

# Podiatrist sees 1,753% ROI with PatientPop

 2 PROVIDERS    PODIATRY    EVERGREEN PARK, IL

“PatientPop has been **awesome**. When we print out the schedule for the day, I know who’s **coming from the website**, if the patient is tech-savvy, and if **they’ve read reviews**.”

Bela Pandit, DPM, FACFAS



## Challenge

To promote her practice, Dr. Pandit had tried doing it herself, but she was unable to track whether any of her efforts were driving return-on-investment (ROI).



## Solution

PatientPop provided an all-in-one marketing solution that enhanced Dr. Pandit's online presence, redesigned her website for search, boosted her online reputation, and provided transparency on her practice's ROI.



# 155%

increase in  
total appointments



# 128%

increase in  
new patients



# 1,753%

return on investment