



Marketing Ideas for Diabetic Shoes

Here's a list of marketing ideas that work throughout the country. They don't all work in all areas of the country, so you'll have to see what works best in your area.

- Contact the Diabetes educators in your area. They put on educational meetings. You can discuss Foot Care. They typically welcome you. It doesn't cost anything and these people are a great resource to get to know. This should be the first thing you do. Contact every one of these people in your market.
- Contact the Dietician's in your area. They are allowed to bill Medicare for 2 hours a year (3 in the first year). They typically visit the patient's home and advise them on diet and exercise. They also put on classes similar to the Diabetes Educators. You can discuss Foot Care. They typically welcome you. It doesn't cost anything and these people are a great resource to get to know. This should be one of the first things you do. Contact every one of these people in your market.
- Contact Diabetes clinics - they typically have many diabetics and in the smaller towns they typically welcome someone to put on a foot care and diabetic supply meeting. You would also have the Dr there to sign the necessary paperwork. It makes the turnaround very fast. You normally need to meet with the Office Manager and in the smaller towns they are accessible and open to help their patients. This method has been the root of success for several Reps. In addition, you will also receive many referrals for on-going business.
- Contact doctors offices - once you sell a few shoes in your area you should then go to the patients Dr and see if you can leave brochures and discuss with them how you might be able to help other patients out. They could invite the patients in for a Diabetes Day - similar to the clinic. The Dr's to target are in: Podiatrists (who don't sell shoes), Endocrinology, Internal Medicine, and Ophthalmologist.
- Hospitals – most hospitals have a Diabetes center. When people are first diagnosed, they typically go through an educational class before they are released. These are normally put on by Diabetes Educators. You may be able to speak at the session, leave brochures or sponsor the classes. There are many options, depending upon the hospital. They are the first source of many recently diagnosed diabetics.
- Referrals are very big in this business.... always ask people who they know who might need diabetic shoes. As you build up your base of patients, you'll find this to be a great resource... so... keep in touch with those patients.
- Nursing Homes - it's hit and miss with the ones that you can sell to... but it's worth a try to call all of them. I've had clients who have hit on 40 patients at one time, it recurring every month, and you have the Dr there to sign off on all the paperwork. You should call every one in your area – to call all of them in your market should take only a few of days. They also turn over about 20% of their patients a month. Many fitters visit them once a month and fit the new patients. It's well worth the time to build the relationship.



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- Assisted Living Facilities / Senior Centers - This can be better than the Nursing homes because they are typically not regulated. Find the social director and see if you can plan an event. They typically have events / meetings at least once a month. You could plan a seminar on "Diabetes and proper Foot Care"... by the way, did you know that diabetes typically affects the feet first? You could speak in front of a captive audience. We have some very good presentations on-line that you can access over the Internet.
- The biggest challenge in this industry is getting in front of the people that are Entitled. Most diabetics don't know that they are entitled to the shoes. So, by getting in front of these people you will have a great chance of closing a lot of business. In addition, one of the most wonderful aspects of marketing diabetic shoes is that... you have very little or no competition. On top of it all ... it costs the patient very little to nothing – the same as every provider – so you don't compete for price – only getting in front of that patient first. It really is a great deal. Who is going to turn down a pair of shoes, inserts, and gauntlet?
- When you are ready to do presentations, there are some very good ones on the Internet. There are complete presentations on Diabetes and Foot Care. You can use these - they are excellent. Click on this link below to view the presentations.
 - **Diabetes – Foot Care** - This on-line video will explain Diabetes and its effect on patient's feet.
http://www.nlm.nih.gov/medlineplus/tutorials/diabetesfootcare/htm/_yes_50_no_0.htm
 - **Other Presentations** - This on-line video will explain Diabetes and its effect on patient's feet.
<http://www.nlm.nih.gov/medlineplus/tutorials/>

You'll notice that the common element among all the ideas above is.... they all approach groups of patients at one time. You can multiply your returns greatly by working with groups. If your goal is to sell 10 per week, you should spend a few days planning and promoting an event then closing 20 or 30 at one time. Once you get it down to a science, you'll be able to put on one event a week. Most of it involves marketing - talking to people - making contacts - getting in front of several people.

The key to your success is to Network with Dieticians, Diabetes Educators, Nursing homes, Senior centers, Doctors, Clinics and Hospitals. Getting involved with the people who treat Diabetes patients will lead to many opportunities.