

Anodyne and Arche Healthcare Introduce Population Health Management (PHM) to the Podiatric Community

Anodyne, the diabetic footwear brand, has partnered with Arche Healthcare to introduce a pioneering, outcomes-based strategy that, Anodyne reports, will “transform the standard of care for the management of the diabetic foot.” As healthcare continues to evolve, Population Health Management has steadily gained adoption in the clinical community as a proven strategy for managing chronic illnesses, such as diabetes. This comprehensive program is focused on improving



outcomes for diabetic patients and increasing the efficiency and profitability of podiatric practices through proper diabetic footcare and therapeutic shoe prescriptions.

Arche Healthcare’s proprietary software system, Arche OPTYX, streamlines the overall management of a practice’s diabetic patient population and mitigates the documentation, compliance, and procurement challenges associated with therapeutic

footwear and insole prescriptions. Through extreme diligence and iron-clad documentation, Anodyne is assuring (literally) that practices are properly compensated for the dispensing of this important therapeutic intervention.

Built on the five standards of a Lower Extremity Amputation Prevention (LEAP) program, as first defined by the US Health Resources and Services Administration, this program drives the execution of the most current clinical practice guidelines shown to reduce the risk of ulcers and amputations in patients with diabetic neuropathy by as much as 50%.

By adopting this program into your practice, you will join Arche Healthcare’s community leaders—Drs. David Armstrong, Andrew Boulton and Arche Healthcare’s CMO Des Bell, who are committed to transforming the paradigm for diabetic foot care. *Please call 1-844-637-4637, email info@anodyneshoes.com, or click here to learn more about joining the Arche LEAP Alliance.*

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SPOTLIGHT ON AMERX

AMERX Health Care Provides FREE Support Materials to Podiatric Practices

This month, physicians across the nation will recognize American Diabetes Month[®]. Podiatrists are on the front line, treating and helping

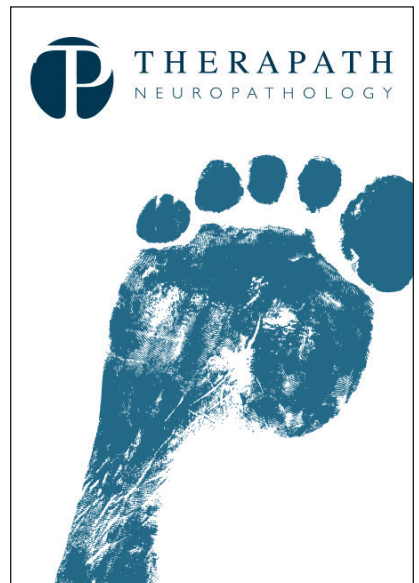


their diabetic patients prevent foot and leg wound complications that can arise from their disease. Many podiatrists turn to AMERIGEL[®] Care Lotion by AMERX Health Care for their patients’ diabetic dry skin care. The fast-ab-

sorbing formula is non-greasy, non-comedogenic, and safe to use between the toes without causing maceration.

AMERX Health Care has recently introduced redesigned packaging for patient samples of AMERIGEL Care Lotion that practices can request FREE of charge for their reception areas or treatment rooms. The new point-of-sale packaging now presents the samples in a convenient, resealable tube for podiatrists to share with their patients. In addition to sample packages, physicians can request FREE Care Lotion posters for their treatment rooms as well as brochures with display stands that contain beneficial information for patients with dry skin.

Call AMERX Health Care today at (800) 448-9599 or [click here to request your FREE support materials](#) and be sure to ask about the 100% Direct-to-Patient Money Back Guarantee available to your Care Lotion patients.



Skin Biopsy to Diagnose Small Fiber Neuropathy

Therapath Neuropathology provides testing for small fiber neuropathy. The process is simple. Samples are collected using a standard 3mm punch biopsy and returned to Thera-

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path using a collection kit that is provided at no charge.

The skin biopsy procedure and pathology analysis are often covered by insurance.

Therapath is nationally contracted with Aetna, BlueCross, Cigna, Humana, and United Healthcare. They are also a participating provider with Medicare, Medicaid, and several hundred smaller plans. Being a network provider helps lessen any applicable coinsurance or deductibles.

Therapath's testing kits can be stored at room temperature and include everything needed for the biopsy. After the procedure, samples are shipped back to the laboratory immediately. No transfer or rinsing step is required.

For more information, visit www.therapath.com/skin. To order a sample kit and get started, please call 800-681-4338, email clientservices@therapath.com, or [click here](#).



SNS Reports: There are Benefits to Dispensing Dressings at the Point-of-Care

With your current DME license you can create a new revenue stream and improve patient compliance by providing dressings from your office.

Safe n Simple's Simpurity Wound Care Kits are now available in 15 and 30-day kits. The Kits include a primary dressing of collagens, alginates, silver alginates and/or new silver fibergel dressings, bordered secondary gauze dressings, gauze clean-up sponges and a bottle of saline. Recommended for: diabetic ulcers, pressure ulcers, stasis ulcers, post-surgical wounds and donor sites.

Call SNS customer service at 844-767-6334 to get connected with your regional account manager and check out their products at www.sns-medical.com or [click here](#).

Coming Soon!

Multi Radiance Medical is preparing to introduce its new **MR 5 ACTIV PRO LaserShower**. This super pulsed laser, used for pain management and accelerated recovery, has 200W of Peak Power and 500mW mean output of power (MOP). The laser features a treatment area of 30cm² which covers seven times the surface area of standard emitters. It is cordless, has a long-lasting battery life, and since it is rated as a Class 1M technology, it is in the safest hazard classification of lasers.

The standard core technology includes Super Pulsed Laser, Red and Infrared LEDs with a magnetic field. The



new ACTIV PRO LaserShower also comes standard with a Blue Light mode that has been proven in clinical studies to be a very effective tool in infection control.

The ACTIV PRO LaserShower joins the ACTIV PRO and the ACTIV PRO with LaserStim as the third new product innovation and introduction to the podiatric community this year. Please contact info@multiradiance.com or [click here](#) if you would like to be notified when the ACTIV PRO LaserShower is available for sales and demonstrations.

The product is currently scheduled to be launched in the late 4th Quarter 2018.

About Multi Radiance Medical:

Multi Radiance Medical is a global leader in the development and manufacturing of FDA-cleared lasers for

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opioid-free pain relief and accelerated recovery. Their proprietary Super Pulsed Laser Technology has been validated and optimized. Thousands of clinicians choose Multi Radiance Technology every year.

3D Technologies to Modernize Processes for Custom Orthotics with Biometric Scanning and 3D Printing

HP and Go 4-D Inc. announced they will use biometric scanning and 3D printing to modernize the process used to create custom orthotics. The alliance includes the distribution by Go 4-D of FitStation powered by HP throughout the North American medical market.



FitStation combines 3D foot scanning with dynamic gait analysis to enable both orthotic recommendations and 3D printed custom orthotics, prescribed from each person's unique biomechanics. Using FitStation, GO 4-D will deliver comfortable, precise and cost-effective custom orthotics.

"Our goal is to provide practitioners with the ability to precisely prescribe a true custom 3D printed product for optimal biomechanical

function and comfort," said Paul Linton, CEO, Go 4-D. "FitStation is a disruptive enabler by solving a crying

need for modernizing a new era for customer orthotics."

The new 3D printed custom orthotics are based on the thousands of data points that precisely capture the shape and movement of each foot. The unique biomechanical lattice-design of the Go 4-D 3D printed custom orthotic allows the doctor to design with a precision that had not been achieved until now.

"FitStation is a truly transformative platform that is improving people's lives and changing the way people purchase custom orthotics," said Edward Ponomarev, general manager, FitStation powered by HP. "Go 4-D is perfectly positioned to pioneer the digital transformation of custom 3D printed orthotics."

For more information, visit go4-d.com or [click here](#).

Gill Podiatry Is Still Growing After Over 85 Years

Gill Podiatry Supply & Equipment Company has been serving



the podiatry profession since 1932. Through the years, dozens of companies have come and are now gone. The more change there has been in the industry, the more it has helped Gill Podiatry to continue to grow. Gill

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Jeannie Sarda
DTI Agent



Gianna Fromille
DTI Agent



Rachel Shek
DTI Agent

DT Insurance Offers Affordable Solutions to Combat Increasing Malpractice Insurance Costs

Podiatric medical malpractice insurance costs continue to strain podiatrists nationwide, prompting many doctors to evaluate their options more closely. DT Insurance Agency is offering affordable solutions to these rising costs.

DT Insurance Agency (DTI) strives to offer podiatrists the best possible medical malpractice insurance program at the lowest possible price. A full-service, independent insurance agency with corporate offices in Baltimore, Maryland, DTI represents one of the largest, financially secure malpractice insurance carriers in the country. Their agents do everything in their power to provide all podiatrists the lowest, sustainable rates possible, while extending true concierge account management services, including providing options for very affordable CE programs through Data Trace Publishing Company.

To get a quote, contact an agent at 866-516-6046, visit the website at DTInsuranceAgency.com, email DTInsurance@Datatrace.com, or [click here](#).

Pilgrim Shoes Offers Areni One Line of Diabetic Footwear

Pilgrim Shoes offers the **Areni One** line of shoes meticulously crafted in the USA. Added shaft height allows for better fitting of any kind of orthotics or braces, while a wide shaft opening allows easy on/off. Soft



and durable finest leather upper and soft breathable cow lining with seamless construction make Areni One footwear stand out. Thick, breathable, shock-absorbing insoles are designed to support and relieve the foot; the removable insoles can easily be replaced with diabetic insoles or custom-made orthotics. Areni One shoes are corresponding to Medicare requirements under HCPCS code A5500. Some styles are available as special order with mismatched widths and sizes. The exclusive patent pending Heel Cradle System adds stability by redistributing pressure evenly around the large heel cup area.

Visit www.pilgrimshoes.com for more information or click here.



is a third generation family-owned business, and has been able to expand and maintain its independence throughout all of the mergers and acquisitions.

“Hard work, good customer service, and treating customers the way we like to be treated is the key to our success,” says Ric Boggs, President of Gill Podiatry. “We are honest, reliable, and truly value our customers and keep their best interests in mind.”

Gill Podiatry offers same-day shipping on all orders placed by 5:00 p.m. eastern time. Knowledgeable customer service agents are there to help with Gill’s complete line of podiatric supplies and equipment. Online ordering is available on their easy-to-navigate web page.

For more information, please visit www.gillpodiatry.com or click here.

PAL Health Technologies Introduces Foot Positioning Device for More Precise Scans

PAL Health Technologies II announced today the introduction of its new Foot Orientation Apparatus (patent pending: serial number 62/739,962) to be used with PAL’s Xtremity 3D foot scanner. This apparatus, which was developed to obtain sub-talar neutral positioning of the foot, is lightweight and portable, ensuring that scans of the feet are more accurate for the physician and more comfortable for the patient.

Created specifically for the foot-care industry, Xtremity 3D is an all-in-one solution for creating digital scans of patients’ feet using a highly advanced imaging accessory on your iPad. The benefits of utilizing Xtremity 3D include eliminating casting time and shipping costs, providing your



practice digital accuracy in mapping the foot, and providing quick turnaround times for the production of orthoses, braces and diabetic inserts.

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SammyEHR Offers Updated Software and New Services

“If you haven’t looked at Sammy recently, there has never been a better time to switch to **SammyEHR**,” says Ken Katz, President of ICS Software, Ltd. “Not only does Sammy have the best support in the industry, but its updated software and new services make it worth another look.”

“We have released a new interface,” adds Katz, “which is easier to navigate and personalizes the user experience. Additionally, Sammy is also now accessible securely from any browser from anywhere in the world which is not only a useful feature, but one that provides an extra layer of security for clients who want it.”

Other new offerings include their Podiatry App (regardless of what EHR is used) that is HIPAA-compliant for texting and taking photos. In addition, due to customer demand, Sammy now has its own billing service



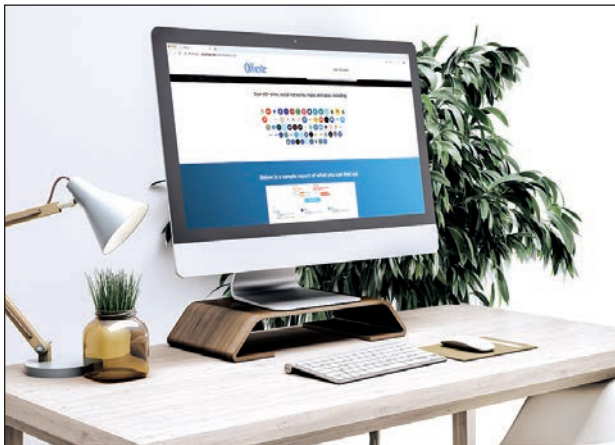
that is efficient and affordable for those who want to outsource their billing to a partner that knows podiatry and can be trusted. Using some AI written by the Sammy team, they’ve designed it such that pricing is based on how you do your notes. Visit www.the-sammysystems.com for more information.

About ICS Software, Ltd.

ICS has been serving small to medium sized practices since 1986. Their focus on podiatry and listening to the needs of their clients has allowed them to develop specialized programs that greatly improve practice efficiency. Today ICS is home to their other products such as MX Claims, MX Eligibility, MX Appointments, MX Registry and their newest Secure Messaging APP (also known as the Sammy APP). Further information is available at www.ICSSoftware.net or by clicking here.

About PAL Health Technologies II

One of the largest prescription orthotic labs in the country, PAL provides not only prescription orthotics, but a complete line of prescription ankle braces and gauntlets, prescription diabetic/accommodative inserts, as well as a number of off-the-shelf corrective and preventative foot devices. Visit www.palhealth.com or [click here](#).



Reputation Tracker Now Includes Listings Pro to Help Healthcare Professionals Take Control of How Patients Find Their Practice Online

Officite's new Reputation Tracker Plus now includes Listings Pro as the latest offering in its digital marketing solutions. This new technology allows healthcare professionals to take control of the online patient experience and how patients find their practices online by ensuring their practice information is accurate across the internet.

According to research conducted by Yext, 58.6% of all patients choose a provider based on information they find outside of a provider's website, such as mobile applications and online business directories.

Inaccurate contact or location information means patients may be unable to contact a practice, determine its physical location, or may be taken to the wrong location entirely, leading to a negative patient experience.

Because mobile and voice-based devices make up the majority of online searches, accurate information is more important than ever and Reputation Tracker Plus ensures your practice information is accurate on over 60 of the top directories, apps, and maps including Google, Bing, Yahoo, Apple Maps and more!

About Officite

Officite helps physicians and other healthcare professionals grow their practices and generate new patient referrals through effective, efficient online marketing.

Learn more at <https://www.officite.com/features/reputation-tracker-local-search/>, by calling (888) 606-8943, or by [clicking here](#).