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My Algorithm to Success:

*Proven Private Practice Strategies for the
Modern Podiatrist*

Thuy Ho-Ellsworth, DPM

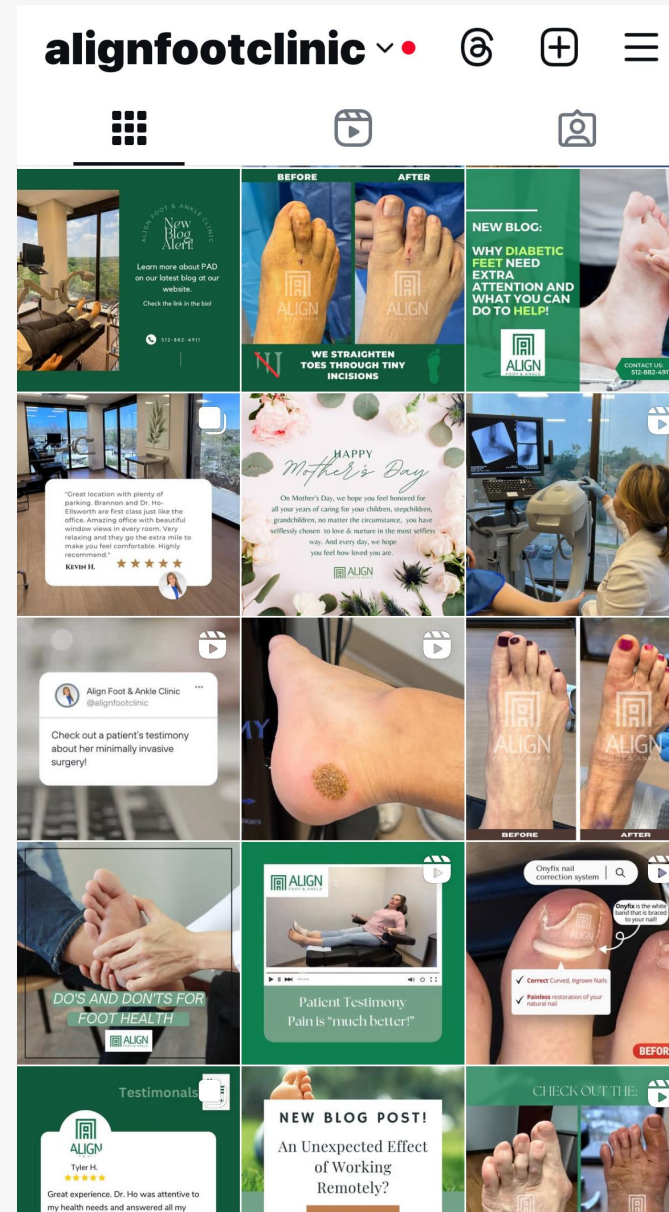
My Professional Transformation



Changing the Algorithm:

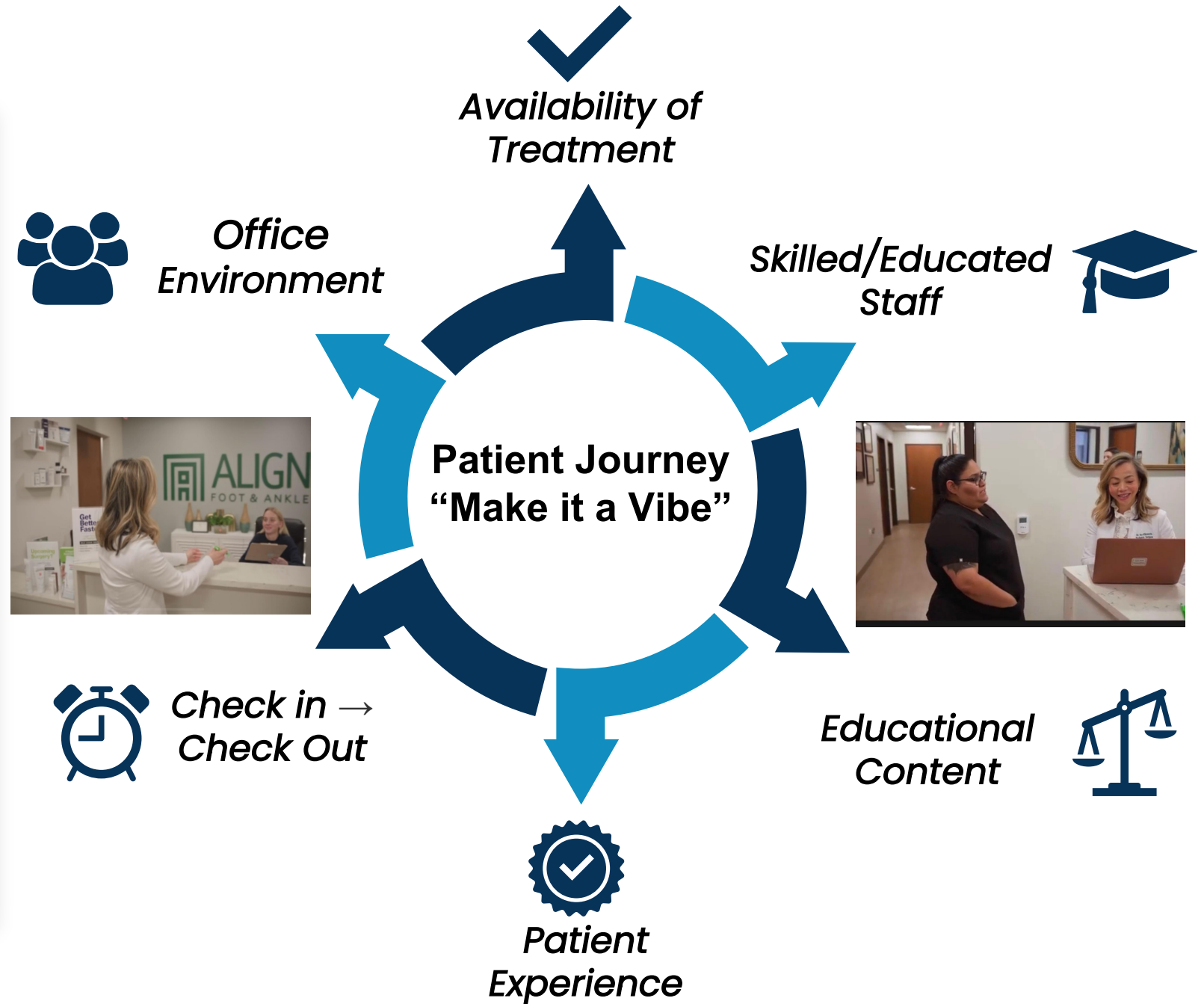
Rewriting the Rules of Patient Engagement

- **Social media prioritizes RELEVANT content, why can't we do the same in medicine?**
- **Patient-First, Not Protocol-First.** Shift focus from what's standard to what actually works for the patient.
- **Outcome > Hierarchy.** Let results—not titles or tradition—guide clinical decisions.
- **Evolve Your Systems: Ditch rigid protocols, Flip the Script, We have to Evolve!**



Designing an Experience, not just a visit

- ✓ **The Vibe Is the Visit**
Every moment shapes how care is remembered.
- ✓ **Design > Default**
Map the journey with intention—not just tradition.
- ✓ **Digital Is the Front Door**
Online booking, mobile intake, and follow-up matter more than ever.



Digital Engagement & Marketing

*Build Trust, Boost SEO,
and Grow Your Brand*

Slide Into Their DMs

*Meet patients where they are—on
Instagram, Facebook, and TikTok.*

Educate to Attract

*Helpful content boosts SEO and
establishes your expertise.*

Content Builds Your Brand

*Consistent messaging and visuals
make you memorable and trusted.*



Patient Testimonial

Minimally Invasive Surgery

Bunion and Hammertoe correction

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Leveraging Social Proof

Let Your Patients Tell the Story

Leverage
Testimonials

Before/After
Gallery

Patient
Success
Stories

Online Reviews Matter. Patients trust Google and Yelp more than ads—make your reviews count.

Social Proof Drives Action: A testimonial is more convincing than any brochure or pitch.

Trust That Multiplies: One review builds confidence. Ten reviews create momentum. Fifty create demand.

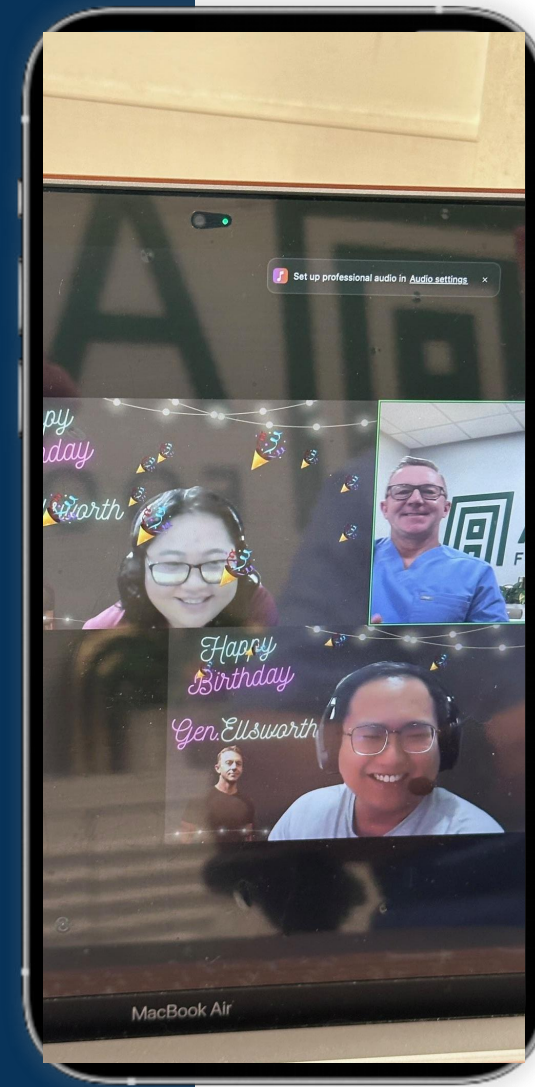


*TV's in waiting rooms or
exam rooms*

Automation & Efficiency

Let Tech and Team Do the Heavy Lifting

- ✓ **Leverage Virtual Assistants & AI**
Use smart tools for scheduling, charting, and patient communication.
- ✓ **Train Staff to Educate**
Empower your team to handle routine instructions and FAQs.
- ✓ **Focus on High-Value Time**
Spend your energy on consults and services that drive outcomes and revenue.



Analytics & Metrics

Know Your Numbers, Grow with Precision

- ✓ ***Track Key KPIs***
Monitor rebook rate, new patient source, conversion %, and procedure mix.
- ✓ ***Diagnose Business Health***
Use trends to adjust marketing, staffing, and services.
- ✓ ***Measure What Matters***
Satisfaction scores, no-show rates, and outcomes guide smart decisions.





Bridging the Gap



- ✓ *Differentiate your practice with services most clinics don't offer*
- ✓ *Offer advanced solutions early. Offer the best, not the cheapest*
- ✓ *Win-win model - Better outcomes serve the patient—and boost your practice margins.*
- ✓ *Stop saving these tools for last— lead them as a proactive treatment option*

Mindset Shift – Lead with Confidence

Reframe Beliefs to Unlock Better Care and Better Growth



Drop the Fear Filter. Don't let assumptions about patient finances hold back great care.



Embrace a Fearless Model: Lead with value, not price—many patients want the best, not the cheapest.



Better Outcomes, Better Margins: Advanced care helps patients—and drives more sustainable revenue.

In Closing: Strategies That Have Worked For Me

- ✓ *Design the Experience: From visuals to greetings—everything builds trust.*
- ✓ *Your Team Reflects You: Culture, training, and morale directly impact patient experience.*
- ✓ *Lead with Purpose: Stay innovative, stay patient-first, and guide your practice forward.*



In Closing: Strategies That Have Worked For Me

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Your Team Reflects You: Culture, training, and morale directly impact patient experience.

Lead with Purpose: Stay innovative, stay patient-first, and guide your practice forward.



Thank You

The Algorithm of Success



Personal Instagram



Practice Instagram



TikTok



Contact Me
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