## PODIATRIC MARKETPLACE

## Fashion Meets Function with Spenco's New Spring Footwear Line



Who says solid, supportive shoes can't be eye-catching—in a good way? **Spenco** has introduced a fashionable new line of ultra-supportive footwear just in time for spring.

"Whether you're a tourist, a walker, or have a job that requires standing on

your feet, you can benefit from proper foot support," said Jeff Antonioli, Spenco's vice president of sales and marketing.

Research shows good foot support can reduce pain, improve posture and prevent injuries.

Antonioli said most shoe manufacturers build the shoe first and then insert a flat insole. Spenco\* Footwear with Total Support\* technology takes a different approach, building the shoe around an orthotic insole. Spenco's line of shoes, sandals and flip-flops, first introduced in 2012, promote foot alignment and offer motion control and cushioning.

The new spring line comes in a broad range of styles for men and women, including unique colored canvas and leather. The women's sandal line also features patterned leathers, metal detailing, floral and animal-inspired designs, as well as this year's trendy colors. Many styles have adjustability for an ideal fit.

Spenco has a strong customer base of runners and other athletes, who have long relied on the company's specialty insoles. The footwear line helps athletes recover faster between racing and training, but the company believes there is a much broader market for the products.

"Our shoes prove you don't have to sacrifice fashion for function," Antonioli said. "Once your feet slip into Spenco footwear, you'll never want to wear anything else."

Visit www.spenco.com or click here.

# New Dorsal Night Splint from Powerstep

**Powerstep's Dorsal Night Splint** offers relief from the pain and discomfort associated with plantar fas-



ciitis and Achilles tendonitis. This low profile splint holds the foot in a neutral or slightly flexed position overnight to prevent contracture of the plantar fascia and reduce inflammation. The low bulk, lightweight dorsal shell is fully padded with soft, breathable material to ensure maximum comfort and patient compliance. The unique heel strap, with an opening for the heel, holds the splint in place to prevent migration during sleep. Available in two sizes. Easy to size by shoe

For more information, call 888-237-3668, visit www.powersteps.com, or *click here*.



## **Efficiency in Routine Footcare**

"Many podiatrists re-organize their practice to focus more on routine footcare. To attract a larger patient base, the practice must deliver footcare on a personal level and make the entire patient experience more memorable, " say the folks at European Footcare. "Especially the Ortho-Spray drill, which cools the bur and patient tissue and is a real practice builder since patients will refer others to your clinic due to the special treatment they received."

EFI's Ortho-Spray and Micro-Air vacuum drills come with a 2 week trial period, 3 years warranty and 12 year life span. These drills have an ergonomic handpiece that affords excellent control of the bur even for users with smaller hands. Patients find comfort seeing that treatments are performed with real medical equipment and efficacy. "Once you realize that a better designed drill works faster than more bulky handpieces," adds EFI, "you can shorten vour treatment times and treat more patients every day. And that adds to the bottom line."

Call 403-271-6805 to tell EFI about your special requirements or visit www.a-foot.com or *click here* 

#### Blaine Labs<sup>®</sup> Unveils Premium, Physician-Friendly Website, www. BlaineLabs.com

To better meet the needs of physicians, **Blaine Labs**\* has completely redesigned its long-running website, www.BlaineLabs.com. The innovative new site facilitates easy-to-use site navigation, comprehensive product descriptions and supple-

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mental practice growth information. Designed to increase health care professionals' ability to help patients and their practice, www. BlaineLabs.com utilizes the most cutting-edge resources in meeting the needs of the medical community. "We're excited about completing this next phase in our rebrand. The site looks great and we think it will be a great asset to physicians who are looking to dispense," said Blaine Labs' Marketing Manager Kirk Lakebrink.

Established in 1996, Blaine Labs utilizes innovation and complete in-

house manufacturing to create solutions for physicians in the fields of podiatry, dermatology, and wound care. With their 100% Money-Back Guarantee, Blaine Labs' aim is to facilitate practice growth, take all risk off physicians and continue to build on its reputation for excellence within the field of health care.

For more information contact Project Coordinator Chris Huerta at Blaine Labs at 800-307-8818, or at C.Huerta@BlaineLabs.com, or *click* here

#### Surefit Expands Product Offering with PADnet

Surefit Shoes, LLC and the makers of PADnet have teamed together to offer a comprehensive suite of products and services addressing the diabetic foot. Given the prevalence and severity of diabetes and the crit-

ical role podiatric physicians play in serving this patient population, Sure-fit and the new owners of PADnet, Collaborative Care Diagnostics, LLC doing business as BioMedix, have entered into an exclusive distribution agreement enabling Surefit to offer PADnet devices and collaborative care programs to the podiatric marketplace.

"With 26 million diabetics and over 75 million pre-diabetics in the US, we are thrilled to make PADnet more accessible to podiatric physicians with a trusted leader in the diabetic shoe, brace, and orthot-



ic space," stated Paul Burke, Collaborative Care Diagnostics Board Chairman.

Kevin Ostwald, Surefit Sales Director, added, "Given our commitment to supporting podiatrists' care for the diabetic foot, including PADnet in our product offer was an obvious choice. We are advocates of a comprehensive diabetic foot exam and believe combining PADnet with our broad range of quality shoes, braces, and inserts will improve patient quality of life as well as help saye limbs and lives."

For more information call Surefit at 678-455-8858, visit www.surefit-lab.com, or *click here*.

#### **Digital Custom Inserts Scanner from Day Mar**

**Davmar Comfort Shoes**, the creator of stylish and comfortable diabetic footwear, announces the release of a digital scanner for custom diabetic inserts (A5513). The scanner is both portable and simple to use.

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#### SPOTLIGHT ON POLYGEL/GELSMART

### GelSmart® Introduces New Advanced All-Gel Stay Put Separator with SmartGel™ Technology

Addressing the issue of separating toes, **GelSmart** has introduced its new advanced **All-Gel Stay Put Separator**.

This product features the innovative SmartGel technology utilizing scientifically proven gel formulations infused with natural botanicals and vitamins to enhance the quality of comfort and skincare. This



new item is designed to fit comfortably in dress shoes and fits either left or right foot. The anatomic shape of the gel separator reduces friction and pressure and helps in realigning toes. The secure all-gel toe loop allows the separator to stay in place.

SmartGel is formulated to provide optimum cushioning for your patient. The proprietary SmartGel Gel formulation is non-restrictive to protect your diabetic patient. Infused with the natural healing properties of Vitamin E and Aloe Vera, this diabetic-friendly gel encourages a healing environment during treatment.

For more information call 866-628-7243, visit www.gelsmart.net, or *click here*.

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The device allows you to scan your diabetic patient's foot, add all modifications into the order form and e-mail the file to our lab. Modi-

fications can include reliefs, build ups, higher arches, flanges and more. No more expense and hassle with foam boxes.

Within the included software, the patient information screen allows you to input demographic data, as well as the style, color, and size of the shoe being ordered. The order management screen allows you to transmit files at your convenience and the track progress of the orders. The scanner requires a PC with Windows 7 or 8. The cost of the system is only \$200 (does not include a PC).

Contact Dav Mar to learn how you can save money

and time on your diabetic inserts. Call 855-284-3544 or e-mail: Dave@davmarshoes.com, or *click here*.

#### MTI Announces More Strength in Patient Care: The NEW 450 Quad Power Chair for Podiatrists

**MTI**, **Inc** adds a new product to their suite of technologically advanced, medical exam and procedure chairs,



cabinets, stools, LED lights and accessories. The new 450 Ouad Power Chair and 450W Bariatric Table for Podiatrists offers greater seating and lift capacity, a covered foot section for improved patient safety and room sterilization, and an easy-glide, ro-

tary-dampened extendable footrest with an infrared LED sensor for healthcare professional operational safety.

Chair Features1:

- 4 synchronous powers motors with 650 lb. and 800 lb. rated lift capacities
  - Programmable foot control standard
  - Debris-deflective covered foot section
  - Mobility enabled chair base
  - Easy-glide, rotary-dampened extendable footrest
- Seamless and designer upholstery with removable cushions
  - Leg Wrapping Support Accessory Splines

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• Infrared LED operational safety sensor enabled For more information, call (800) 924-4655 or visit www.mti.net, or *click here.* 

<sup>1</sup>Note—chair shown with optional mobile base

### **MinXray Introduces Fire CR Imaging Solution**

**MinXray** is now providing digital products to the podiatry market with the Fire CR system from 3DISC. The Fire CR is an inexpensive imaging solution for your clinic's move from wet film processing to digital media. The Fire CR comes complete with CR reader, two 10x12-inch cassettes, small format computer with 22-inch monitor. Included with the system is the Tiger View Acquisition and Viewing software which integrates seamlessly with many EHR software programs. The Fire CR requires no plate handling or opening of

cassettes. The Fire CR can be used with any existing podiatric x-ray system with no x-ray integration required. Please call 847-564-0323 or email info@minxray. com for further information and pricing, or *click here*.

