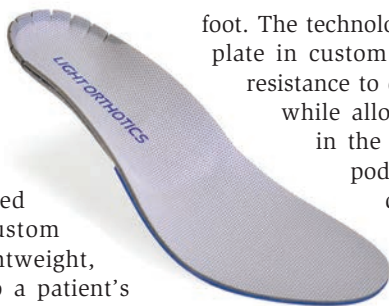


## Powerstep® Acquires Light Orthotics™

Powerstep, a leading provider of prefabricated orthotics and insoles, is pleased to announce the acquisition of Light Orthotics. Light Orthotics developed a revolutionary method of producing custom orthotics in just minutes by molding lightweight, light-curing composite material directly to a patient's



foot. The technology offers the most advanced composite plate in custom orthotics today and provides enough resistance to duplicate the plantar surface of the foot while allowing the practitioner to hold the foot in the proper position. Practitioners, such as podiatrists, are now able to provide immediate relief to their patients in only one office visit with a superior, customized product.

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## Biomedix® Launches PADnet® 4.0

Biomedix, a leader in healthcare risk assessment and information technology (HIT), announced the launch of the newest version of its patented diagnostic device, PADnet. PADnet 4.0 is a vascular assessment system that diagnoses Peripheral Vascular Disease, including Peripheral Artery Disease (PAD) and Chronic Venous Insufficiency (CVI), and expands to securely accept data from other diagnostic devices so additional test results can be aggregated from a single patient encounter.

With the expansion of healthcare into the home and other remote locations, Biomedix redesigned the size, shape and form factor of PADnet to accommodate a variety of field-based applications. The newest version of PADnet is smaller, faster, and features a new mobile-first form factor that easily fits into a backpack.

“Our experience in the Medicare Advantage space confirmed health assessment initiatives require a device that accurately detects PVD while also being portable,” John Romans, CEO of Biomedix shared while discussing the portability features of PADnet 4.0.

In addition, PADnet 4.0 is built with speed in mind. Graham Heaven, Vice President of Sales at Biomedix, commented, “For example, a full arterial study qualifying for reimbursement under CPT code 93923, used to take 25 minutes to complete. Our new PADnet 4.0 system cuts this time in half and can effectively screen patients for disease in less than 5 minutes.”

Research suggests that doctors spend as little as 20% of their time with patients, while spending the rest on paperwork and other administrative tasks. In an effort to change this trend, Biomedix developed a new, web-based platform to enable the scheduling of patients and exchange of patient data with vascular specialists via its patented collaborative framework based on the Biomedix mobile health assessment platform, Remote View™.

PADnet 4.0 also includes wireless connectivity features. “We saw the ability to wirelessly connect to and administer tests with WiFi-enabled devices as a way to increase portability, enable face-to-face interaction between the care provider and patient, generate clinically-valuable data, and facilitate timely counseling and coordinated care with the patient,” commented Chris Trygstad, Network Director at Biomedix.

The shift to a mobile-first platform also required the rethinking of its security platform. “Secure data management for our customers and their patients has always been a top priority,” stated John Romans, “which is why we continue to invest heavily in our cyber security infrastructure.”

Although past versions of PADnet have kept protected health information (PHI) HIPAA-compliant, PADnet 4.0 takes security to a new level through the implementation of a state-of-the-art security infrastructure and storing of all patient data in a secure cloud platform, protecting against device theft and misplacement.

“We’ve seen healthcare organizations make headlines when data breaches occur as a result of a laptop being stolen or misplaced,” said Chris Trygstad, “and we wanted to ensure that doesn’t happen to our customers.”

“PADnet combined with our other products and services enables us to offer a comprehensive diabetic solution to our clients,” stated Kevin Ostwald, Director of SureFit Lab. “As the exclusive distributor of PADnet within podiatry, we’re excited about the advancements in the new PADnet and look forward to introducing the system to our clients.”

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For additional information, please contact Biomedix at 877-854-0014, [info@biomedix.com](mailto:info@biomedix.com), [www.biomedix.com](http://www.biomedix.com) or contact SureFit Lab at 678-455-8858, [sales@surefitlab.com](mailto:sales@surefitlab.com), [www.surefitlab.com](http://www.surefitlab.com), or [click here](#).



Light Orthotics complements Powerstep's current offering of prefabricated orthotics, giving podiatrists a more cost-effective and convenient alternative for the majority of custom molded orthotics dispensed in office. It will be merged into the ProTech range of products, available exclusively through medical professionals. The company plans to introduce the technology at podiatry conferences throughout 2017.

For more information, please visit [www.powersteps.com/lightorthotics](http://www.powersteps.com/lightorthotics), call 1-888-237-3668, or [click here](#).

## Physician Management Systems Eliminates Hassles and Need for Insurance

**Physician Management Systems** is a new program designed to make it possible for doctors to bring patients into their practices and do everything on a cash basis, eliminating hassles and the need for insurance.

The principle partners are three doctors who have each practiced for many years. "Our teaching is real because we have been in the trenches and have felt the pain of being dependent on insurance reimbursement," said Anthony Ricciardi, DPM, one of the partners. "We are not the guys who have never practiced but came up with an idea that has never been tested. We are the guys who have learned from our mistakes and now live the life in practice that we have always wanted. This is what we provide for our clients."

Ricciardi elaborated, "We drive patients to your office; we train your staff in the best ways to educate these patients for the need to see you. Then we teach you how to monetize these patients without the need for insurance. We have created the perfect world in our practices and we want to do the same for you. Physician Management Systems is here to change your life. Let us show you how. It does not cost you a dime to learn."

For more information, call 714-553-1812, visit [www.ElitePhysician-Marketing.com](http://www.ElitePhysician-Marketing.com), or [click here](#).

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## Silipos Launches Active Line, Announces Retail Agreement with The Running Room

**Silipos**, the original maker of podiatry TPE gel products, recently launched its Active Line.

Designed with athletes and weekend warriors in mind, the Silipos Active line includes 16 different products that help prevent

and treat a variety of issues such as corns, calluses, ingrown toenails, blisters, bunions, Achilles tendonitis, bursitis, sprains, and general foot pain.

"The launch of Silipos Active reinforces our mission to continually deliver innovative products that prevent injury and help people recover faster so they can stay active and get back to doing what they are most passionate about," said the president of Silipos, Josh Margolis. "It's exciting to see the initial interest in Silipos Active from consumers and retailers, and we're confident this line offers the most advanced protection available."

Silipos gels are made under the strictest quality guidelines with a proprietary formula of medical-grade mineral oil. They are soft and stretch with the foot, absorbing force, pressure, and vibration. The gels contain mineral oil that gradually diffuses into the skin to help prevent against calluses and dryness while reducing scarring. Silipos Active products can be washed and reused while retaining all of their unique benefits, and are odorless, latex-free, antimicrobial, vegan, and hypoallergenic.

# SILIPOS®

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## A C T I V E



The Running Room, Canada's largest running and walking retailer with 117 stores, is the first retailer to offer a selection of the Active Line.

"We're pleased to offer Silipos Active products to our customers," said Matt Norminton, Purchasing and Sponsored Athlete Program Lead, Running Room. "As runners and walkers ourselves, we know what it's like to be sidelined from a sport you love. With Silipos products people can get back to enjoying the outdoors."

Silipos is offering Active Line samples to retailers and podiatrists.

Learn more at: <https://active.silipos.com> or [click here](#).

## Introducing 3D/CT Extremity Imaging for Podiatry from Sigma Digital X-Ray

Both normal & weight-bearing 2D & 3D/CT high resolution extremity imaging: toes, foot, ankle, leg, & knee w/significantly lower radiation dose. Visualize subtle & occult fractures & fracture bone healing without remov-



ing cast; remove metal objects from the image, & more. [info@sigmadigitalxray.com](mailto:info@sigmadigitalxray.com), [www.SDXPodiatry.com](http://www.SDXPodiatry.com), 800-331-6077, or [click here](#).

## Organogenesis Announces Launch of PuraPly™ Antimicrobial Clinical Research Program

Organogenesis Inc. has announced the launch of a PuraPly™ Antimicrobial (PuraPly™ AM) clinical research program which will comprise multiple studies and a nationwide patient registry.

The first studies, led by Drs. Harold Brem, Chief of Wound Healing & Regenerative Medicine and Scott Gorenstein, Clinical Director at the Wound Healing Center at Winthrop-University Hospital in Mineola, N.Y; and Dr. Alisha Oropallo, Director, Comprehensive Wound Healing Center and Hyperbarics at Northwell Health Inc. in Lake Success, N.Y. will follow PuraPly AM treated patients for up to 12 weeks and have begun enrolling patients.

PuraPly™ AM is a class II medical device that has been 510(k) cleared by the US Food and Drug Administration (FDA), and is intended for the management of both acute and chronic wounds; and as an effective barrier to resist microbial colonization within the wound dressing and reduce microbes penetrating through the dressing. PuraPly Antimicrobial consists of a bi-layered purified Type I collagen sheet, coated with the broad spectrum antimicrobial agent polyhexamethylenebiguanide hydrochloride (PHMB).

The studies at Winthrop University Hospital and Northwell Health Inc. seek to better understand PuraPly AM's utilization as an antimicrobial wound management product and subsequent healing outcomes across a variety of wound types. The two New York based studies will also assess PuraPly AM's ability to meet wound-specific treatment goals, including management of bioburden, support of granulation tissue formation, and support of wound closure.

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

## Dr.'s Remedy Offers Safer Nail Care Alternative

Dr.'s Remedy helps bring brittle, discolored nails back to life. Every Dr.'s Remedy product is enriched with

*Continued on page 161*

## SPOTLIGHT ON NEUROGENX

### Neurogenx 1—Medications 0

*New research and clinical evidence update the Neuropathy Treatment Score.*

New research supports what some medical professionals have long suspected: many prescription medications commonly used to control neuropathy symptoms are ineffective. According to the research analysis discussed by Julie M. Waldfogel, PharmD, CPE, in April's *Neurology Today*, Gabapentin, among others, is ineffective for the treatment of neuropathy pain. Additionally, there is low evidence to support the effectiveness of a wide variety of other medications commonly used in neuropathy treatment.

So, what medical options can you provide to your neuropathy patients now? Rather than classify neuropathy as "untreatable," it's time to take another look at the **Neurogenx** Treatment.

Non-surgical and non-narcotic, Neurogenx has a clinically-proven success rate of 87% in alleviating the pain, tingling, burning and numbness resulting from neuropathy and chronic nerve conditions. The electromedical treatment creates cellular change and promotes nerve fiber growth. Independent laboratory test results conclusively demonstrate increases in nerve fiber density following treatment with Neurogenx.

Find out how to become a Neurogenx Preferred Provider or an authorized Neurogenx NerveCenter by contacting us at 1-800-335-7624, [info@neurogenx.com](mailto:info@neurogenx.com), visit [www.neurogenx.com](http://www.neurogenx.com), or [click here](#).



organic vitamins, wheat protein, tea tree oil, lavender and garlic bulb extract (commonly-used natural anti fungal/anti bacterial).

Recently, millions of television viewers nationwide watched podiatrist Dr. Emily Splichal rave about the benefits of using and recommending Remedy's line of enriched nail care to patients.

"We were thrilled to be spotlighted on national TV; we have confidence that our line of products adds an important retail opportunity for podiatrists and a safer nail care alternative for patients. It's great to receive the recognition!", says Dr.'s Remedy's co-founder Adam Cirilincione, DPM.

In addition to being 100% vegan,



Dr. Adam Cirilincione

paraban-free and safer for use during pregnancy, Dr.'s Remedy is approved by the American Podiatric Medical Association.

Proud to be an 8-free formula: free from formaldehyde, formaldehyde resin, toluene, dibutyl phthalate, camphor, xylene, parabens and TPHP, Dr.'s Remedy boasts over 30

brilliant colors to choose from.

For competitive wholesale pricing, call 877-323-NAIL, visit [www.remedynails.com](http://www.remedynails.com), or [click here](#).

## Strive Sandals Arrive Stateside

Following an enthusiastic reaction amongst the podiatry community in Great Britain, **Strive Sandals** have now arrived stateside. Strive Sandals are designed by podiatrists and incorporate the features of a foot orthotic: deep heel cups, a contoured arch and metatarsal support are all carefully designed into a dual density EVA footbed, creat-

*Continued on page 162*



ing a sandal which is perfect for the 3D contours of the foot.  
 British Podiatrist Heidi Meckler Comments: "These really are a great addition to any clinical practice. They appeal to a wide range of female patients because of their "on trend" fashionable style, but most importantly, they are excellent for good foot health. Podiatrists can be confident that by endorsing Strive, they are offering the best for their patients while ethically enhancing their practice income."

Visit [www.StriveFootwear.com](http://www.StriveFootwear.com) for more information or click here.



## 527W: Tri Power Bariatric Chair

**Medical Technology Industries (MTI)** offers the 527WP Tri Power Programmable Bariatric Chair. This chair offers similar features to the 527 Tri-Power Podiatry Chair as highlighted below, except that it offers a 30" seat and 800 lb. lift capacity:

- 24-volt DC Electric Power Lift, Tilt and Back (4 simultaneous motors)
- Upright, Flat, Contour & 30° Trendelenburg positions
- 19" (48.3 cm) ADA entry height (could qualify for ADA Tax Credit)
- 38.7" (98.3 cm) maximum height
- 19.7" (50 cm) vertical travel
- 74.5" (189 cm) flat layout
- 12" additional dual-lock Footrest Extension
- 30" wide Seamless Premium Upholstery or Designer Ultraleather™ w/memory foam
- Upholster is Velcro-Attached® for easy repair & replacement
- 250 lb. rated Removable Slide-Back Floating Arms™ (switch arms for prone position)
- 200 lb. rated stainless steel Debris Tray (extends 9.8" or 25 cm)
- 2 programmable positions with choice of Foot or Hand Control

## SPOTLIGHT ON AMERX

### Medical Professionals Applaud EXTREMIT-EASE™

*New approach to compression expected to boost patient compliance.*

The **EXTREMIT-EASE™** Compression Garment, an innovative, adjustable compression device developed by **AMERX Health Care**, offers 30-50 mmHg of compression with the combined value of elastic and inelastic compression.

The benefits of compression for healing venous leg ulcers and reducing recurrence rates are well documented in the literature, but oftentimes lack of compliance hinders the healing process.

The unique features of EXTREMIT-EASE™ are expected to increase compression compliance, reduce edema in patients, and improve wound care outcomes. Patients with dexterity issues will value the simplicity of application and adjustment found in the distinctive combination of a zipper and bungee cords with large tabs. EXTREMIT-EASE™ is designed with lightweight, air-permeable, latex-free fabric for up to 12-hours of comfortable wear with

less sweat, hot spots, and pistoning.

Contact your AMERX Health Care representative at 800-448-9599 today and discover where compression meets compliance with PDAC-approved EXTREMIT-EASE™, visit [www.amerxhc.com](http://www.amerxhc.com) for more information on this and other AMERX Health Care advanced wound care products, or click here.



- 7 Base Options (standard, 340° swivel, low boy caster, caster w/caster jacks, mobile caster, casters, 2" leveling glides)
- All-Steel Chair and substrate construction
- Optional Removable Leg Wrap Support
- 12 Optional Accessories: LED Exam Light, Vision Block, Flexible Mayo Tray, Shoe Tray, Patient Monitory Tray, IV Pole, Paper Roll, Duplex Outlet, Bed Rail, Base Rails, Leg Restraining Strap

MTI is running a Spring Promotional Offer starting March 1, 2017. If you buy a 527, 527W, 450, 450W or 530 exam chair you receive a Free Stool or Light. Offer ends June 30, 2017.

Visit [www.mti.net](http://www.mti.net), call 800-924-4655, or click here.