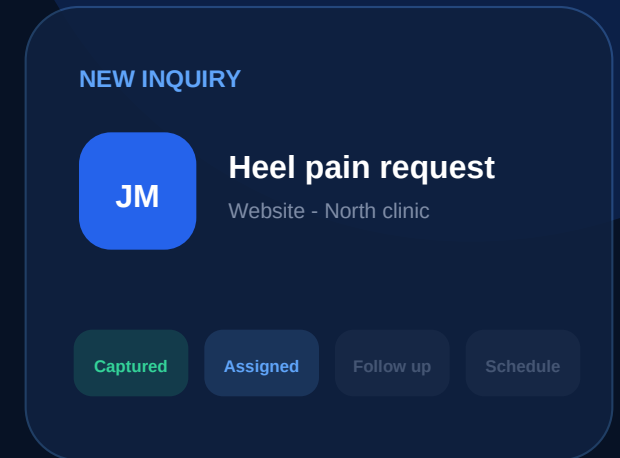


# Turn podiatry inquiries into scheduled care.

Connect patient interest in foot and ankle care with the fast, consistent follow-through that creates appointments and measurable growth.



## Practice Align

Marketing aligned with patient growth.

# The podiatry lead problem often begins after the inquiry arrives.

A patient may be ready to address heel pain, a bunion, an ingrown nail, or another concern. Conversion depends on whether the right clinic responds quickly and consistently.



01

## More clinics

Different providers, services, inboxes, schedules, and follow-up habits create more places for podiatry leads to stall.

02

## More manual work

Front-desk teams spend time checking systems, recreating records, and determining who owns the next step.

03

## Less visibility

Leaders see inquiry counts, but not always the location, service opportunity, and outcome behind them.

# One connected path from a foot or ankle concern to a scheduled visit.



## BEFORE THE APPOINTMENT

### Practice Align Client Hub

Location-aware intake, routing, follow-up, patient context, opportunity tracking, and marketing insight.

## CLINICAL WORKFLOW

### Your EMR

Patient record, clinical documentation, care delivery, and established-patient workflows.

## CAPTURE AND ROUTE

# Start with a better podiatry inquiry.

The website widget creates a guided, non-clinical path into the Client Hub so each request arrives with useful service and location context.

- Guide visitors by concern, service, or clinic
- Capture consultation and booking requests
- Configure fields, disclosures, and routing
- Notify the appropriate podiatry team securely

PA Practice Patient Concierge

How can we help?

Choose the reason for your visit.

Request a consultation →

Ask a question →

Choose a location →

Guided intake - not clinical advice.

# Less searching. Fewer clinic handoffs. Clearer next steps.

**Practice Align**  
  
Today's Work  
  
Inbound  
  
Customers  
  
Opportunities  
  
Reports

TUESDAY, JULY 28

## Today's Work

12 New inbound

4 Overdue follow-ups

7 Scheduled today

| PATIENT OPPORTUNITY | OWNER        | NEXT STEP  | STATUS    |
|---------------------|--------------|------------|-----------|
| Heel pain request   | North clinic | Call today | NEW       |
| Bunion consultation | Maria        | Follow up  | ACTIVE    |
| Ingrown nail visit  | West clinic  | Confirm    | SCHEDULED |

# Keep the full podiatry inquiry story connected.

Preserve the source, clinic, foot or ankle concern, staff activity, and next step needed to move each appointment opportunity forward.

- Original inquiry and marketing source
- Concern, service, and clinic interest
- Ownership, notes, and contact history
- Follow-ups and scheduled events
- Future podiatry care opportunities



## Prospective patient

North clinic - Heel pain

### SOURCE

Paid search

### OWNER

North clinic

### NEXT STEP

Call today

Today - 9:42 AM



#### Follow-up scheduled

Call after 2:00 PM

Yesterday - 4:18 PM



#### Contact attempt logged

Voicemail left by Maria

Yesterday - 3:51 PM



#### Website request received

Original source preserved

OPPORTUNITIES AND REVENUE

# Revenue potential. See it behind every podiatry lead.

POTENTIAL

## Open pipeline

Active opportunities and service quote values.

FORECASTED

## Expected outcomes

Stages, follow-up dates, expected close, and booked status.

WON

## Realized value

Won or lost outcomes and retained source context.

OPEN

### Consultation

Potential



FOLLOW-UP

### Service plan

Expected close



BOOKED

### Scheduled service

Forecast



WON

### Completed opportunity

Won value

## MARKETING INTELLIGENCE

# Compare podiatry demand with appointment outcomes.

Lead-source and GA4 context help compare clinics, concerns, and campaigns - moving reporting beyond traffic toward appointments, opportunities, and revenue.

Traffic by clinic



Concern volume



Appointments



Opportunity value

**What is next:** deeper source-to-customer, source-to-opportunity, and source-to-won reporting.

## Growth performance

TRAFFIC

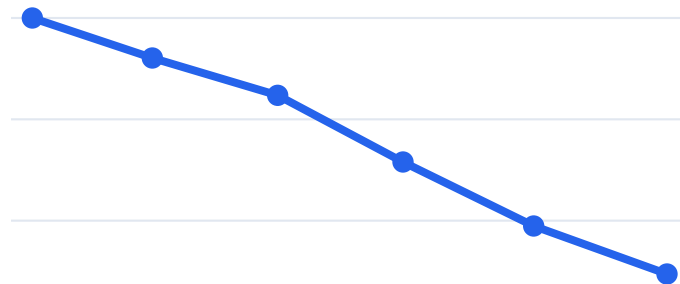
Context

INBOUND

Connected

VALUE

Visible



Heel pain



Bunion care



Ingrown nail



# Turn clinic activity into clearer next actions.

AI-assisted tools are being developed to help podiatry teams compare demand, improve guided intake, identify clinic performance gaps, and prioritize follow-through.

01

## Demand by clinic

Compare traffic, inquiries, concerns, services, and locations to surface changes that deserve attention.

02

## AI-enhanced concierge

Create a more conversational first interaction while keeping podiatry intake non-clinical and workflow focused.

03

## Performance analysis

Summarize lead aging, clinic follow-up gaps, and operational trends for managers and owners.

Roadmap concepts are in development and may change. AI supports analysis and workflow decisions; it does not provide clinical advice or replace human judgment.

# Extend podiatry growth **beyond the first appointment.**

## LIFECYCLE AUTOMATION

### Create future care opportunities

A completed visit can start a timely, consent-aware follow-up plan supporting orthotics, diabetic foot care, post-op needs, or complementary services.

## INTEGRATION DIRECTION

### Create a cleaner EMR handoff

Future supported integrations can reduce duplicate entry while preserving the source and operational context that came before clinical care.



Lifecycle automation and EMR integration are roadmap concepts, not generally available features. Availability will depend on security, consent, supported vendors, configuration, and deployment validation.

# Where is podiatry opportunity getting lost?

Review the path from website intake through clinic routing, response, follow-up, appointment opportunity tracking, and revenue visibility.

[Schedule an Assessment](#)

[practicealign.com](https://practicealign.com) | 786-383-1283

- 01 Concern sources and intake
- 02 Clinic routing and ownership
- 03 Response and follow-up
- 04 Location consistency
- 05 Revenue visibility
- 06 EMR handoff needs