



# Unveiling a Blueprint for Success

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# INTERNAL MARKETING



## Staff Empowerment and Buy-In: Dr. Nathan Ivey

- **Cutting-Edge Training:** Regular education on advanced technologies builds confidence and expertise.
- **Empowerment & Pride:** Staff feel ownership in delivering modern, results-driven care.
- **Efficient Workflows:** Advanced tools and protocols make daily tasks smoother and less repetitive.
- **Professional Reputation:** Being part of an innovative practice elevates credibility and pride.
- **Culture of Excellence:** Shared commitment to “beyond traditional” care strengthens teamwork and morale.





## WOW Service: Dr. Breck Tiernan

- **Memorable, Elevated Experience:** Bright, modern, clean office with spa-like touches (scents, flavored water, Nespresso, hot towel wraps). Patients feel valued, relaxed, and cared for beyond the medical treatment.
- **Ease & Convenience:** Same-day treatments, in-house diagnostics (X-ray, MRI, ultrasound), medications dispensed onsite — no delays, no extra trips.
- **Personal Connection:** Staff use the “FORD” system (Family, Occupation, Recreation, Dreams) to personalize conversations and care. Patients feel *known*, not just treated.
- **Confidence & Trust:** Cutting-edge technology (laser, MRI, Ultramist, orthotics) demonstrates innovation and commitment to top-tier care.
- **Referrals & Reviews:** Patients are so impressed they leave detailed 5-star reviews and actively refer friends/family — fueling practice growth organically.





## WOW Service: Dr. Breck Tiernan

- **Empowerment & Autonomy:** Staff are trusted to fix problems on the spot (like Ritz Carlton model). They feel ownership and pride in their roles.
- **Recognition & Perks:** Raises before they ask, surprise bonuses, favorite snacks, spa days, outings, personalized gifts — all reinforce appreciation.
- **Best Tools & Environment:** High-quality desks, computers, uniforms, and even fun additions (like a golf simulator or soft-serve machine) make work enjoyable.
- **Stable, Loyal Team:** Low turnover (5 quits in 17 years); people stay because they feel valued and supported.
- **Culture of Purpose:** Staff understand the importance of their role in creating raving fans. Their efforts translate directly into patient happiness and practice success.

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## EXTERNAL MARKETING



# Direct Mail: Dr. Andrew Schneider

## Print Advertising

- Just another way to send people to your website
- Choose magazines local to your office
- Negotiate writing monthly or quarterly advertorials
- Most will offer design services or use Canva
- Make sure you get a do-follow link in their online edition
- QR code to:
  - Unique Landing Page
  - Page with the product or service you're discussing
  - Free Resource/Lead Magnet



## Community Building: Dr. Justin LoBello

- **Elevate Local Visibility:** Sponsoring running events places your practice front and center in the community, positioning you as the go-to provider for athletes and families who value proactive health.
- **Build Trust Through Involvement:** Active participation in community events demonstrates genuine care beyond the office walls, strengthening reputation and creating long-term patient loyalty.
- **Align With Healthy Lifestyles:** Running events and wellness initiatives connect your brand with vitality, prevention, and performance—values that patients aspire to and trust in their healthcare providers.
- **Create a Central Hub for Care:** Building a wellness center from the ground up signals commitment to holistic, patient-first healthcare and provides space for services that diversify revenue beyond insurance dependence.
- **Lay the Foundation for Growth:** Community integration plus a dedicated wellness facility positions your practice as an anchor institution, attracting ideal patients, partnerships, and opportunities for expansion





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## REFERRAL MARKETING



## Building a Network: Dr. Eric Harmelin

- **Hospital as Significant Referral Source**

Hospitals regularly encounter complex foot and ankle issues—especially from diabetic patients—that require specialized podiatric care.

- **Provider Reluctance on Infections**

Many hospital providers don't want to manage time-consuming diabetic foot infections, creating a natural gap in care.

- **Value = Revenue Opportunity**

By stepping in to handle these cases, podiatry practices provide real value to hospitals while building a consistent stream of referrals and revenue.

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## DIGITAL MARKETING



## Building a Brand: Dr. Joel Foster

- **Clear, consistent messaging** — their website prominently highlights the direct-pay model (“Healthcare Simplified”), supported by benefits like same-day appointments, transparent pricing, and more time with the doctor.
- **Patient trust through storytelling** — testimonial videos and before/after visuals showcase outcomes and why patients choose direct care.
- **Strong YouTube presence** — high-quality office tours, procedure explainers, and educational FAQ videos drive engagement (one video reached 6.6k views).
- **Authentic social media strategy** — staff highlights, trending audio, behind-the-scenes reels, and patient-generated content build connection and expand reach.
- **Effective direct care positioning** — messaging is consistent across all channels, educating patients upfront on pricing and value, which filters leads and attracts the right audience



## AI Enabled: Dr. Rion Berg

- **Already featured in AI search results** — bunion and heel pain pages are showing up in Google AI Overviews and ChatGPT answers.
- **Robust content foundation** — long-form condition pages, detailed blogs, and an extensive video library make BergDPM a trusted source.
- **Strong authority signals** — Dr. Berg's 40+ years of experience and external citations (Healthgrades, ShareCare, Yelp) reinforce expertise.
- **Best-in-class condition page model** — the bunion page is optimized with clear structure, balanced treatment options, video, and FAQs, making it AI-ready.
- **Recognized leader in Seattle podiatry** — BergDPM's content is already being prioritized by AI tools, showing strong visibility and authority in the local market.



# Success is...

Integrating each pillar to maximize efficiency.





# Build Your Roadmap