

Revitalign® Introduces Game-Changing Insole Technology for Tennis and Pickleball Players

Waco Shoe Company, a trusted leader in the orthotic footwear and insole market, released an innovative new Revitalign® insole designed specifically for the dynamic needs of tennis and pickleball players. The cutting-edge design addresses common foot challenges athletes face on the court, offering unparalleled support, anti-friction capabilities and impact protection.

Crafted with both amateur enthusiasts and professional athletes in mind, the Revitalign® full-length replacement insole incorporates several key features that set a new standard in sports-specific insoles:

- An anti-friction top cloth significantly reduces the risk of blisters, a common concern during intense lateral movements.
- A comprehensive 360-degree heel cup offers superior impact protection with every heel strike.
- The proprietary FLEXALIGN™ material, which is a lightweight yet durable material that ensures ex-



ceptional shock absorption and energy return, provides maximum support to align the foot and body during play.

- Strategically placed gel material included for maximum cushioning without sacrificing structure.
- PWR-BRIDGE™ technology complements the architecture of the insole, stabilizing the heel and mid-foot, an essential factor for maintaining balance and precision on the court.

“Tennis and pickleball demand a lot from an athlete’s feet, and we’re thrilled to bring a Revitalign® insole to market that meets these demands head-on,” said Jeff Antonioli, co-owner of Waco Shoe Company.

“Our goal is to merge science and performance so that players

at every level can focus on their game, not their foot discomfort.”

The Revitalign® insole, created to improve athletic performance, prevent injuries and extend the playing life of court sports enthusiasts, is now available for purchase through the company’s website WacoShoeCompany.com or [click here](#).

MTI Examination Chairs and Tables Meet New HHS and DOJ ADA Standards

MTI, a leading manufacturer of medical diagnostic equipment, is proud to announce that its examination chairs and tables meet the new standards recently adopted by the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Justice (DOJ).

The final rulings require health-care and dental care facilities to ensure that any examination chairs or tables acquired now meet the U.S. Access Board’s ADA compliance standards, and within two years, each facility location must have between 10%–20% of their chairs and tables ADA compliant.

“Our team embraced the chal-

lenge of designing our products to be more accessible, and their dedication has led to a meaningful achievement,” said Brad Baker, President of MTI. “By ensuring our chairs and tables meet all of the ADA standards, we are helping providers deliver better care, achieve better patient outcomes, and create happier, safer experiences for both patients and caregivers, enhancing the quality-of-care providers can offer and providing products ensuring providers meet regulatory compliance.”

MTI, as a member of the advisory



committee to the U.S. Access Board, helped shape these standards and

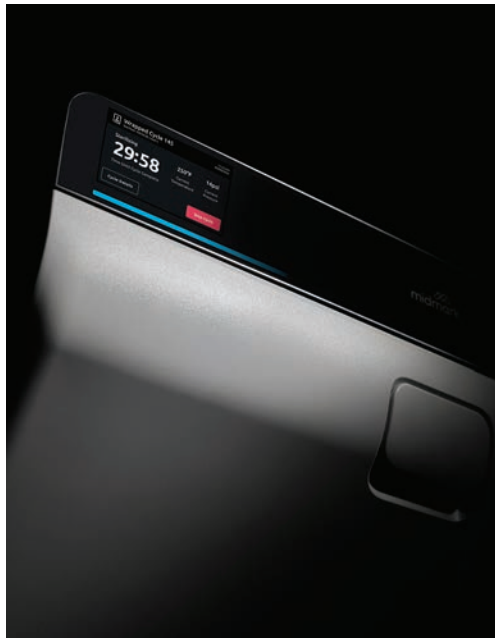
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is one of the few manufacturers whose products fully meet the requirements. Healthcare providers can contact MTI's solutions advisors to learn more about our ADA compliant products and see if they qualify for the \$5,000 ADA tax credit provided by the IRS helping to ensure compliance.

For additional details, please contact MTI's solutions advisors at (800) 924-4655, solutions@mti.net, or [click here](#).

Introducing the Next Generation of Midmark® Steam Sterilizers

When you invest in Midmark sterilizers, you can be confident you are getting the best—Midmark sterilizers are the market



leaders year after year. The next generation of Midmark Steam Sterilizers are designed with intuitive instructions that can simplify compliance, cycle operation, and performing and recording device care. This can help to reduce transcription and documentation errors which could account for 56% of sterilization errors. Automated mechanical monitoring and chemical indicator reporting can save time, helping simplify staff training and giving them confidence to process instruments.

The new sterilizers are designed to help make instrument processing as easy and as automated as possible. Navigate cycle setup and other processes with a clear, fingerprint-resistant

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PCC: Continuously Evolving to Provide Better Results at Lower Costs

In 2016, Podiatry Content Connection (PCC) launched the first intelligent marketing software for podiatrists at the APMA National Conference in Philadelphia.

Jeffrey Hartman, PCC's Founder and CEO, remembers the conference being abuzz with excitement about their new automated web and social marketing program tailored to podiatrists. "No one had seen anything like it before. We were ahead of the game since way back," as Hartman recalls, "and now everyone else is playing catch-up."

PCC uses cutting-edge technology to drive business growth and increase efficiency. As Hartman explains, "In 2023, I assembled a dedicated Artificial Intelligence (AI) team with MIT and UC Berkeley-trained professionals. The team was tasked with using AI technology to deliver our clients increased patients and revenue, while maintaining

our high bar of customer service and lower costs," explains Hartman.

PCC's current suite of services does just that. PCC | Practice Builder™ attracts new patients online, Patient Pro-Connect™ keeps existing patients connected and engaged, SOLE MARKETING™ increases orthotics volume and profits, and Dominate 365™ targets these programs to make podiatrists dominate the market in their local area. It's all affordable with guaranteed results.

As Hartman explains, "Getting our clients more patients and better results at lower costs

will never change. It's how we accomplish this that will continue to evolve."

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



5-inch touchscreen you can utilize while wearing gloves. Choose a style—light or dark mode. Stay audit-ready with device reminders and notifications, user authentication, unlimited storage of routine care events for the life of the sterilizer, and automated cycle record-keeping. Midmark sterilizers have been designed for durability, including an increased device life of 25,000 cycles thanks to a completely reengineered chamber. This can reduce the frequency of required maintenance by users and certified technicians by more than half.

Learn more at Midmark.com or [click here](#).

Hempcin OTC Pain Relieving Cream Responds in 75% of Patients; Average Response = 78% Relief in Pain

Pedicis Research is pleased to announce the results from a



prospective, open label study of HEMPCIN OTC pain relieving cream.

A total of 16 patients with documented foot pain were followed by Dr. Michael R. Cook, DPM, FAC-FAS, Miami, Florida for 6 months. No other pharmaceutical treatments were provided; however, existing prescription medicines and supports were maintained during the study.

During the course of the study, patients were instructed to use HEMPCIN every 4-6 hours or as needed. Patients were seen at baseline, and on average 45 days after start of treatment for evaluation and

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Tetra Continues to Lead in Podiatry Innovation with Three New Product Launches

Tetra, a pioneer in podiatric care, proudly introduced Formula 3[®] in 2006 and has since remained at the forefront of innovation, delivering best-in-class treatments. This year marks a significant milestone for the company, with the launch of three groundbreaking products.

George A. Cioe, Tetra's CEO, emphasized the company's commitment to responding to practitioner needs, stating "These treatments are the result of direct feedback from doctors at conferences. They continually express their appreciation for our comprehensive product line.



tion for patients' feet, hands, body, and face.

As summer approached, Tetra introduced Never Wet[®], an astringent spray packaged in a convenient 4 oz dispenser, specifically formulated to combat excessive perspiration and wetness—an ideal solution for those dealing with hyperhidrosis.

Additionally, just a few months ago, Tetra launched Myrrhage[®], a concentrated serum enriched with herbal essential oils aimed at whitening and strengthening brittle nails.

Mr. Cioe concluded, "Everyone at



We listen!"

Earlier this year, Tetra unveiled Joba Silk[®], a revolutionary moisture restoration product designed to maintain optimal hydra-

Tetra is dedicated to advancing patient care. Our team of Regional Sales Managers and Customer Service Representatives are committed to empowering practitioners in developing effective dispensing programs that cater to their patients' needs."

For more information about Tetra's innovative products, please visit www.TheTetraCorp.com or [click here](#).



scoring using pain rating intensity scales.

Of the 16 patients treated with HEMPCIN 12 out of 16 patients (75%) reported experiencing pain relief reduction of greater than 50%, with an average reduction in pain intensity for the responders of 78%.

“We particularly like that HEMPCIN uses all natural ingredients and has a pleasant texture and smell. We also find that almost all our patients respond favorably to HEMPCIN with no side-effects, as was evident by the results we achieved in this study”, said Michael Cook, DPM, FACFAS.

About HEMPCIN Pain Relieving Cream

HEMPCIN is a natural pain-relieving cream that employs full spectrum hemp extract and menthol for powerful and quick pain relief. HEMPCIN also employs arnica and boswella for reduced pain and bruising. HEMPCIN provides targeted, fast and long-lasting pain relief.

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

New Economy 5” Extra-Large Jaw Tissue Nipper from Bianco Brothers

Bianco Brothers Instruments has introduced an Economy 5” extra-large jaw tissue nipper for de-



bridging large wounds. Available at \$25.00 each. Contact them at www.Biancobrothers.com, click here, call Vincent at 718-680-4492, or e-mail at BiancoB@aol.com.

Superfeet Rx Offers Scientifically Backed Over-the-Counter Orthotic Devices as an Affordable Patient Solution

Not every patient requires a custom-built orthotic on their road to recovery. Superfeet Rx, the medical division of Superfeet—an industry leader in medical grade over-the-counter orthotics—proudly offers practitioners a suite of orthotic devices to help meet the diverse needs of their patients. Superfeet insoles are designed to address many pathologies across various activities, from sports to work and everyday use. Backed by extensive scientific research and development, Superfeet OTC orthotics are an affordable alternative to custom devices that deliver impressive benefits.



Studies show Superfeet orthotic devices reduce strain on the plantar fascia by over 24%, helping to alleviate common foot pain associated with conditions like plantar fasciitis. They improve standing balance in both flat-footed and normal-footed individuals, making them a versatile solution for a broad range of patients. By reducing peak impact forces experienced at the knee, Superfeet insoles can be a key tool in managing joint discomfort and promoting long-term musculoskeletal health.

But the benefits don't stop there. Superfeet orthotics enhance muscle firing patterns for key muscles in the hip and thigh, supporting both slow, controlled exercises and explosive movements. They positively alter the way forces are translated through the body during the gait cycle, adding stability to movement patterns that are essential for daily activities and athletic performance.

By partnering with Superfeet Rx, clinics can offer patients innovative, scientifically proven orthotic solutions for every foot type, shoe, and activity, ensuring a superior patient experience and easy compliance—both in-clinic and through trusted retail partners.

For nearly five decades, Superfeet has been a trusted choice of healthcare providers. The firm believes pain, injuries, and discomfort can be conquered with ingenuity and the right tools. Partner with Superfeet Rx today to deliver foot health solutions that empower your patients to move more comfortably and confidently. Learn more at superfeet-rx.com or click here.