

Patient Pro-Connect™



Patient Pro-Connect™ Makes Lasting Connections Between Podiatrists and Existing Patients

While bringing in new patients is critical to any practice, staying connected with existing patients can be just as important. And profitable, with the help of Patient Pro-Connect™ by Podiatry Content Connection (PCC).

PCC's Patient Pro-Connect™ system helps practices leverage ongoing communication and education to prompt additional appointments and increased revenue from existing patients.

Patient Pro-Connect™ software sends existing patients targeted email campaigns based on patient feedback and online reviews. These emails describe symptoms and solutions relevant to the patient. Patients are also made aware of cash-pay services like wart removal, laser treatments, and shockwave therapy. This type of messaging often leads to appointments and billable services that might not have occurred otherwise.

Patient Pro-Connect™ can also generate appointments for issues

that patients previously didn't know their podiatrist could handle. As Jeffrey Hartman, CEO of PCC explains, "Many patients don't realize the podiatrists' scope of work or even know that they are surgeons. Some patients may think they need an orthopedist for a particular condition, when their podiatrist can treat it."

Making lasting connections between podiatrists and their patients is not only possible, but profitable with a service like Patient Pro-Connect™.

To learn more about Patient Pro-Connect™, visit PodiatryCC.com, or click here, follow PCC on Facebook: [@PodiatryContentConnectionPCC](https://www.facebook.com/PodiatryContentConnectionPCC), email: support@podiatrycc.com or call (718) 475-9449.

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First Product Approved for Code A6583 Under the NEW Lymphedema Treatment Act (LTA)

Extremity-Ease® Compression Garment, by AMERX Health Care, recently received approval from PDAC for code A6583, one of the 78 new codes issued under the NEW Lymphedema Treatment Act (LTA).

Passed by congress in December of 2022, this NEW policy went into effect January 1st and now provides coverage for patients seeking compression garments and supplies to help manage their lymphedema. "Studies show the Extremity-Ease Compression Garment is well received by patients, with compliance and wear time far exceed the competition. AMERX has always believed this product is a game changer, and we are proud to be the first lower extremity compression garment approved for this code," said Justice Anderson, President/CEO AMERX Health Care. Medicare patients can now receive coverage for up to 3 garments, per affected limb, every 6 months.

More information about the Lymphedema Treatment Act and the NEW codes can be found at [CMS.gov](https://www.cms.gov/medicare/payment/fee-schedules/dmepos-fee-schedule/lymphedema-compression-treatment-items) (<https://www.cms.gov/medicare/payment/fee-schedules/dmepos-fee-schedule/lymphedema-compression-treatment-items>). To learn more about Extremity-Ease Compression Garments, visit AMERXHC.com, click here, or call AMERX at 800-448-9599.



OrthoFeet Introduces Innovative Hands-Free Sneakers: Men's Tilos and Women's Nira

OrthoFeet, a leading name in orthopedic footwear, proudly presents the Men's Tilos and Women's Nira Hands-Free Athletic Sneakers. These cutting-edge shoes combine advanced technology, superior comfort, and effortless wearability. No bending, no tying, just slip-on and go!

Key Features:

1) **Hands-Free Technology:** OrthoFeet's patented slip-on system ensures easy donning and doffing without bending down.

2) **Water-Repellent Uppers:** Easy-to-clean, stretchable, knit fabric uppers.

3) **Wide Toe-Box:** Alleviates pressure on bunions and swollen feet.

4) **Ortho-Cushion System:** Removable insoles for foot alignment and pain relief.

5) **Max Cushioning:** All-day comfort with thicker sole and superior cushioning.

6) **Enhanced Rocker Sole:** Promotes natural foot motion and toe-spring.

7) **Advanced Grip & Stability:** Rubber outsole.

8) **Meets A5500 Medicare PDAC requirements.**

Sizing and Availability:

Men's Tilos and Women's Nira Hands-Free Sneakers: Medium, Wide and Extra-Wide widths available. Women's sizes: 5, 5.5-12. Men's sizes: 7, 7.5-11.5, 12, 13, 14. Order today online at www.orthofoot.shoes or click here, via email at orders@orthofoot.com or call 800-524-2845.

For media inquiries, contact:

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About OrthoFeet: OrthoFeet is a pioneer in orthopedic footwear, committed to enhancing comfort and alleviating pain for individuals with various foot conditions. With a focus on innovation and quality, OrthoFeet continues to redefine the way we think about shoes.

Study Solution That Addresses the Challenges of Board Examinations

Employers throughout the U.S. have had to revoke offers of employment when podiatrists have not successfully passed board examinations. This problem impacts employers and



podiatrists who have invested in their futures and are frustrated with not having the correct resources to succeed in sitting for exams.

The Goldfarb Foundation has provided a much-needed solution to this issue, designing a studying

tool, The Podiatry Pro Series, that not only equips podiatrists with the necessary resources to prepare for exams but also brings a sense of relief to employers who can now be confident in their new hires' preparation.

The Podiatry Pro Series was crafted by a team of elite podiatrists who know what is on the exams and what is needed to adequately prepare to be successful in taking them.

Board President Jeff Dunkerly, DPM, states, "The Pro Series takes the guesswork out of studying so that our rising podiatrists can confidently gain employment when passing their boards."

The Goldfarb Foundation (www.thegoldfarbfoundation.org) has led podiatry education for over 50 years. *Inquiries can be directed to lara@ppma.org or click here.*



Midmark® 647 Podiatry Chair Helps Patients Put Their Best Foot Forward

Help your patients put their best foot forward with the Midmark 647 Podiatry Chair. Its exclusive foot section design puts control right where it's needed—in the provider's hands. Work comfortably whether seated or standing with powered height adjustment while the powered chair base, back and tilt functions help effortlessly position patients for clear access to the care site.

Easy-to-reach release handles located on both sides of the foot section allow for smooth, one-handed operation. Because the controls are

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integrated, they are convenient to access and can help reduce costs associated with repairing hand controls. Covered glides and a sealed foot control help protect internal components from dirt and debris to simplify cleaning and help ensure a longer product life.

Custom order podiatry chairs to meet the specific needs of providers, patients and your facility with several options including chair rotation, hospital-grade electrical receptacles and wireless controls. The 647 is adaptable to your clinical workflow and can help you improve efficiency and better utilize available space.

Learn more at: midmark.com/footforward or [click here](#).

Neurogenx: Hype or the Real Deal?

The short answer? “It’s absolutely for real.” Whether utilized in

an existing practice or offered at a NEUROGENX NerveCenter, NEUROGENX delivers for both patients and practices.

The NEUROGENX protocol has a clinically-proven success rate of 87% in the treatment of neuropathy and chronic nerve conditions. Four out of five patients significantly reduced or eliminated their neuropathy symptoms following treatment! The results are often dramatic: several patients who had been using wheelchairs have been able to walk again after treatment with NEUROGENX.

Neuropathy patients are underserved due to lack of viable treatment options. Accordingly, there is tremendous practice growth opportunity in offering NEUROGENX NervePro 2.0, a treatment that works and has measurable, long-term results. From a medical business perspective, the treatment is right, the market need exists and the NEUROGENX business model provides a proven way to successfully implement medical marketing for insurance-based or hybrid and cash pay integration.

Call 1-800-335-7624, email info@neurogenx.com, visit www.neurogenx.com or [click here](#) for more information.

Cutting Edge to Showcase Innovations at the 2024 Top Practices Summit

Cutting Edge Laser Technologies is thrilled to announce their participation in this year’s Top Practices Marketing and Management Summit

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Dia-Foot Introduces Pure Stride Diabetic Socks

Dia-Foot now offers the new Pure Stride diabetic socks. They are available in white or black. They come in either quarter length or crew length. They are available in medium, large, and extra-large. The socks are seamless at the toes and non-binding. Made from polyester, spandex and elastane, they are breathable and wick away moisture from the skin; they are soft, comfortable, and easy to put on and take off. The socks are priced to be very affordable for your practice and your patients. When you order from Dia-Foot a set of three diabetic inserts you will have the option to order a pair of diabetic socks for your patient for just \$2. “Giving your patient a new pair of socks when dispensing a pair of diabetic shoes will make their experience in your office that much better and it will be the best \$2 you spent on marketing!” said Dr. Robert Gaynor, Dia-Foot President and CEO. Visit www.dia-foot.com, [click here](#), or call 877-405-3668 prompt 2 for more information.

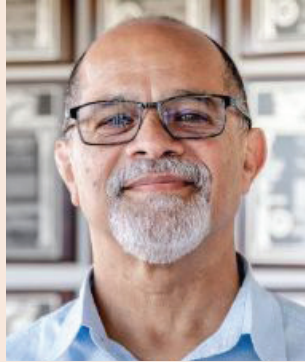


Northwest Podiatric Laboratory Celebrates Their 60th Anniversary

Northwest Podiatric Laboratory is proud to celebrate 60 years providing superior quality and service to their valued healthcare providers. For six decades, they have helped patients by crafting premium custom and OTC foot orthotics, all due to the hard work of their dedicated employees and the loyal partnerships established throughout the years.

From its humble beginnings operating out of a basement in Lynden, WA, Northwest Podiatric Laboratory has grown (now with 45 employees) to become a trusted name in the industry.

“We are thrilled to be celebrating this important milestone. Over the past 60 years, we have built a reputation for excellence, innovation, and customer



Ruben Valle

satisfaction. I personally want to thank all the healthcare providers both old and new who have partnered with us in providing their patients with quality orthotics. In doing so, we have improved their quality of life, one person at a time. A big thank you to all our partners, the best is yet to come!” stated Ruben Valle, CEO.

Northwest wishes also to grant a special thank you to their late founder Dennis Brown and former Vice President, Chris Smith, DPM. “Without their drive for ingenuity and biomechanics

excellence,” added Valle, “we would not be where we are today.”

Visit nwpodiatric.com, [click here](#), or contact 800-443-7260 for more information.



from September 13 to 15 in Scottsdale, AZ. As a leading innovator in nonpharmacological pain management solutions, Cutting Edge will showcase the most advanced therapeutic laser systems and solutions during the event.

The Top Practice's annual summit is known for bringing together podiatric industry leaders, experts, and professionals for networking, learning, and collaboration. This year's event promises to be an exciting opportunity for attendees to gain insights into the latest trends, strategies, and technologies shaping the industry.

Don't miss your chance to connect with Cutting Edge Laser Technologies and discover the future of light-based pain management in healthcare. Stop by their table or catch them on stage Saturday morning at the 2024 Annual Top Practices Marketing and Management Summit to ex-

plore, learn, and innovate together.

For more information about Cutting Edge Laser Technologies and their participation in the Top Practice summit, visit celasers.com, call (800) 889-4184 x125, or [click here](#).

Home Traction Device for Hallux Limitus/Rigidus Now Available

Hallux limitus/rigidus is the second most common condition affecting the first MTP joint. There is evidence that physical therapy is beneficial for this condition specifically, and that joint distraction in general can provide symptomatic improvement and joint preservation in cases of osteoarthritis.

However, few patients will undergo formal physical therapy with a trained provider for this problem. More likely, the podiatrist will recommend self-care at home with toe-pulls and other stretches of the great toe. However, these exercises are fatiguing and boring for patients, decreasing compliance. Until now, there was no assistive device to help patients with these exercises.

The new **ToeTugger™** consists of a cylinder that goes over the great toe and a lasso that is cinched around the base of the toe and then fastened under tension to the cylinder. The system thus provides continuous axial trac-



tion to distract the first MTP joint. The device can improve compliance by providing an easier way to do toe-pulls at home, even while engaged in other activities. It can be used anytime, or as a pre-stretch immediately prior to more focused toe manipulation or other athletic activities.

For more information, visit www.ToeTugger.com or [click here](#).

REFERENCES

Hallux Rigidus. *Physiopedia*. 2023. https://www.physio-pedia.com/Hallux_Rigidus

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Jansen MP, Mastbergen SC. Joint distraction for osteoarthritis: clinical evidence and molecular mechanisms. *Nat Rev Rheumatol*. 2022;18:35-46.