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Podiatry Growth

THE 2026 LIST

# 26 Champions of Podiatry

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The industry partners, consultants, executives, educators, media people and researchers who show up for private practice podiatry. In their own words.



INSIDE THE GUIDE

### 26 Champions share the one thing they wish every podiatrist knew


- Why advocacy is every podiatrist's job p. 18
- How a faster referral process cuts no-shows p. 6
- Why a successful practice isn't a retirement plan p. 16



## Shaun Zaken

President, Blue Orchid Marketing

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> Attracting new patients is important, but some of your greatest growth opportunities may already be sitting in your EMR.

**1 What does podiatry do well that other specialties could learn from?**

Podiatrists are some of the most genuine, patient-focused professionals I've encountered. In my experience, many would rather spend an extra 15 minutes helping a patient than worrying about what that means for their bottom line. That kind of dedication is not only admirable, it's something every healthcare specialty can appreciate.

**2 What's one thing you wish more podiatrists knew about your area of expertise?**

I wish more podiatrists recognized that investing in the health of their practice is ultimately an investment in their patients. They devote so much attention and resources to their staff, facilities, and patient care, but marketing is often treated as an afterthought or an arbitrary line item in the budget. A thoughtful marketing strategy should help a practice reach more people, strengthen existing patient relationships, and build a sustainable business that can continue serving its community for years to come.

**3 What first drew you to work with podiatrists, and what keeps you here?**

After 20 years of writing in Hollywood, I never imagined my next chapter would involve podiatry. But what began as an unexpected opportunity has become something I'm genuinely passionate about. Building a talented team, developing lasting relationships with doctors and their staff across the country, and seeing the impact our work has on their practices has made this an incredibly rewarding second act.

**+ Anything else you'd like to share?**

Attracting new patients is important, but some of your greatest growth opportunities may already be sitting in your EMR. A thoughtful, HIPAA-compliant patient reactivation strategy can reconnect patients with the care they need while generating meaningful practice growth. In many cases, the ROI can cover a practice's entire marketing budget and then some!