



## **The Biggest Threats to Independent Podiatry Practices in 2025**

**Are you ready to face what's coming? Here's what every independent podiatrist needs to know.**

As we move deeper into 2025, independent podiatry practices are navigating a rapidly shifting landscape. From industry consolidation to declining reimbursements, staying afloat requires understanding the threats and acting decisively.

### **1. Industry Consolidation and PE Expansion**

Private equity (PE) groups are moving into podiatry, acquiring practices to form larger, more competitive groups. These groups enjoy advantages in scale, insurer negotiation, and brand presence—leaving independents at risk of being squeezed out unless they adapt or partner.

### **2. Reimbursement Reductions**

Medicare has slashed the Physician Fee Schedule conversion factor by 2.83% for 2025. For practices already working on tight margins, this cut can make reinvestment in people, tech, and infrastructure increasingly difficult.

### **3. Competition from Other Providers**

Nurse practitioners, physical therapists, and orthopedic surgeons are increasingly performing procedures exclusive to podiatrists. Differentiating your practice—and clearly communicating your specialized value—is more critical than ever.

### **4. Operational and Administrative Burdens**

From insurance hassles to EHR upkeep, admin work continues to bog down independent offices. Without the support structures of large networks, solo and small practices must seek smarter tools and workflows to stay productive.

### **5. Workforce Shortages**

New entrants to the podiatry field are declining. Recruiting qualified staff—whether clinicians or admin—is becoming more competitive and costly. This adds strain to practices trying to scale or sustain services.

## Action Steps for Resilience

To thrive amid these pressures, consider:

- **Diversifying Services:** Add orthotics, rehab, or wellness programs to increase value and income.
- **Streamlining Operations:** Adopt modern EHR and billing platforms to reduce bottlenecks.
- **Strengthening Referrals:** Build local partnerships with PCPs and specialists.
- **Smart Marketing:** Use digital channels to spotlight your expertise and attract new patients.
- **Professional Advocacy:** Engage with state and national podiatry orgs to stay ahead of regulatory and reimbursement issues.

## Sources & Further Reading

- [Harris Williams Podiatry Market Overview \(Q3 2023\)](#)
- [PracticeMatch: 2025 Trends & Challenges](#)
- [Podiatry.com: Threats From the Outside](#)
- [Tebra: State of Small Medical Practices](#)
- [Royal College of Podiatry Vision Report](#)

## Disclaimer and Contact Information

This document was prepared with the assistance of AI-generated content using ChatGPT.

While every effort has been made to ensure accuracy, readers are encouraged to independently verify all information contained herein.

Complete HealthCare Solutions, Inc. provides this content as a complimentary resource based on publicly available industry information. It is intended for general guidance only and should not be considered a substitute for professional consultation or regulatory advice.

For comprehensive support with your healthcare practice's needs—including revenue cycle management, practice management, certified electronic medical records, and patient engagement solutions—please contact:

**Complete HealthCare Solutions, Inc.**  
800.250.8687  
UnifiMD.com