



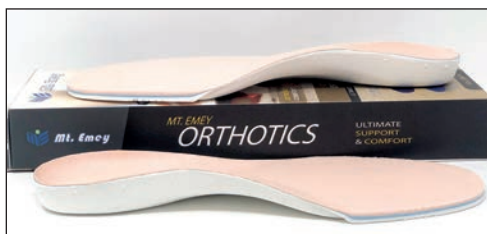
Foot Miracle & Urea Care from Straight Arrow Products

Foot Miracle and **Urea Care** from Straight Arrow restore and protect the skin's natural moisture balance. Foot Miracle, a deep penetrating moisturizing formula, is a 'pedicure in a tube'... effective, yet affordable...it softens callused, rough areas while helping to fortify weak nails. It rejuvenates the driest skin without mineral oil, petroleum, or a greasy feel. Urea Care is a practitioner strength therapeutic treatment that consists of a blend of 10% Urea, Aloe Vera, essential oils, vitamins A, D and E and other hydrating properties that provides maximum moisture to heal dry, cracked, rough skin, also associated with diabetic foot ailments. Urea Care glides on easily, immediately revitalizing your skin or feet, leaving them soft, silky and velvety. Straight Arrow Products, Inc. has brought award-winning products to the marketplace for over 40 years.

For more information: please call 1-800-827-9815, log onto <http://straightarrowtherapeutic.com/>, or click here.

New Diabetic Inserts from Apis Mt Emey

Introducing the all-new **Mt. Emey** off-the-shelf diabetic inserts. Made from fine quality materials for better arch support and accommodation. Heat moldable and PDAC A5512 coded for Medicare billing. They feature 1/8"



Free samples for well-qualified customers. Call 888.937.2747 or click here.

SPOTLIGHT ON AMERX

New Products Added to AMERX Dressings

AMERX Health Care recently added a new size of Bordered Foam Dressing as well as Retention Tape to its line of AMERX® Dressings.

AMERX® Retention Tape

Secure primary dressings and medical devices gently with AMERX Retention Tape. This soft, comfortable tape uses a gentle adhesive for sensitive skin. The breathable, non-woven dressing is conformable and easy to apply to difficult areas such as joints, bony prominences, and flexible body parts.

AMERX® 3" x 4" Bordered Foam Dressing

AMERX Health Care has heard your feedback and added a new size of Bordered Foam Dressing to their lineup. Podiatric physicians can now choose 3" x 4" Bordered Foam Dressings to manage patients' moderately to heavily draining wounds. The adhesive border helps secure the dressing in place and provides a barrier to outside contaminants without the need of additional secondary dressings.

Call (800) 448-9599 and ask about adding these and other AMERX Dressings to your next order, visit AMERXHC.com or click here for more information.



Comfort Fit Ships One Millionth Pair of Orthotics

ComfortFit Labs is incredibly proud to announce that they have shipped their **one millionth pair** of custom made foot orthotics. Said CEO Howell Schorr, "Words cannot express how satisfying it feels knowing we helped that many patients with their foot problems. I sincerely thank all of our wonderful podiatric accounts across the country for selecting us as your 'orthotic lab of choice,' many of which have been with us since

Continued on page 171



we began 20 years ago.”

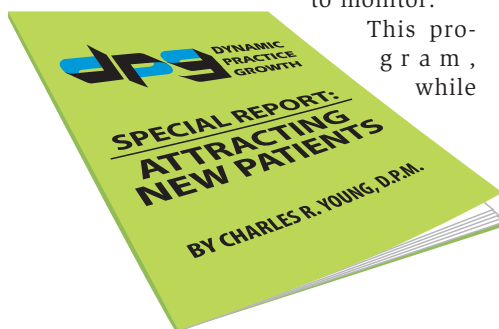
“Our entire organization is dedicated and committed to providing our valued customers with the highest quality orthotics in the industry at affordable and no-nonsense flat rate pricing,” he continued. “I thank you all for your support and we look forward to being ‘your’ lab well into the future as we continue to offer quality products, invest in product innovation and introduce ground-breaking technology.”

Visit www.comfortfitlabs.com or [click here](#) for more information.

Get More New Patients!

Dynamic Practice Growth introduces its latest informational program on how to attract more new patients to your practice. **Dr. Charles Young** has carefully compiled 40 effective marketing strategies into an online user-friendly program. The included information is time-tested, cost-effective, and easy to implement. The positive results are rapidly noticed and easy to monitor.

This program, while



reducing expensive creative and design costs, provides a finished product that requires minimal work input. Thus the task of creating, tweaking, and testing the selected materials has already been done for you. Dr. Young reports that the positive results are not only probable; they are predictable.

These winning marketing strategies are designed to help take your patient growth to a new level. Visit DynamicPracticeGrowth.com or [click here](#) and download your free copy of *Attracting More New Patients to Your Practice*.

Pure Stride Flip Flops Now Available

New from **Pure Stride** is its Flip Flops line. These patent pending flip flops are designed to help relieve common foot ailments such as plantar fasciitis, heel spurs and metatar-

Continued on page 173

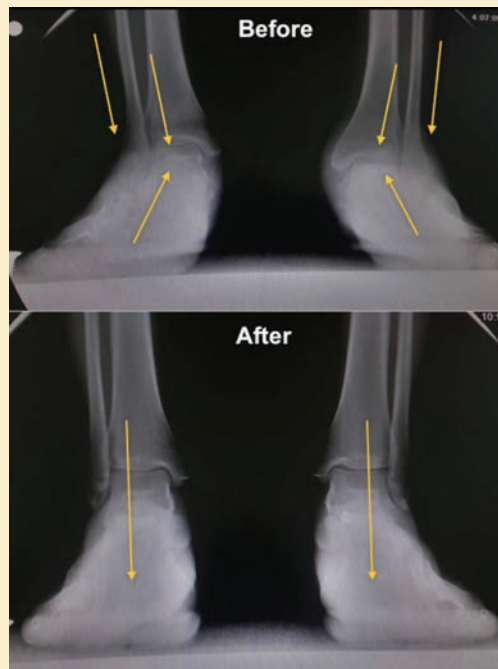


Atlas: Maximize Your Earning Potential by Using EOTTS

Atlas Foot Alignment Institute (Atlas FAI) is a physician support network that was formed to give foot and ankle surgeons the tools, resources and know-how they need to stimulate growth and income back into their private practice by incorporating Extra-Osseous Talotarsal Stabilization (EOTTS) with HyProCure®, along with a customized, patient-pay business structure.

Atlas FAI provides key practice management strategies, staff training opportunities and marketing resources, so podiatrists can get back to doing what they do best—helping their patients without the stress of dealing with the insurance companies. Atlas FAI's goal is to become the most trusted provider in minimally invasive foot and ankle realignment.

Call 877-567-1034, email info@atlasfai.com, or [click here](#).



Saorsa's Swift Provides a Solution to Plantar Warts

Say *Hello* to **saorsa** and say *Hello* to **Swift**.

With a nod to the Scottish roots of the Swift system, saorsa (meaning Freedom) is the US company that is introducing this new and disruptive technology to the podiatric market in the United States. Leveraging the power of the body's natural immunity, Swift uses low dose microwave energy to trigger an immune response that targets the root cause of various skin conditions.

Launched in January 2019, Saorsa's initial clinical focus in podiatry is providing a solution to often challenging plantar warts. Unlike historically ineffective destructive methods, Swift targets the root cause of the wart, the HPV Virus. Microwave energy is introduced into the skin, heating cells to between 43 and 36 degrees Celsius. This heat initiates an immune cascade which allows the body to detect and attack the HPV virus, ridding the body of this frustrating condition with no reported recurrence to date.

Treatment protocol includes an average of 3-4 visits with each treatment lasting only 5-10 minutes. There is no need for local anesthetic, site preparation is minimal and there is no need for post-procedural dressings. Patients are back on their feet immediately following the procedure and can continue on with daily life. Visits are spaced 4 weeks apart to coincide with the body's immune cycle, with follow-up sched-

uled for 12 weeks following the final treatment.

Below is a quick summary of the outcomes Swift has delivered to the near 40,000 patients that have been treated in the United Kingdom, Australia and Canada:

- 98% of patients continue daily tasks as normal following Swift Treatment
- 70% of patients rated the treatment a 10/10
- 95% of patients would recommend Swift Treatment to a friend

"The new Swift machine is better than I imagined. It is easy to use and the patients are very satisfied.

Patients from all over are making appointments to have their warts treated successfully in 3-4 visits."—
Dr Susan Campbell, Westfield Foot and Ankle Specialists



In addition to clinic specific marketing support, Saorsa has recently launched a patient education site: www.warttreatmentinfo.com. Data suggests only 10% of those suffering from warts will seek treatment from a clinician. The site is designed as an online guide to effective wart treatment, allowing patients to identify their condition and explore a range of treatment options. Those who want to be treated with Swift will be directed to a clinic near them via a Clinic Locator.

Learn more about how Swift can impact your clinic at www.esaorsa.com or click here.



salgia. The flip flops cushion the heel and ball of the foot with a thick premium shock absorbing EVA foam foot bed.

The flip flops are uniquely designed to help activate the windlass to resupinate the foot and lessen the tension in the planter fascia.

They are an excellent adjunct in treating patients with heel spur syndrome and plantar fasciitis.

They are available in black, navy, gray and white, and are sized from women's 6 to a men's 14. The flip flops wholesale for \$17.50 and retail for \$39.99.

Complimentary physician sample pairs plus \$7 shipping are available by calling 877-405-3668 prompt 2. For more information, visit www.dia-foot.com or click here.