

SPOTLIGHT ON AMERX

AMERX Launches Helpful Website for Compression Therapy Patients

Doctors wishing to share useful information about the EXTREMIT-EASE® Compression Garment can now refer patients to www.extremitease.com. This new online resource by AMERX Health Care includes useful information about applying and caring for their compression garment in addition to a measurement guide that instructs patients how and where to measure, ensuring they select the correct compression size for their unique needs. While on the website, patients can view a helpful instructional video or read step-by-step directions detailing the Easy 1-2-3 Application Process for which EXTREMIT-EASE is known. These in-



structions can boost patients' confidence in independently applying the garment, reduce frustration, and boost compliance. A video and written instructions with tips for easy garment care are also available on the site.

Additional *FREE resources* are available to doctors interested in dispensing or prescribing EXTREMIT-EASE, such as measurement/fitting guide pads and flexible measuring tapes for exam rooms as well as product brochures and promotional videos for reception areas. Contact your AMERX Account Manager at (800) 448-9599 to request your support materials today or click here.

Realm Labs Introduces NeuRemedy® Ultra

Realm Labs, LLC has announced the nationwide launch of NeuRemedy® Ultra, formulated in direct response to the findings of a peer-reviewed prospective study, "Long-Term, Supplemental, One-Carbon Metabolism-Related Vitamin B Use in Relation to Lung Cancer Risk in the Vitamins and Lifestyle (VITAL) Cohort" (*J Clin Oncol.* 2017 Oct 20;35(30):3440-3448). The study, which looked at the association between the 10-year average daily dose of supplements containing vitamins B6, B9 and B12 and lung cancer risk in a cohort of 77,118 participants found that, among men, the use of vitamin B6 at greater than 20mg a day or vitamin B12 at greater than 55mcg a day—from individual supplement sources, but not from multivitamins—was associated with an increase in lung cancer risk. The risk was increased in male smokers. No association was found among women.



Dr. Richard Mann

"These are very significant findings," noted Richard H. Mann, DPM, CEO and Founder of Realm Labs, "and will most likely change the way many practitioners dispense and prescribe products containing vitamin B6 and B12 to improve peripheral nerve function in the feet and legs of their patients. NeuRemedy® Ultra was formulated

to meet the needs of these practitioners." NeuRemedy® Ultra contains 150mg of benfotiamine and 6mcg of methylcobalamin in a proprietary formulation. NeuRemedy® Ultra contains no vitamin B6.

For more information, visit www.realm labs.net or click here.

Tetra Develops Their Next-Generation Formula 7

The Tetra Corporation of Eaton Rapids, Michigan (www.TheTetraCorp.com) announced today the development of Formula 7® as the next generation of the technology found in Formula 3®. (Patent Pending U.S. Application # 62580689)



George A. Cioe, President and CEO of The Tetra Corporation, said "Formula 7® is the first tolnaftate microemulsion. Formula 7® is clear, paraben-free, fortified with urea and acetylcysteine for better penetration—cosmetic ingredients for the rapid improvement

Continued on page 175

of appearance and bactericidal agents for secondary infections. Early testing revealed increased patient compliance because of the easy use of the new free-flowing tube with an integrated brush applicator. Both Formula 3[®] and Formula 7[®], like all our products, are dye and fragrance-free.” Formula 3[®] will continue to be available for the thousands of patients nationwide who use it for treatment and prophylaxis.

The Tetra Corporation also distributes FungiFoam[®], Clean Sweep[®], Kamea[®] 20, Kamea[®] G, CoLig-10[™] and the full line of NeuRemedy[®] products nationwide. Some products are manufactured and distributed in Canada.

For more information, call 800-826-0479, visit www.TheTetraCorp.com, call your rep today, or click here.

Anodyne Reenergizes Shoe Provider Expectations and Profits

When providers consider the profitability of their shoe programs, there are a number of underlying costs that can be eliminated or substantially decreased depending on the company that they decide to partner with.

Anodyne has made it a point to highlight and minimize these often unforeseen costs. The result has been increased profitability for its partners.

“It’s easy to become short-sighted and fall into a rut of looking strictly at your per-pair product cost rather than your overall end-of-year profit,” said Bobby Kanter, CEO. “When you avoid the hassles and run-around, the profits you generate will be measured not only in shoes sold, but in the time saved and patients served.”

With a significantly lower return rate than industry standards, and industry-leading turnaround times on both standard and custom orders (24 to 48 hours), Anodyne is giving back wasted office time spent on dispensing.

Along with its service-oriented attention to detail and resolution, Anodyne has found itself, says Kanter, “on the forefront of a diabetic footwear industry desperately in need of a makeover.”

To learn more about becoming an Anodyne supplier, call 844-637-4637 or click here.

Continued on page 176

Happy Anniversary NEMO and TRAKNet

Happy Anniversary NEMO Health! Five years ago, 3 podiatrists decided to leave their practices to purchase **TRAKnet**, a widely used podiatric EHR system that was scheduled to be discontinued due to the former owner’s business struggles. Rather than allow it to collapse and see



Dr. Ali Safiedine, John Leardi, Dr. Jeffrey Frederick, Dr. John Guiliana

many of their colleagues suffer, they would partner together to ensure its progress and build on the platform to offer even more opportunities to help other podiatrists. They were passionate about seeing their colleagues thrive in their practices and wanted to contribute to the future of the profession.

The partners came together and created NEMO Health to tackle the struggles of the failing software company, further develop the product and nurture the dedicated clients. Over the four years that followed, the group made 500+ software enhancements and

TRAKnet proudly became one of podiatry’s most popular EHR systems.

NEMO Health expanded its product offerings beyond electronic health records. Services now include MIPS/MACRA guidance, cloud data storage, consulting and revenue cycle management—all fo-

cused solely on podiatry. NEMO Health is, in essence, a medical billing service that has podiatrists fighting for your money directly with the insurance company medical directors in an aggressive appeals process. NEMO’s podiatrists will handle your dirty work so you can focus more on your patients.

Today, NEMO Health continues to find new ways to optimize profitability and simplify administrative functions for podiatrists. Contact sales@nemohealth.com, call 855-944-2995 to find out how they can help your practice now, or click here.

Quick Tape Effective for Heel Pain

QUICK TAPE™, the new 1-piece preferred alternative to Low Dye taping, has been shown to be very effective in treating *plantar fasciitis and heel pain*.

Apply in seconds, wearable in the shower, lasts up to 7 days, enhances patient compliance, hypoallergenic, latex-free, supports/stabilizes the arch, helps foot alignment, and billable with 29540. Quick Tape reports that users receive instant pain relief from heel pain, plantar fasciitis, arch pain, achilles tendonitis and much more.

QUICK TAPE provides all the advantages of Low Dye without the disadvantages. Along with the huge savings of time and supplies, you will no longer have adhesive spray all over your clothes and exam room.

Clinical Studies for biomechanic effects performed with QUICK TAPE have shown that QUICK TAPE provides significantly greater arch height index while the



patient is standing, QUICK TAPE can biomechanically alter dynamic plantar loading and patients prefer QUICK TAPE over Low Dye for comfort and ease of use.

For more information, visit www.SupportTheFoot.com or click here. You can register for a wholesale account by clicking "Physician Login" and "Sign Up".

Bare Topical Gel Line New from Scientific Solutions

Scientific Solutions of Carle Place, New York proudly announces magnificent advancements in topical therapy, which will demonstrate immediate help to podiatric patients in dealing with a multitude of hyperkeratotic and xerotic pedal conditions. The firm has also launched a major commitment to the profession by demonstrating and sponsoring a number of clinical and scientific meetings.

Both diabetic and non-diabetic patients will benefit greatly from the new medical line of **Bare Topical Gel** products. These are all highly effective, attractively-designed and packaged with a reasonably affordable price tag. Patient satisfaction and ease in compliance makes Bare 40 moisturizing Urea Gel a perfect compliment for post-podiatric care especially while treat-

Continued on page 177

176

Darco Introduces Upgraded All-Purpose Boot and Slim Line Cast Boot

Darco International is pleased to introduce the upgraded versions of their All Purpose Boot and Slim Line Cast Boot. These two products have been a staple in clinician offices for years and in the summer of 2018, the firm will up the stakes in the game by adding an EVA sole to both products.

The EVA sole will be softer, lighter in weight, more durable, provide better pressure relief, and overall—a significantly better patient experience. Your patients will notice the difference immediately—when comparing it to Darco's standard TPR sole, they will be impressed and happy with the change. It is much more *comfortable*. The addition of the EVA sole will provide the durability that clinicians and their patients demand, making these products an excellent value in today's crowded market of knock-offs and cheap imitations.

In addition to the superior EVA sole, The All Purpose Boot and Slim Line



Cast Boot will maintain all the standard features Darco has built into their shoes over the years, such as durable uppers, removable forefoot closure, and a higher toe box—an exclusive feature to the APB. Con-

tact your Darco distributor today to order the upgraded All Purpose Boot and Slim Line Cast Boot. Visit www.darcointernational.com or click here.





works well also for hyperkeratotic conditions like helomata and plantar calluses.

Bare 40 + hyaluronic acid urea gel—which is enhanced with aloe vera and tree tea oil—is beneficial for all patients with deep, painful heel fissures, as well as hyperkeratotic syndromes such as Unna-Thost disease and hyperkeratotic traumatica marginalis. This new gel product line has been formulated to create patients with healthier skin and to reward the physician with happier patients till the next professional encounter.

For more information, visit www.scisglobal.com or click here.

MTI Introduces the All-New 550 Podiatry & Wound Care Chair

MTI embarked a while back on one of the largest projects they have ever undertaken—to design “the perfect podiatry & wound care chair.” MTI now introduces the all-new 550 Podiatry & Wound Care Chair, the first chair to comply with Title 36 of the Code of Federal Regulations 1195 Standards for Accessible Medical Diagnostic Equipment.

Their journey began on the Medical Diagnostic Equipment Accessibility Standard Advisory Committee. As a member of the committee, Jeff Baker, MTI’s President, played a major role in improving ADA regulations for patients and caregivers with disabilities. In January 2017, the



Continued on page 178

Access Board added Part 1195 Standards for Accessible Medical Diagnostic Equipment to Title 36 of the Code of Federal Regulations as a published document in the Federal Register. This regulation requires that the medical diagnostic equipment comply with certain requirements to provide accessibility for patients with disabilities.

The end result is the first ADA compliant standard, swivel and mobile chair with SmartTech™.

SmartTech™ is the combination of MTT's Smart Con-

troller™ and Smart Safety™ technology using a centralized computer controller that enhances safety, reduces energy consumption, and provides smoother movement, additional memory options, and more user preferences.

The MTI 550 Chair also has an industry-first power footrest extension, which independently and automatically power extends 7" and retracts when the chair is returned to the Home position.

Contact James Larson, Marketing Manager, 801-875-4919, james.larson@mti.net, or click here for more information.

Resources:

- 550 Full Story: <http://mti.net/news-and-deals/550story/>
- 550 Web Page <http://mti.net/products/550/>
- 550 Brochure <http://mti.net/wp-content/uploads/2018/03/550-Brochure.pdf>
- 550 Photos: <http://mti.net/resource-types/photos/page/2/>
- ADA Awareness Brochure <http://mti.net/wp-content/uploads/2018/03/ADA-Brochure.pdf>

Dia-Foot Releases 2 New Pre-Fab Orthotics

New from **Diafoot** are two prefab orthotics, the Men's Dress and the Pure Stride RX orthotic with memory foam.

The Men's Dress is a 4-layer lower profile orthotic designed for Men's dress shoes. It features a micro leather top layer followed by an open cell foam layer, a pet shell and a micro suede base. This orthotic is PDAC approved for L3040.

Dia-Foot will be the exclusive distributor for the Pure Stride RX orthotic with memory foam. Customers will have to sign a MAP agreement not to

put them on major retail web sites without Diafoot's prior authorization and at MAP pricing. The first layer is an antibacterial black top cover, the second is memory foam, the third is soft EVA, the fourth is a polypropylene shell, and the fifth layer is a high durometer EVA. The heel area in the polypropylene shell is cut out and replaced with a Poron cushion.

The Pure Stride RX model is PDAC approved for L3030 and can be billed to commercial insurance companies with orthotic benefits. *For more informa-*



Continued on page 179

Evidence-Based Shock Wave Helps DPMs Improve Patient Care and Increase Practice Revenue

CuraMedix is the leading US distributor of STORZ Medical EPAT devices. Extracorporeal Pulse Activation Technology (EPAT), sometimes referred to as ESWT or Shock Wave, is an evidence-based, non-invasive approach to treating acute and chronic musculoskeletal pain.

This proprietary technology is based on a unique set of pressure waves that stimulate the metabolism, enhance blood circulation and accelerate the healing process.

Healthcare professionals who integrate EPAT earlier in their continuum of care find that they are able to get their patients better faster, reports Curamedix.

Benefits of this non-surgical treatment include no scarring, no risk of infection, no anesthesia required, no downtime and faster, easier healing.

CuraMedix products for podiatrists include the OrthoPulse Ultra (radial) and the DuoLith SD1 TT (focused shock wave).



The OrthoPulse Ultra acoustic pressure wave device combines Extracorporeal Pulse Activation Technology (EPAT), innovation and performance with unmatched clinical and economic value for treating acute and musculoskeletal pain.

The FDA-approved DuoLith SD1 TT is the next generation of Extracorporeal Shock Wave Therapy (ESWT), with focused CylindricalSource technology, as a nonsurgical treatment for pain associated with chronic proximal plantar fasciitis.

To learn more about the advantages of this innovative technology for your patients and practice, please visit www.curamedix.com, call 401-333-6500, or click here.

tion, please call Dia-Foot at 877-405-3668, visit www.dia-foot.com, or click here.

BioStep's Mission: No Compromise in Quality

BioStep, Inc. specializes in the fabrication of custom foot orthotics, ankle braces, and partial foot prosthetics. Established in 1999, the lab has provided high quality and comprehensive solutions to individuals who struggle

with foot complications or who simply seek general comfort.

BioStep's mission is to create the finest products in the foot care industry and increase performance abilities for consumers.

For their product development, the lab utilizes high-tech scanning and manufacturing systems. They are a full-service laboratory that offers a diverse range of therapeutic shoes, diabetic inserts, ankle braces,



and foot orthotics. From the finest materials to the best craftsmen, the team at BioStep, Inc. are dedicated to ensuring that your patients are happy with their devices.

Visit biosteportho.com, call 818-373-0010, or click here for more information.