



## New—Nail Nippers with Smooth Handles available from gSource

**gSource** nail nippers with smooth handles were developed following requests from podiatrists for a non-grooved handle option. While handle style is based on doctor preference, gSource strives to provide podiatrists with an even and comfortable grip on all of their nail nippers and splitters. gSource is committed to putting

the finest instruments into the hands of podiatrists and their teams. Crafted from German surgical stainless steel, and recognized by their finely finished surface, gSource instruments are designed to perform with precise surgical function. They are also conceived to be affordable. It is this combination of quality and realistic pricing that distinguishes the gSource brand.

The gSource catalog contains nearly 3,500 instruments with many patterns available for same day shipment from their NJ headquarters. All standard instruments are guaranteed for life against manufacturing defects of material and workmanship.

See gSource instruments at booth #1303 during the APMA National Scientific Meeting.

Contact gSource at 800.978.1119,

[email@gSource.com](mailto:email@gSource.com), visit [www.gSource.com](http://www.gSource.com), or [click here](#).

## New Cloud Version of Boards by the Numbers Available for ABFAS Exams

The new Cloud version of **Boards by the Numbers** is now available for the ABFAS Exams. An easy-to-use software program designed to help podiatrists prepare for the American Board of Foot and Ankle Surgery exam. The software includes a comprehensive set of board focused notes (over 300 pages); high resolution graphics (MRIs, X-rays, color images); practice exams (over 800 questions); and a section designed to help you develop an organized approach to the CBPS (computer-based patient simulation) questions, including an overview of the CBPS software and a “walk through” video. The program is now a cloud application and is accessible anytime anywhere, on multiple devices (Macs, PCs, iPads, iPhones, and other mobile devices). The program is sold as a one year subscription and requires a high-speed Internet connection, a mobile phone for authentication and is browser-dependant. Please visit [www.certifiable.com/PM](http://www.certifiable.com/PM), call (513) 347-0004, or [click here to learn more about it](#).

## SPOTLIGHT ON AMERX

### Amerx Health Care: Partners in the Science and Management of Wound Care

**Amerx Health Care** is excited to announce the arrival of their newest product additions, Amerx Wound Care Kits. The pre-assembled kits are designed to drive outcomes and increase compliance by dispensing a complete supply of wound care products directly to patients for home use. Studies show patient compliance rates increase 60-70% when the patient leaves their doctors office with product in hand vs. traveling to a pharmacy.

The new Wound Care Kit options offer a full range of advanced primary dressings including AMERX® Calcium Alginate, HELIX3® Bioactive Collagen, AMERX® Foam, AMERIGEL® Hydrogel and AMERX® Hydrocolloid dressings combined with essential secondary dressings and saline wound wash for complete patient home care following wound debridement.

The new Amerx comprehensive practice management program now offers a turn-key approach to DME wound care with a full line of PDAC-approved advanced wound care products, compliance tools and necessary supportive documentation in order to streamline DME billing and wound care protocols. The program is designed as well to greatly minimize supply shortages and inventory management. *Contact your Amerx representative today to learn how Amerx can enhance your practice growth: 800-448-9599 or [click here](#).*



### 20/20 Imaging Showcases a Diagnostic Ultrasound System to Support Clinical Podiatry Needs

20/20 Imaging, a Konica Minolta Company, specialists in imaging and connectivity technologies, showcased **SONIMAGE HS1**, a cutting-edge diagnostic ultrasound system, at the NY Podiatric Clin-

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ical Conference and Exhibition in January. SONIMAGE HS1 provides the advantages of real time imaging of soft tissue trauma, needle placement visualization and localization of foreign bodies. “The response to a recent survey revealed that only 43% of podiatrists utilize diagnostic ultrasound in their practice”, says 20/20 President, Bob Salzman. “We are excited to introduce the SONIMAGE HS1 ultrasound system to the podiatry profession.”

Besides fostering patient-doctor interaction during the exam, ultrasound-guided needle injections are more effective than blind procedures. The SONIMAGE HS1 provides a Simple Needle Visualization (SNV) feature which enhances the visual presence of the needle tip, increasing accuracy of the needle placement. Also, the SONIMAGE HS1 is compatible with a wide MHz range transducer which provides superior imag-

es during both deep and superficial scanning.

The SONIMAGE HS1 ultrasound system is supported by comprehensive training, along with tips on assimilating ultrasound into a podiatry practice. *To learn more call 866.734.6234 or click here*

### **MDC Advises DPM’s: Keep Pathology In-Office and Capture Revenues**

Diagnosis of small fiber neuropathy with skin biopsy can be done in the podiatry office setting including nail fungal diagnosis using histology staining and PCR methodologies. It makes sense to keep the pathology in the office setting and capture those revenues.

The Stark Law in-office ancillary services exception (“IOASE”) under Section 1877 of the Social Security Act (the Act) (42 U.S.C. 1395nn),



also known as the physician self-referral law, allows physician “group practices” to own and operate pathology labs and bill for pathology diagnoses.

Urologist’s, GI’s and dermatologists have been capturing pathology revenues for years with in-office pathology laboratories. Podiatrists can do the same with epidermal nerve fiber density studies (ENFD) and nail

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fungal testing to gain substantial increases in revenues to their practice.

A podiatry practice that can generate about 100 ENFD cases and 150-250 nail fungal tests per month can be looking at 5 million dollars in net revenue at the end of the year. Medicare and private insurance companies recognize ENFD and nail fungal testing CPT codes and pay for them.

**Molecular Diagnostics Consultants** can build an in-office pathology lab with the ability to run ENFD and nail fungal testing, including PCR, in 90 days.

It's time to decide if a pathology lab is what your practice needs. In the current volatile healthcare environment, with its Medicare reimbursement cuts and an unknown future, patient services generating additional revenues is the correct way to go.

For more information visit [MolecularDiagnosticsConsultants.com](http://MolecularDiagnosticsConsultants.com), call 602-368-8001, or [click here](#).

## Spenco Springs into Memory Foam with New Athletic Footwear

Conventional memory foam has always felt soft and comfortable, but it lacked the ability to be shaped into orthotic-grade contours—until now.

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New for spring, **Spenco Medical Corporation** has launched a line of structured memory foam sandals and slides. The new footwear offers the initial softness of memory foam with the added benefit of structural integrity, said Jeff Antonioli, Spenco's vice president of sales and marketing.

"It's like taking a high-quality mattress and adding a pillow top," Antonioli said. "The underside offers long-lasting support, while the top offers comfort and cushioning."

In Spenco's rapidly expanding footwear line, the styles that come with memory foam in the new spring line are the Pure Sandal for men and women and the Thrust Slide for men. They come in several color options, including violet, navy, black and yellow.

Technical four-way stretch nylon encapsulates the substantial layer of memory foam that sits atop the Total Support® footbed found in all Spenco footwear. The low-friction fabric helps reduce shear that can cause hot spots and blisters. Silpure Antimicrobial agent inhibits the growth of bacteria that can cause odor.

Antonioli said the increased underfoot cushion aids in muscle recovery, while a soft, stretchable cross-strap adds subtle rigidity where it's needed for an ideal fit. Variable-density pods beneath the foot also help reduce over-pronation and absorb impact.

"Runners and other athletes really should think about how they are caring for their feet at all times—not just when they're racing or training," he said. "Not everyone realizes that slipping on a flimsy flip-flop or slide after a race is asking for trouble."

For more information visit [www.spenco.com](http://www.spenco.com) or [click here](#).

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## Enhance Your In-Office Dispensing Program

*Allied OSI Labs Now Offers Products from Orthosleeve*

**Allied OSI Labs** adds the FS6 Compression Sleeve as well as the Foot Gym Pro to its growing catalog for foot & ankle practices.

The patented FS6 Compression Sleeve relieves pain associated with plantar fasciitis by offering six zones of compression and support with Compression Zone Technology®. Patients can feel relief in the plantar fascia, heels, and the Achilles tendon.



In addition to reducing pain and swelling, the FS6

Compression Sleeve is easy for patients to put on and to remove; they are also able to fit it under normal socks and into shoes.

"I have been using the OrthoSleeve Brand FS6 Foot Sleeve in my practice for more than 2 years," said Virginia physician Ben Pearl, DPM. "Not only have we added to our positive patient outcomes, this compression medical device has added more than \$6,000 in annual revenue and \$3,000 in profit to my practice."

The patented Foot Gym Pro is an all-in-one tool for performing eight different foot and ankle strengthening and rehab exercises including



toe curl, toe extension, dorsiflexion, plantar fascia stretch, arch massage, calf raise, calf stretch and ankle inversion.

Now physicians and clinicians can provide patients with products that enhance their physical therapy programs.

*Allied OSI Labs practice consultants can be reached at 800.444.3632, by visiting [www.alliedosilabs.com](http://www.alliedosilabs.com), or by clicking here to answer any questions practices may have about dispensing the Orthosleeve products in their offices, as well as to provide recommendations for suggested selling prices to patients.*

## Dr.'s Remedy's New Pantone-Inspired Collection: Introducing Spring Harmony 2016

New **Bountiful Blue Nail Color**, a tranquil, cornflower-blue flecked with a subtle hint of shimmer

**Promising Pink Nail Color**, a warm, baby pink that flatters with delicate rose undertones.

The ultimate yin and yang, this harmonious color duo was designed to evoke a sense of balance and peace—both on our nails and in our lives. Light and airy, Promising Pink is soft, light and unabashedly feminine, while Bountiful Blue is calm, cool and quietly comforting.



The ultimate post-winter fix for nails in need of a little extra TLC, Dr.'s Remedy® helps nourish, and rejuvenate dry, brittle, discolored nails—while keeping patients perfectly on-trend. Every Dr.'s Remedy® product is enriched with vitamins, wheat protein, tea tree oil, lavender, and garlic bulb extract (a commonly-used natural anti-fungal remedy). In addition to being 100% vegan, paraben-free, and pregnancy-safe— Dr.'s Remedy® is approved by the American Podiatric Medical Association.

Dr.'s Remedy® is proud to be 7-Free:

- no formaldehyde
- no formaldehyde resin
- no toluene
- no dibutyl phthalate
- no Xylene
- no camphor
- no animal testing or parabans

*For competitive wholesale pricing contact 877-323-NAIL (6245), email [info@remedynails.com](mailto:info@remedynails.com), or click here.*