

Growing Laser Therapy Services Through Patient-Centered Marketing

By Lauren Suter

Nicole Freels, DPM, FACPM, C.Ped discovered her passion for podiatric care at a young age while working at her grandfather's clinic. From cleaning toenails to creating custom ointments, she learned the foundations of foot and ankle care, inspiring her to pursue a career in podiatry.

After 17 years in practice, Dr. Freels has become a nationally recognized, award-winning podiatrist. She is the founder and CEO of Lexington Podiatry, where "modern medicine meets southern hospitality," and Modern Podiatrist, a foot-focused skincare line inspired by her grandfather's handcrafted remedies.

Along with co-owner Dr. Jamie Carter, Lexington Podiatry offers comprehensive, patient-centered treatment



Dr. Freels

Understanding patient goals is central to her patient education and marketing efforts. Dr. Freels emphasizes the importance of listening carefully and using patients' own language when explaining the benefits of treatment options.

"It's all about the delivery and repeating what patients have said back to them," Dr. Freels explains. "That shows them that you're listening."

Patients today are more educated than ever before. With increasing competition in the medical field, they have access to more healthcare options, making personal connections even more important.

"Because we live in the horse capital of the world, Lexington, I equate it to the lasers that they use on the horses to get them back on the track. That is an immediate connection," explains Dr. Freels. "I'm still selling, but I don't have to put as much effort into it because they grasp it in two seconds."

These types of associations make it easier for patients to understand and trust that the technology will help them on their healthcare journey.

In addition to in-clinic education, Lexington Podiatry shares educational content on social media. After teaching herself social media marketing best practices, she was able to eliminate the "middleman" of working with a marketing agency, enabling direct engagement with her audience while keeping costs low.

As demand for MLS Laser Therapy services grew, Lexington Podiatry launched the LexPod Laser Club. Designed for patients with chronic pain, members pay an annual fee for same-day scheduling and discounts on practice services and products. Club members appreciate the convenience of priority scheduling, while the practice benefits from increasing patient loyalty and an additional revenue stream.

Building on this success, Dr. Freels continues to explore innovative treatment options to further elevate comprehensive conservative care at Lexington Podiatry.

Acknowledging the importance of unity in the field of foot and ankle care, Dr. Freels encourages more practitioners to explore these novel treatment approaches. As more podiatrists adopt these treatment methods, the field can grow its collective expertise, refine best practices, and improve patient outcomes across the specialty.

To learn more about MLS Laser Therapy, visit CELasers.com

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plans focusing on conservative care. Their approach combines traditional medicine with modern advancements, integrating regenerative techniques like PRP injections, peptide therapies, and AMUC therapy, along with innovative treatment technologies such as MLS Laser Therapy.

Based on over 40 years of research and development, MLS Laser Therapy uses near-infrared light to stimulate biological processes at the cellular level, improve circulation, reduce pain and inflammation, and accelerate healing.

By combining these advanced treatments with traditional approaches, Lexington Podiatry builds effective treatment plans that enhance outcomes and boost patient satisfaction.

Since laser therapy isn't typically covered by insurance, Dr. Freels was initially skeptical about patient acceptance. However, she quickly discovered that success depends on presentation.

"Being able to sell as a physician can make or break the success of laser therapy, and I hate to use the word 'sell' but let's just be honest, that's what we're doing," she admits.

