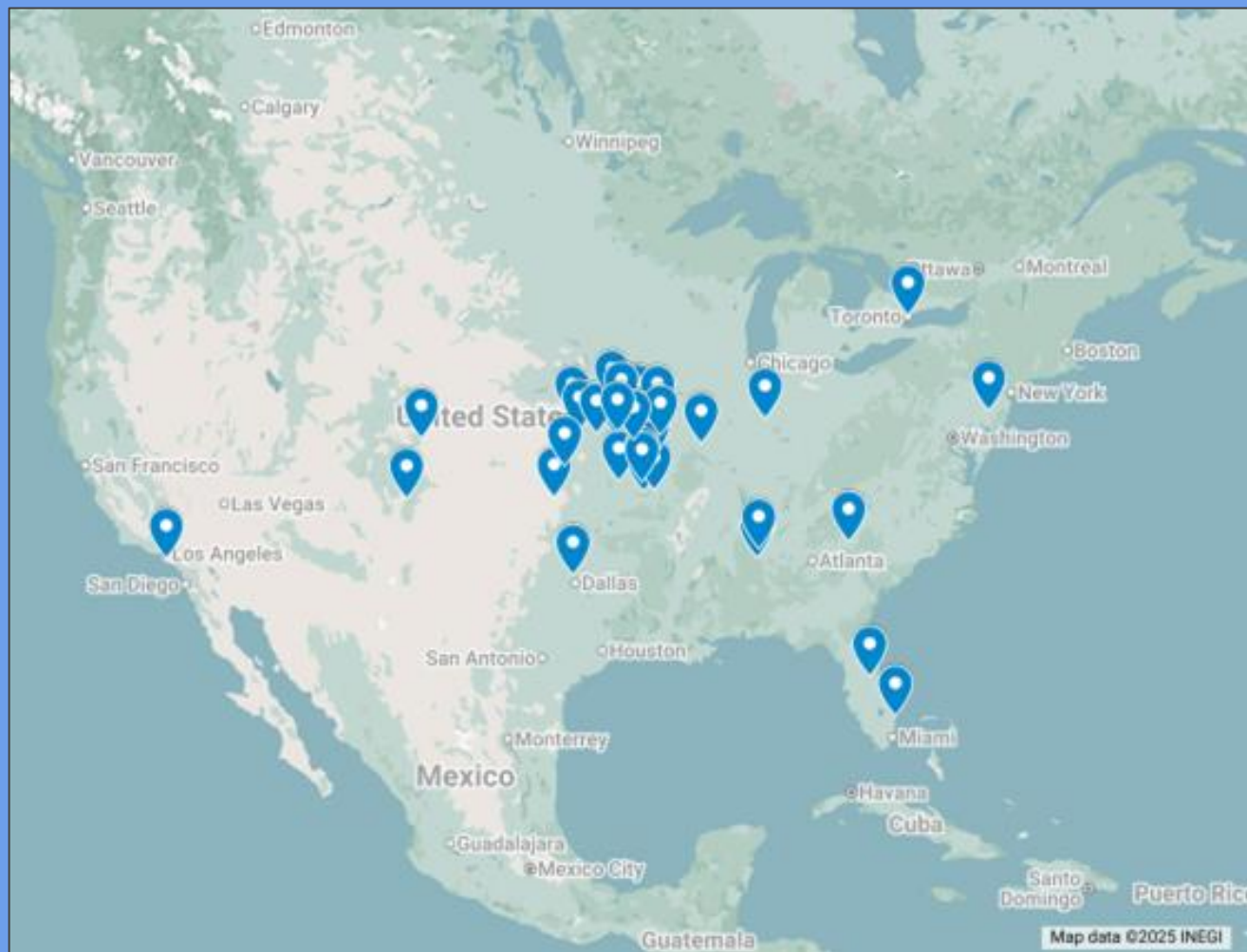
Dr. Joel was recently a guest on the World of Marketing podcast to discuss the benefits of Direct Care as well as the methods used to convey this new concept.



# Why consistent content matters

- Consistently uploading relevant content to your website helps...
  - Boost your SEO (Google favors regularly updated websites)
  - Keep your website fresh and relevant
  - Answer questions and provide value
- What to post?
  - Blogs
  - FAQs
  - Videos

# Out of State Patients





# Monthly Content Ideas

Have a general theme for each month to organize what content to put out

- **January** - New Year, New Feet
- **February** - Show your feet some love
- **March** - Spring Sports Prep
- **April** - Foot Health Awareness Month
- **May** - Minimally Invasive Surgery
- **June** - Regenerative medicine
- **July** - Neuropathy
- **August** - Back to school
- **September** - Sports injury prevention
- **October** - Minimally invasive surgery
- **November** - Diabetes awareness month
- **December** - Heel pain

July '25	Content Catagory	Subject	Publish Date	Theme
	Email Newsletter	Heel pain when you first wake up? Discover lasting relief	July 22nd	Neuropathy and Heel Pain
	Email Blast	Neurogenx + MLS laser combination treatment	July 8th	
	Blog	The Benefits of Ultrasound in Podiatry Practice	July 8th	
	FAQ	What are the signs of neuropathy and when should I see a podiatrist?	July 8th	
	Video Testimonial	Neurogenx		
	Youtube Video	Monthly therapy room package	July 21st	
	Print ad	Custom orthotics only \$375	July 1st	
	Article	Hyprocure success story	July 1st	
August '25	Content Catagory	Subject		Theme
	Email Newsletter	Ingrown toenails fixed (athletes in cleats)	Aug 19th	Foot Care/ Orthotics- Back to School
	Email Blast	Custom orthotic promo	Aug 4th	
	Blog	EPAT for runners/ athletes + EPAT testimonial	Aug 11th	
	FAQ	What can I do to prevent ingrown toenails from coming back?	Aug 11th	
	Youtube video	Shoe recommendations video collab with running well store	Aug 25th	
	Print ad	Free Surgical Consultation	Aug 1st	
	Video testimonial	Custom orthotics only \$375		

# Brand promotion through in-person networking

- **Where?**
  - Primary care doctors
  - Physical therapists
  - Pediatricians
  - Dermatologists
  - Athletic trainers and coaches
  - Gyms
  - Nail salons

# Brand promotion through in-person networking

- **Set up a schedule to revisit offices on a quarterly basis**
- **Bring materials that target each specific practice**
  - **Dermatology** - information on warts and ingrown toenails
  - **Pediatrics** - flat foot correction brochures, wart treatment, ingrown toenails
  - **Physical therapists** - information on orthotics, MLS laser therapy, EPAT
- **Coordinate lunch meetings to connect with local physicians and build referral relationships within the community**

# Example flyers made on Canva



**ONLY \$249 Weight-bearing foot/ankle CT scan**

## Why Choose This Imaging Option?

- **Straightforward Pricing:** A single flat fee—no insurance needed, no surprise bills later.
- **Advanced Technology:** 3D imaging captures your foot or ankle in a natural, weight-bearing position, providing unparalleled diagnostic accuracy.
- **Quick and Convenient:** Same day and walk in appointments available.

## Ideal for Diagnosing

- Fractures
- Arthritis
- Deformities
- Pre-surgical evaluations



**Kansas City's ONLY Direct Care Podiatry**

Contact Us!  
(816) 246-4222  
joelfosterdpm.com

6 NW Sycamore St., Ste. A,  
Lee's Summit, MO 64086

## INGROWN TOENAIL?

We offer fast, gentle relief for kids with painful ingrown toenails.

Same-day or same-week appointments available!



## What We Offer:

- **Initial Office Visit** – \$149
- **Temporary Nail Edge Removal** – \$149 (Ideal for first-time or mild ingrowns)
- **Permanent Border Removal** – \$275 (Best for chronic or repeat infections)

## Why Refer to Us?

- **Quick scheduling** – same-day or same-week
- **Kid-friendly care** – experienced with pediatric patients
- **In-office procedures** – minimal downtime, fast relief
- **Clear pricing** – no surprise bills for families

## Schedule Today!

(816) 246-4222  
joelfosterdpm.com



## Joel Foster, DPM

Double Board-Certified Podiatrist & Foot Surgeon with over 20 years experience

**Foot, knee, or back pain?  
Get the perfect fit for your feet!**

## Custom-Calibrated Foot Orthotics - \$375

- **Designed by a Doctor:** Each pair is made with precision, ensuring they're tailored specifically for your unique foot structure.
- **Precise Calibration:** These aren't off-the-shelf products; they're *custom designed* to meet your needs for comfort, support, and functionality.
- **Same-Day Casting:** Walk into our office and get casted by our experienced podiatrist, Dr. Joel Foster, on the same day.

## Heat-Molded Orthotics - \$60

- **A Better Alternative to Pharmacy Inserts:** Skip the guesswork of buying generic shoe inserts that may not work.
- **Custom Fit, Same Day:** Visit our office, and we'll select the appropriate insert and heat mold it to your feet for a more effective fit.
- **Affordable and Convenient:** At just \$60, this is a low cost alternative that still provides customized comfort and support.



## Walk in TODAY!

Orthotics are eligible for FSA/HSA funds—use your benefits for support and comfort!

(816) 246-4222  
joelfosterdpm.com

6 NW Sycamore St., Ste. A, Lee's Summit, MO 64086



# HEALTHCARE SIMPLIFIED: Direct Care For Healthier Feet

Yes We Can See You Today!

Dr. Foster provides exceptional Direct Care podiatry in Kansas City without insurance involvement, offering transparent, affordable pricing while maintaining the highest quality foot and ankle care. Experience the difference today!

Dr. Joel Foster, DPM

Double Board-Certified Podiatric Surgeon



Affordable Care  
Without Insurance



Immediate  
Appointments Available



Highest Quality Footcare



Overall Rating

4.9 ★★★★★

[Read our 597 reviews](#)

## CONDITIONS We Treat and



# HEALTHCARE SIMPLIFIED: Direct Care For Healthier Feet

Yes We Can See You Today!

Dr. Foster provides exceptional Direct Care podiatry in Kansas City without insurance involvement, offering transparent, affordable pricing while maintaining the highest quality foot and ankle care. Experience the difference today!

Dr. Joel Foster, DPM  
*Double Board-Certified Podiatric Surgeon*



Overall Rating

4.9 ★★★★★

519 reviews



Affordable Care  
Without Insurance



Immediate  
Appointments Available



Highest Quality Footcare

# Direct Care in Kansas City

Bringing together direct care doctors  
in the Kansas City metro area to  
strengthen our community and  
educate patients on the power of  
direct care.

[directcareproviderskc.com](https://directcareproviderskc.com)

**Join the movement!**

[directcareproviderskc.com](https://directcareproviderskc.com)



Contact us if you would like to be featured  
in a video where you can share your direct  
care story and vision. Let's build a network  
that makes a difference—together.

**816-246-4222**

[joelfosterdpm.marketing@gmail.com](mailto:joelfosterdpm.marketing@gmail.com)

# Monthly Magazine Ads



FOOT CARE **Specialist**  
JOEL D. FOSTER, DPM

## Take the right step in the new year

### CUSTOM ORTHOTICS

- Calibrated precisely for you, not something off the shelf
- Positional cast by a doctor made of durable materials that will last several years
- Walk-in appointments welcome!



< SCAN CODE to learn more

**Dr. Joel Foster, DPM**  
Board certified podiatric surgeon  
Proudly serving patients since 2006



**Custom orthotics**  
**\$375**

Only375.com



FOOT CARE **Specialist**  
JOEL D. FOSTER, DPM

“ Each time I leave Dr. Foster’s office,  
**MY FEET FEEL 100% BETTER.**”

**Our office puts patients front and center in all aspects of care.**

Whether you need custom orthotics, therapeutic laser treatment, toenail care, or foot surgery, your comfort and concerns will be the primary driver of your treatment.



**Dr. Joel Foster, DPM**  
Board certified podiatric surgeon  
Proudly serving patients since 2006



Read our patient testimonials

Website: [chrisralstoncreative.com](http://chrisralstoncreative.com)  
Email: [Chris@chrisralstoncreative.com](mailto:Chris@chrisralstoncreative.com)

# Community events

Booth at marathon  
packet pickup



Elementary school  
career day

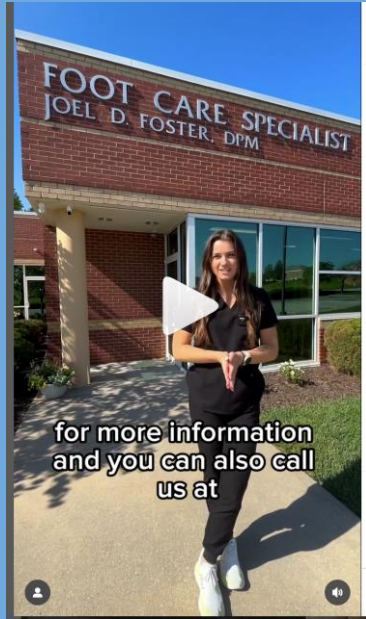




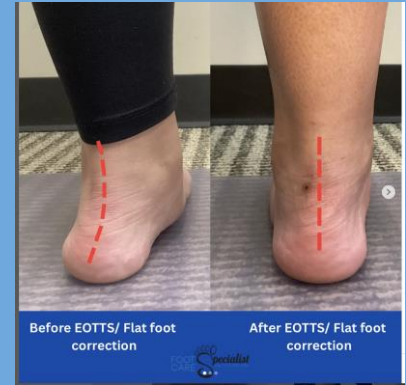
# Social Media

- Showcase your **services + office 'vibe' + patient stories**
- **Always ready:** photo/video consent forms (*Top Practice Resource*)
- **Proven impact:**  
Patient bought a product after seeing our video  
New patient scheduled from Instagram





Showcase your space & behind-the-scenes



Treatments & procedures  
(educational, not gory)

**"I had been dealing with ingrown nail pain for too long and was able to get in quickly for treatment when I called. Same day relief is better than I expected. Thank you Dr. Foster & staff."**

-Patient review

**"1,000,000/10 — my grandma saw Dr. Foster today, and to say that he and his staff are AMAZING is an understatement. They were kind, gentle, and incredibly informative."**

**I'm so happy she has them to return to. If you love yourself or someone you care about and they need a foot doctor, this is the one."**

-Patient review

Share patient Google reviews





Collabs — e.g., Running Well Store video.

Be creative and use trending audios (short shelf-life but great reach).

Trending audio: popular sound clip that is being widely used on social media.

Lots of people use it and becomes a trend.





Trending audios:

Increase visibility  
to your posts  
without paying for  
ads.

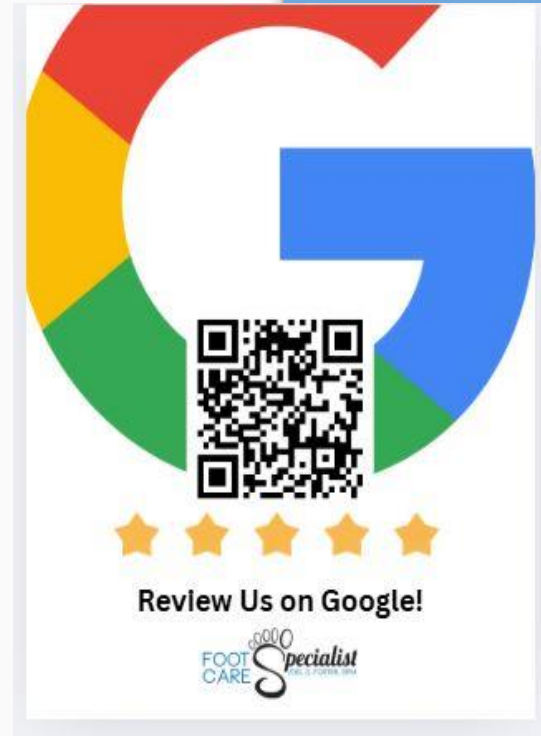
Make your content  
feel more relatable  
and engaging.

This is Hannah from Dr. Foster's office. Thank you for trusting us with your care. We hope that you've enjoyed your experience with us. We would very much appreciate you taking a few moments to leave us a Google review. Your feedback is greatly appreciated and helps others find the care they need.

<https://wv3.io/xmg0uypJ>

Thank you for your support!

M



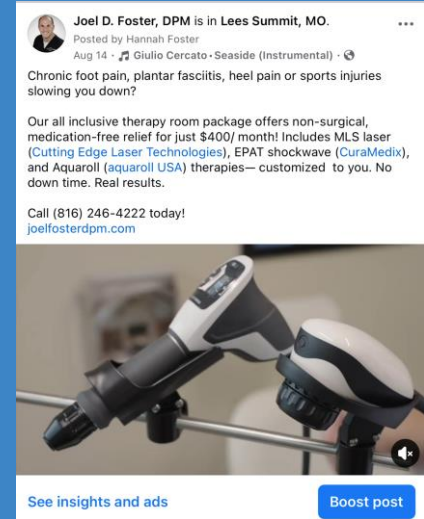
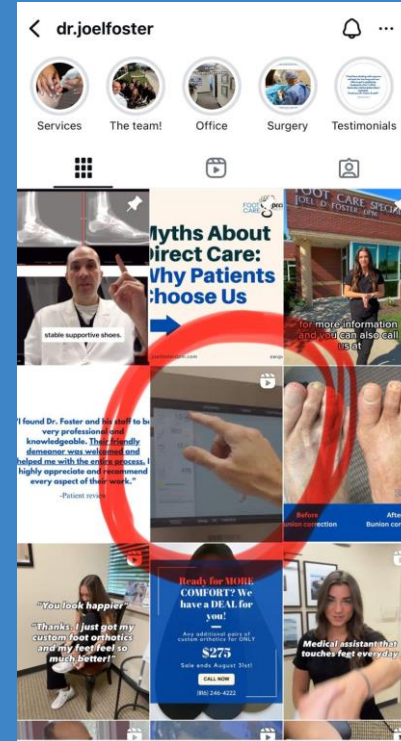
# Ask for Google Reviews!

- **Our #1 referral source**
- **Why they matter:** Boost SEO, social proof, and trust.
- **Tip:** Respond to every review — positive or negative — in a warm, professional tone.



# Video: The Multi-Use Marketing Tool

- Where to post: Website, YouTube, social media, email.
- Repurpose – one shoot can yield a testimonial clip, educational snippet, and a social reel.

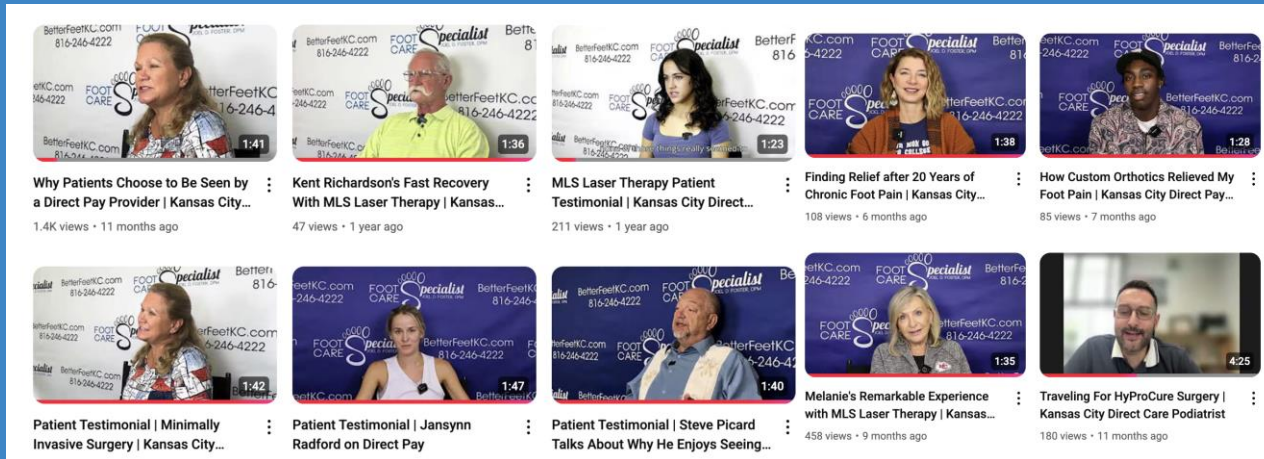


# Patient Testimonials

**When to ask:** After follow-ups or recovery — when they're happiest.

**How to guide:** Provide an outline or prompt questions so they hit the points you want.

**Tip:** Lighting is everything — ring light or natural light.





# Think like a patient

- If *you* were looking for foot care — what would make you choose your office?
- Gather inspiration, then personalize it to fit your brand and team
- Start small: choose a posting routine you can maintain
- Batch content ahead of time to stay consistent

# Think Like a Patient

Know your message & keep it consistent across website + socials



## Myths About Direct Care: Why Patients Choose Us





[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Myth #1: "Direct Care is Too Expensive."

**Reality:** Our transparent pricing means no surprise bills or hidden fees. Many patients find that the **cost of direct care is not only less** than they expected but also less expensive than their out-of-pocket costs with traditional health insurance—especially when considering the high deductibles and out-of-pocket expenses of traditional insurance-based care.

[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Myth #2: "I Need Insurance for Quality Care."

**Reality:** By eliminating insurance barriers, we focus on what matters most—your health. Our **direct care model allows for longer appointments, personalized treatment plans, and access to your doctor at anytime.**

[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Myth #3: "Paying Out-of-Pocket is a Hassle."

**Reality:** We've simplified the payment process to make your experience seamless. With upfront pricing and no complicated insurance claims, you'll **know exactly what you're paying for from the start. No surprise bills after your visit!**

[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Myth #4: "Direct Care Practices Offer Limited Services."

**Reality:** Our practice provides a wide range of specialized treatments and services. From **state-of-the-art MLS laser therapy** to minimally invasive foot and ankle procedures and much more.

[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Myth #5: "I'm Paying More for the Same Thing."

**Reality:** Direct care means you're paying only for what you need—without the inflated costs associated with insurance billing. In fact, you are **getting higher quality of care.** Dr. Foster spends time with his patients to ensure they understand their condition which then allows for the patient to become a part of the decision making process. We work together as a team to develop a treatment plan that works best with each patients needs and budget.

[www.joelfosterdpm.com](http://www.joelfosterdpm.com)swipe >>



### Why Direct Care Works for You

Direct care is about prioritizing your health over insurance bureaucracy. It's about clear communication, transparent costs, and personalized, effective care. We're here to make every step of your journey as smooth and accessible as possible.



[www.joelfosterdpm.com](http://www.joelfosterdpm.com)Dr. Joel Foster, Direct Care Podiatrist

# Team Execution

- Train MAs to capture high-quality photos during exams
- Front desk & back office work together to identify potential testimonial patients
- Ask for testimonials at the right time (post-recovery, happy results)
- Keep communication open so marketing ideas flow between staff
- You don't need a big budget, just consistency and authenticity

# Resources

