



## Cutting Edge Announces New MLS Therapy Laser Device to Podiatric Market

Cutting Edge Laser Technologies announces a new product in their line of MLS Therapy Laser devices coming this fall—The Mphi75 MLS Therapy Laser.

Designed to surpass the limitations of traditional low-level laser therapy, the Multiwave Locked System (MLS) Therapy Laser precisely synchronizes two wavelengths of light energy using continuous and pulsed emission modes for optimal clinical effectiveness. Based on over 30 years of research and development, the unique MLS pulse transfers light energy to cells more effectively—leading to an intense and immediate therapeutic effect with a maximum possible tissue penetration depth of up to five centimeters.

The Mphi75 MLS Therapy Laser is the most powerful therapeutic device that Cutting Edge has yet to offer to podiatric professionals. Ideal for treating pain and inflammation associated with a wide range of podiatric conditions, the Mphi75 comes pre-installed with a variety of treatment protocols for the foot and ankle.

The Mphi75 device features two distinct laser sources. The multidiodic ULTRA Head offers hands-free treatment of large tissue areas in a short period of time. The innovative and ergonomic handpiece enhances precision for targeted treatments and irradiates muscular trigger points simultaneously and evenly.

To learn more about the Mphi75 MLS Therapy Laser from Cutting Edge Laser Technologies, call 800.889.4184 x125, visit [celasers.com](http://celasers.com), or click here.

## Save Money and Time with a Medical Virtual Assistant from ProviderLINK

ProviderLINK provides virtual assistant staffing for all sizes of podiatry practices. Their mission allows them to assist podiatry practices in reducing staffing costs by streamlining practice workflows and reclaiming valuable time with the use of a medical virtual assistant (MVA). Their MVAs allow your onsite staff to focus on direct patient care and relieve them of the responsibilities of back-office duties including answering phones, appointment scheduling, verifying insurance benefits, scribing, and more. “We empower our podiatry practices to focus on what truly matters—your patients,” said Cyril Thomas, ProviderLINK CEO.

“Our podiatry experience allows us to work with your practice to customize job roles and offers you a seamless hiring process,” added Thomas. “This encompasses not only a new, dedicated full-time employee for as little as \$7 per hour but also an assigned account manager, all while alleviating you from the burdens of payroll, employee benefits and HR duties.” Visit them at [www.Provider-LINK.com](http://www.Provider-LINK.com), e-mail [info@provider-link.com](mailto:info@provider-link.com), call 281-819-6890, or click here.

## Bintz Company Introduces Hallux Trainer Orthotic

The Bintz Company is excited to offer a new addition to their growing group of German-made products, the Hallux Trainer orthotic for treatment of Hallux Rigidus



or Morton’s Neuroma. It is constructed with an open-cell polyurethane foam and integrated with a firm Hallux shell. The top cover stretches and moves with patients’ movements. It incorporates these important features:

- Polypropylene Hallux shell
- Metatarsal pad
- Antibacterial properties
- Supportive medial arch

Hallux Trainers are unbranded. There is no suggested retail price and patients won’t find them on Amazon. The Bintz Company even has quantity discounts that begin when you buy ten pairs (10 pairs/10% discount, 20+ pairs/20% discount).

Unisex sizing covers W5-12 and M4-14 with a doctor’s cost of \$50.90 per pair.

The Hallux Trainer is just one of the quality products The Bintz Company has to offer. They also distribute Birkenstock, PowerStep, Pedag, Vasyli Medical and more.

The Verne Bintz Company has been a family business for over forty-five years. They are known for their award-winning customer service and as Verne likes to say, “We do business the old-fashioned way.” Your phone calls will be answered by a person, and they try to ship your order the same day you call.

Visit [bintzco.com](http://bintzco.com) or click here.

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## PCC Announces Formation of Dedicated AI Team

**P**odiatry Content Connection (PCC), an industry leader in digital marketing solutions for podiatry professionals, has announced that they have formed a dedicated Artificial Intelligence (AI) team. This strategic move signifies the company's commitment to using cutting-edge technology to drive business growth and increase efficiency.

"The AI technology continues to allow our employees to open up more bandwidth for writing content," says Jeffrey Hartman, chief executive of PCC. "Our writers are able to focus more on the creative process, building and editing content, and enhancing the quality of our services." The AI team currently includes an executive, an operations expert, a project manager, and a designer that develops systems where AI technology can deliver the most value to PCC's clients.

The AI team also will seek to boost website and ad conversions to increase the number of new patients for PCC's clients. "We believe that the AI technology will bring more visitors to our clients' websites and ads," Hartman says.

However, he insists that the introduction of AI does not spell job losses. In fact, some employees will be retrained for other roles, thereby adding more value to the company's operations. "In our organization, I don't see this technology replacing people, only increasing their output and efficiency. This is a game changer that will

allow both PCC and its clients to accelerate their growth," Hartman says.

### **New AI Initiatives:**

Leveraging AI, PCC is taking its marketing efforts to the next level by optimizing content. AI algorithms help enable the creation of content that aims to rank higher in search engine results. Each AI-generated piece of content is proofread and edited by two of their editors "This ensures that the content added to our clients' websites continues to help make them easily discoverable by potential patients," adds Hartman.

PCC's AI-enhanced software is designed to increase patient appointments by helping personalize marketing messages, thereby increasing engagement and appointment bookings. The AI technology also excels in upscaling and enhancing images used in digital marketing campaigns. High-quality visuals help make the content more appealing and effective in attracting potential patients.

Lastly, AI provides PCC with better analytics data and insight. Advanced algorithms analyze website traffic, user engagement, and ad conversion rates, offering valuable, actionable insights for future marketing strategies. "The data-driven approach allows us to fine-tune our campaigns and achieve better ROI for our clients," said Hartman.

Visit [podiatrycontentconnection.com](http://podiatrycontentconnection.com) or [click here](#).



### **Bianco Brothers Introduces Extra-Large Jaw Tissue Nipper**

Bianco Brothers, a leader in podiatric instruments, is now offering an Economy 5" extra-large jaw tissue nipper for debriding of large wounds. Available \$25.00 each.

Contact [www.biancobrothers.com](http://www.biancobrothers.com), call Vincent at 718-680-4492, email [BiancoB@aol.com](mailto:BiancoB@aol.com), or [click here](#).

### **Tackling and Preventing Diabetes-Related Amputations: The Podimetrics Solution**

Diabetes-related foot complications and amputations are pervasive in the U.S., with millions experiencing diabetic foot ulcers (DFUs) annually. DFUs cause over 80% of all amputations and are the leading cause of non-traumatic lower extremity amputations<sup>1</sup>. Shockingly, 85% of amputations are preventable<sup>2</sup>.

Fortunately, the Podimetrics solution can help empower high-risk patients with complex diabetes to manage their foot health and preserve mobility. This transformative approach combines patient-friendly technology, clinical intervention, and human support to help identify early signs of foot inflammation and avert diabetes-related foot complications. It includes the easy-to-use, cellular-powered Podimetrics Smart-Mat™ that only requires patients to stand on it for 20 seconds daily. Research shows that the Podimetrics Solution, using foot temperature monitoring, can help

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reduce severe diabetic foot ulcers by 91%<sup>3</sup>.

Learn more at [Podimetrics.com](http://Podimetrics.com) or click here.

## References:

1. Ann Vasc Surg. 2016
2. American Diabetes Association
3. Isaac et al. BMJ Open Diabetes Res. Care 2020

### Allard's Ypsilon® FLOW ½ & ToeOFF® FLOW 2 ½

FLOW AFOs are Allard's newest generation of AFOs fabricated with a new proprietary formula. This proprietary formula offers increased ROM in the sagittal plane and smoother transition (*flow*) throughout the gait cycle.

The footplate is shaped to allow



more clearance for the forefoot in the shoe toe box. Plus, both Ypsilon® FLOW ½ and ToeOFF® FLOW 2 ½ are designed to accommodate lower shoe heel heights, fitting more shoe styles.

Both models are excellent options for patients presenting with posterior tibial tendon dysfunction or foot drop. By not locking up the ankle, Allard AFOs assist with optimizing gait. The slim design allows the AFO to fit in most standard shoes with a heel height difference.

For more information call 888-678-6548 or email [info@allardusa.com](mailto:info@allardusa.com). Request your FREE Magnetic Level!

Visit <https://www.allardusa.com/contact/district-managers> or click here to schedule an in-service for you and your staff with your local Allard USA district manager.

## Sensor Medica Introduces Innovative Biomechanics Technology to U.S.

**S**ensor Medica, an Italian company founded in 2011, deals with the R&D and manufacture of systems designed to evaluate posture, biomechanics and orthotic production. Since their inception they have typically collaborated with universities and research centers to validate and improve their systems, which are used extensively in over 70 countries worldwide.

Sensor is now introducing its innovative technology to the U.S. market, to podiatrists, chiropractors, physiotherapists and all specialists who need to biomechanically evaluate their patients in a simple, objective, repeatable and integrated way. They will soon be operational with their new U.S. office in Vero Beach, FL.

From the biomechanical analysis, 3D postural, foot pressure and load distribution evaluation, to the development of cutting-edge technologies to produce custom orthotics, through CNC milling machines and 3D printing, all of Sensor Medica's systems, software and hardware, are produced in-house. This allows them to provide technical support, training and updates on the use of their systems consistently, quickly and effectively.



The in-house production also allows their clients to count on a tech partner that not only provides multiple tools for analysis and orthotics production, fully integrated in a single suite, but continues to design and produce new systems to anticipate the future needs of a constantly evolving market.

Sensor's software is fast and easy to use, offering professionals a smooth and intuitive experience.

Visit [sensormedica.com](http://sensormedica.com), email [info@sensormedica.us](mailto:info@sensormedica.us), call 772-218-6016, or click here.