

# Houston, if you have a foot problem, the Lepow brothers have the solution



**Lepow Foot Specialists of Houston, Texas**, is a family-run practice that has its eye on the ball. Founded over 38 years ago and run by brothers Ronald, Gary, and Randall Lepow, the practice has since spread its wings and is now established at five locations throughout the Houston area. Brothers being brothers, there may be times when each has a different idea on how things should be done or what changes need to be made (nothing that a monthly dinner meeting can't resolve, however), but there is unanimous agreement that making a quarterly newsletter from Newsletters Ink PLUS the centerpiece of their marketing strategy has been a boon to their practice.



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“Sending a newsletter is, without a doubt, one of the most effective things we have ever done with our marketing program,” said Dr. Ronald Lepow. “As soon as

we send them out each quarter, the phones start ringing with calls from new patients.”

Lepow Foot Specialists makes sure that every doctor's office/referral source in a 5-mile radius of the practices receives the newsletter. They're also placed in all waiting rooms, given to new patients, and distributed at health fairs.

The Lepows generally customize the front and back pages of their newsletter, keeping patients apprised of goings-on at the office. Community involvement also gets the word out on Lepow Foot Specialists.

By communicating with patients and referral sources while building a reputation in their community, Lepow Foot Specialists has prospered. An excellent, dedicated staff and a highly effective marketing program are a great combination for success.

## What about BOB?

**Bob Dreyer** is the Director of Finance at Newsletters Ink PLUS and has been crunching the numbers for us for the last eight years. He also does financial analysis for the company as well as oversees software changes on the business side of things. Bob is often the last one to leave at day's end, which makes the other employees happy, since they don't have to set the security system. (Thanks, Bob.)

Bob enjoys his work and takes it very seriously. “Part of my job is to improve profitability and meet the financial reporting requirements for the company. The economic downturn has made the days more challenging, but hopefully things will soon be on the upswing.”

But it's not all business for Bob. He'll gladly discuss any of the Philadelphia pro sports teams with you (“I've followed the Phillies since before they blew it in '64”), Temple University football (especially this year!), or golf.

Bob and his wife of 35 years, Pat, who's a production assistant here at Newsletters Ink, rotate vacations each year between the mountains and seashore. But Bob would love to take Pat to one place in particular: Kauai, Hawaii.

“I went there with my brother in 2006 [golf was involved] and was amazed. What a combination of mountains and shore. It's so beautiful and pristine, words don't do it justice,” he says.

As for other interests, Bob would love to learn to fly and get a pilot's license. “There's just one small detail that gets in the way,” says Bob, “and that's money. The cost of airplanes and flying lessons is way beyond my budget.” Ever the accountant, our Bob.



### Tidbits about Bob

- Proud father of two daughters and one son. Two married, one engaged, no grandkids yet.
- His favorite movies are The Godfather I and II. (“The Godfather III was a waste of time.”)
- Makes a mean stromboli.
- Enjoys American history, the Civil War in particular.
- Fan of “Rumpole of the Bailey” and “House.”