

Curved Double Action Nail Cutter from Bianco Brothers

Exclusively made by Bianco Brothers Instruments, this 5-1/2" curved double action nail cutter is razor sharp and is designed to handle the thickest, toughest nails. Made from 440 surgical stainless steel and with a specially designed double action joint to reduce pinching in the hand and increase strength. With a satin finish and surgically cut handle this instrument is extremely comfortable to work with, and the **\$85.00 price point is a great value.** Please visit www.biancobrothers.com or [click here](#), and use promo code "Podiatry" and receive an extra 5% off your order. Join their mailing list and receive new product info, great deals all year long and free entry to their sweepstakes.



Announcing a New Targeted Treatment for Foot, Heel, and Plantar Fascia Pain

Pedicis Research is pleased to announce in Q4 2015 the introduction of new Plantacin, an innovative treatment for foot, heel and plantar fascia pain. Plantacin formulation combines a powerful analgesic with anti-inflammatories in a targeted delivery vehicle that promotes deep tissue penetration and provides quick and lasting pain relief. In a recent clinical study, Plantacin reduced pain scores on average of 64% in 2 weeks and 90% of patients experi-

Continued on page 152

enced significant pain relief after 1 application.

Planticin is sold as an OTC product exclusively to health care practitioners for dispensing to their patients. It is not sold in pharmacies or the Internet.

Pedicis also markets two other innovative products: Vircin advanced wart treatment for resistant warts and Cidacin antifungal solution, one of Podiatry Today's 2013 Top Ten Innovations.

For more information visit www.pedicis.com, e-mail contact@pedicis.com, call 800-748-6539, or [click here](#).



Foot Miracle

Foot Miracle® & Urea Care® from Straight Arrow Products

Foot Miracle and Urea Care from Straight Arrow restore and protect the skin's natural moisture balance.

Foot Miracle, a deep penetrating moisturizing formula, is a 'pedicure in a tube'... effective, yet affordable...it softens callused, rough areas while

helping to fortify weak nails. It rejuvenates the driest skin without mineral oil, petroleum, or a greasy feel. **Urea Care** is a practitioner strength therapeutic treatment that consists of a blend of 10% Urea, Aloe Vera, essential oils, vitamins A, D and E and other hydrating properties that provides maximum moisture to heal dry, cracked, rough skin, also associated with diabetic foot ailments. Urea Care glides on easily, immediately revitalizing your skin or feet, leaving them soft, silky and velvety. Straight Arrow Products, Inc. has brought award-winning products to the marketplace for over 40 years.

For more information: please call 1-800-827-9815, log onto <http://straightarrowtherapeutic.com>, or [click here](#).

Introducing WISDOM White from Dr.'s Remedy

Sleek and minimalist, yet playful and bright, white manicures have no doubt made the must-have list this year. Once thought of as a strictly warm weather hue, this classic summer shade is fast becoming a year-round staple. Which is why podiatrist-formulated Dr.'s Remedy, a pioneer nourishing, healthier nail care, is thrilled to introduce their newest color: WISDOM White.

Patients can wear it alone for an icy veil of cool white color or go tips-only to dress up a French manicure. **Whatever their style, WISDOM white will help them stay on-trend—while providing a nourishing and more natural alternative to traditional polish.**

Help patients find the right French Mani shade. Skin tone plays a key part:

Dark skin tones: Choose a soft peach to give nails a warm, glowing look. **Our Pick:** PURITY Pink

Medium skin tones: Opt for creamy, barely-there beige that will highlight tan skin. **Our Pick:** LOYAL Linen

Fair skin tones: Pick a sheer pink that compliments the pink and blue undertones that accompany paler complexions. **Our pick:** PROMISING Pink



With over 20 brilliant colors to choose from, patients can polish their nails in a safer, more nourishing way. Enriched with organic ingredients and stripped of useless toxins, Dr.'s REMEDY® not only helps protect nails but also helps patients improve the look of their nails. *For competitive wholesale pricing call 877-323-NAIL(6245) or [click here](#).*



Smartdop XT Vascular Testing System You Asked, We Listened! The New and Improved Smartdop® XT by Koven

Koven Technology, Inc. is pleased to announce improvements to their Smartdop® XT Vascular Testing System. This newest version now includes the addition of post-exercise arterial testing capabilities and a custom screen which can be used to perform tests such as thoracic outlet exams, upper extremity arterial and

Continued on page 153

digit pressures. The Smartdop® XT also performs automatic and Doppler arterial studies, venous reflux exams, and foot temperatures for pre-ulcer identification.

The Smartdop® XT has 14 cuff inflation ports and single button operation. Perform a complete bilateral segmental pressure study from the toe to the high thigh in just minutes!

The Windows-based software produces both PDF and DICOM compatible files for integration into your existing EHR or PAC's system. Easy to read test reports eliminate the need to send out for interpretation or wait for results. Just released, optional PAUS software for automatic upload of DICOM files to your PAC's or other compatible system.

For additional information, contact Koven Technology, Inc. at 800-521-8342, visit www.koven.com, or [click here](#).

DT DoctorCoder for ICD-10

With the implementation of ICD-10 Coding this year, Dr. L. Andrew Koman saw the need for an affordable, user-friendly coding program to help podiatrists quickly access ICD-10 diagnosis codes. So he developed DT DoctorCoder®, a medically-intuitive coding program, made possible through the use of his patent-pending algorithm, which provides a swift ICD-10 code for billing and medical records. Dr. Koman, Chair of Orthopaedics at Wake Forest School of Medicine, partnered with Data Trace Publishing Company, a leader in the field of podiatric medical publishing and continuing education, to publish this extraordinary program online.



Andrew Koman

This interactive tool, accessible on any device connected to the internet, lets you logically utilize your medical knowledge to generate codes by guiding you quickly to the proper ICD-10 diagnosis code after you have made the appropriate selections from a field of options relevant to the injury or medical condition you are treating. And, there is a "Common" diagnosis button in the program that is designed to address 80-90% of your basic office visits, which makes the process even easier. Visit dtDoctorCoder.com or [click here](#).

Physician Claim Corp. Is ICD-10 Ready

No matter what state you practice in, Physician Claim Corp. (PCC) can bill for your podiatry practice. PCC's highly-qualified podiatry billing specialists know Medicare pol-

Continued on page 154

icies for all carriers which translates into fewer denials on your insurance claims. Whether your practice focuses on nail care, surgery, wound care or all three, PCC knows the procedure and diagnosis codes that will get you paid.

PCC staff has undergone extensive ICD-10 training; PCC's system is fully able to bill ICD-10. Their staff is on hand to answer your questions and help you through this complex change.

Call 1-877-385-0257, visit www.physicianclaim.com, or click here to see what PCC can do for your practice.

The Innovative Euroflex Insole from Streifeneder

Streifeneder USA reports that custom orthotics can be created from positive casts in minutes with their unique insole, the Euroflex, suitable for men and women. Its thin, lightweight and low profile design fits in most shoes and can easily be moved from one pair of shoes to another. Its versatility also allows use in open back footwear. The EUROFLEX delivers the cushioning and arch support you need with a "lightweight feel". The orthotic maintains an adequate amount of flexibility at all times, is odorless and easy to clean.

.....

154

Fresh FOR FALL

Vionic is excited to announce the arrival of their newest autumn/winter footwear line. Shoes with refreshing arch support in the warm colors of fall. Says Vionic: "Your patients will love the support and your business will love the retail revenue" made from Vionic with Ortha-heel Technology. Contact them for a catalog and in-clinic distribution opportunities—drudden@vionicgroup.com or click here.



The Euroflex is also available with a metatarsal (ball-of-foot) pad, which helps relieve the pressure, pain, burning and numbness of metatarsalgia in the toe and ball-of-foot area. A flexible, longitudinal arch (located in the midfoot area) is designed to support the arch and align the foot, which helps prevent overpronation (foot rolling inward too much). The heat moldable material used optimizes the contour of your arches, while special coating prevents sliding in the shoe, whereas the specific Polymer material used makes the Euroflex 100% weight bearing yet unbreakable (Lifetime Warranty) when worn and handled under normal circumstances.

The Euroflex is easily adjustable and can be customized with hot water, hot air gun, oven, or microwave; it will not change shape or break. Available in double sizes with met pad from 35/36 to 46/47 and without met pad from 35/36 to 44/45.

Call 800-378-2480, visit www.streifeneder.com, or click here.

Free Stool or Exam Light with Purchase

\$430 VALUE

Buy an industry-leading MTI 527, 450 or 450W Podiatry Chair and choose between a FREE SG Series Stool (with or without a backrest) or a FREE Clarus 4™ LED Exam

Continued on page 155



Light with a caster base or floor stand (\$430 value). Buy a MTI 526 Podiatry Chair and receive a FREE SG Series Stool. Contact MTI at (800) 924-4655, www.mti.net/podiatry, sales@mti.net, or [click here](#) to see how MTI's products will enhance your office.

Many of Your Patients Have Read This.... Have You?

What are best-selling authors, literary agents, and podiatrists saying about "Sugar Crush"?

"Sugar Crush brings laser focus to the powerfully detrimental role of sugar and carbohydrates as direct toxins to the body."

—NY Times Best-Selling Author
David Perlmutter, MD,
author of Grain Brain

"Sugar Crush is a very provocative and revolutionary book."

—Al Zuckerman,
literary agent to
Stephen Hawking,
Stephen King &
Steve Berry

"Dr. Jacoby has the uncanny ability to recognize relationships in seemingly unrelated fields... Now, he ushers us into a new paradigm by 'connecting the

dots' for the treatment of neuropathy."

—Dr. Robert G. Parker, DPM,
FACFAS, FASPS, PA

Find out what everyone is talking about—get yours today!

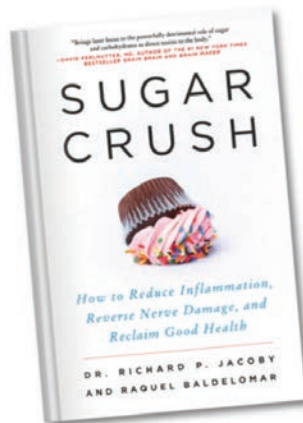
SugarCrushTheBook.com •
1.855.637.8363

Angsko also has a comprehensive line of L-Arginine products working together to improve your health:

- Neuro-Eze Cream
- L-Arginine Bath Salts
- Neuro-Zyme Pills
- Neuro-Eze Capsules
- TNT Topical Nail Treatment Pen
- Coming soon: L-Arginine Drink Mix

To find out more or purchase products visit Angsko.com, call 1.800.528.2825, or [click here](#).

Continued on page 156





Awesome Gifts for Referring Doctors & Patients

Toe-Rific Chocolates & Candy provides creative foot-themed candy that is the ideal gift for podiatrists to give to referring doctors and patients. Their one-of-a-kind delicious chocolates always make a lasting impression. Toe-Rific is proud to be endorsed by Rem Jackson, CEO of

Top Practices, as well as Brian Tracy, international business speaker and author.

Toe-Rific's products range from their bite-sized petite feet to their one-pound chocolate three dimensional foot.

The products are very affordable and begin at \$8.95. Take advantage of their special offer and receive 10% Off if orders are placed by November 20, 2015.

Check out all of their products at ToeRific.com and let them help make your Holiday gift giving a ToeRific occasion. Visit ToeRific.com, call toll free 888-863-3663, or [click here](#).

New Medical Food Neurvasia Treats Neurovascular System

Neurvasia is a new dual action product that treats problems of the neurovascular system.

Typically physicians determine which treatment should be used for nerve problems and which treatment should be used for circulation disorders. Nerve problems may include numbness, pain, burning, stinging, weakness and imbalance;

whereas circulation disorders, such as heaviness in legs, coolness, tingling, decreased sensation, and cramping, had to be diagnosed and treated separately.

Neurvasia is formulated to treat all of the symptoms above on the basis that they are all generated through the neurovascular system. Medical studies have shown that nerves must have adequate oxygenation and nutrition for proper function. In turn, the nerves affect the blood vessels via dilation (increasing blood flow) and contraction (decreasing blood flow).

The combination of ten ingredients in Neurvasia work synergistically to optimize nerve and circulation function.

The makers of Neurvasia report dramatic decreases in the painful symptoms of neuropathy.

Neurvasia is a medical food and is dispensed and supervised by a physician as required by the FDA. Neurvasia is not available in stores and cannot be purchased by a non physician over the internet.

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

SPOTLIGHT ON NEUROGENX Neurogenx Reports Dramatic Results

Neurogenx reports that their 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.

Neuropathy patients are underserved due to lack of viable



treatment options. Accordingly, there is tremendous practice growth opportunity in offering Neurogenx, 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 and cash pay integration. Find out more at 800-335-7624, info@neurogenx.com, visit www.neurogenx.com, or [click here](#).