

## Now More Allard AFOs with Half the Heel Height

Now more Allard AFOs with ½ the heel height. The new “2 ½” models include all the other standard Allard 2.0 features and benefits: choice of wrap-around or D-Ring straps that are easily applied for right or left hand “pull”, shorter, more gently contoured wings, pre-applied MikroFIX, and a Starter SoftKIT™ included.

It is easier to adapt ToeOFF® 2 ½ & BlueROCKER® 2 ½ to shoes with lower heel heights. Because there is a lower curvature in the forefoot



there is more space in the shoe toe box.

ToeOFF® 2 ½ Addition models offer three attractive surface options

for your fashion-conscious patients, Camouflage, Birch, & Black. The smooth, sleek surface on the Addition models allow pant legs to slide easily over the AFO. The colored surface extends all the way down the strut.

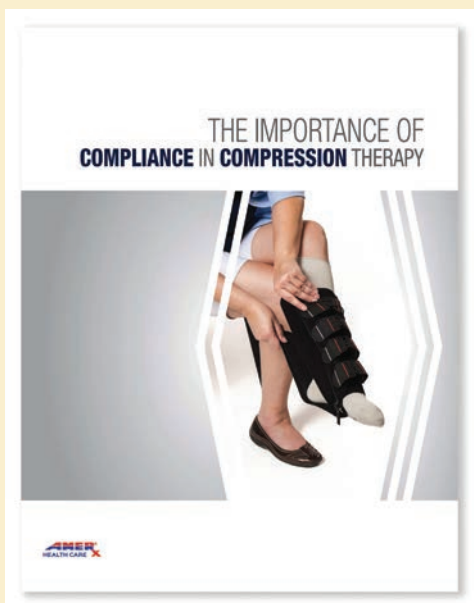
All models (except Addition) are available in convenient Not-For-Resale Kits to use as gait assessment tools and to assist in appropriate product selection prior to fitting with a permanent orthosis. Includes sizes Small, Medium, and Large in Left and Right.

Call 888-678-6548, email [info@allardusa.com](mailto:info@allardusa.com), or click here to receive your FREE Product Selection Guide.

## SPOTLIGHT ON AMERX

### New White Paper Provides Solutions to Common Barriers to Compression Therapy Compliance

Compression therapy is key to edema management and venous leg ulcer healing. However, patient compliance with standard compression devices is challenging. A new, in-depth white paper, *The Importance of Compliance in Compression Therapy*, discusses the two main barriers to patient compliance—difficulty with proper application and/or discomfort while wearing the garment. Addressing these compliance challenges can lead to reduced edema, improved wound care outcomes, and better quality of life for patients.



AMERX Health Care is offering this white paper FREE of charge to podiatric physicians in an effort to continuously support their practices. *The Importance of Compliance in Compression Therapy* is available online at [AMERXHC.com/compliance-in-compression-therapy](http://AMERXHC.com/compliance-in-compression-therapy).

If you are ready to join the AMERX family of physicians and receive access to additional resources on the AMERX member portal, or if you are already a customer and need login assistance, contact your Account Manager at (800) 448-9599 or click here.

### More Help and Support from ComfortFit During the Current Pandemic

1) ComfortFit will ship, upon the doctor's authorization, completed orthotics directly to your patients from their lab in New Jersey to avoid longer delays in dispensing the orthotics. The lab will require doctors to sign a waiver just in case there is a fit or increased foot pain issue that can only be resolved by the doctor. Also, If patients are allowed by their doctor to “cut” orthotics to fit their shoes and end up cutting them too short or too narrow, an additional charge of \$35.00 will be incurred to repair and/ or recover the orthotics.

2) Effective on orders received in March and April, ComfortFit will extend your warranty by 2 extra months since your patients may not be able to pick up their new or repaired orthotics as quickly as usual.

3) Full quick and easy online access to your account for ordering additional pairs of orthotics for your patients, ordering OTC products (Pre-Fabs, Walkers, Night Splints, etc) and full status of any orders on your accounts; order received dates, ship dates and detailed shipping information. Call 1-800-773-2699 or click here if you need to enroll and set up your on-line account.

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## Midmark® 647 Podiatry Chair

SAVE NOW during the Midmark Procedure Room Promotion!



SAVE NOW until August 31st on best-in-class Midmark® procedure chairs, including the Midmark 647 Podiatry Chair. The Midmark 647 is the next step in foot and ankle care with an exclusive foot section designed to put control right where it's needed—in the provider's hands. Work comfortably whether seated or standing with powered height adjustment. And the powered chair base, back and tilt function helps effortlessly position patients for better access to the care site.

Easy-to-reach release handles located on both sides of the foot section allow for smooth, one-handed operation. And because the controls are integrated, they are convenient and help reduce costly breakage of hand controls. Covered glides and a sealed foot control protect internal components from dirt and debris to simplify cleaning and help ensure a longer product life. *Learn more at: [midmark.com/savenow](http://midmark.com/savenow) or [click here](#).*

## Medi-Dyne® Introduces Tuli's® Plantar Fasciitis Insoles

Medi-Dyne, a leading producer of innovative pain prevention products, announces the introduction of Tuli's® Plantar Fasciitis Insoles.

For over 20 years Medi-Dyne has been manufacturing and bringing to market products to treat plantar fasciitis. Tuli's newest product is a full-length replacement insole created specifically for plantar fasciitis. The insole provides cushioning and Tuli's multi-cell, multi-layer design supports the heel for immediate comfort. Strategically angled arch and heel support the foot and provide proper alignment. A metatarsal pad provides added

comfort while a metatarsal arch provides additional support.

“When developing our new insole, our primary objective was to create an insole that effectively reduces discomfort and aids in the healing process. Our second intent was to ensure the insoles are both high quality and affordable.

With the Tuli's Plantar Fasciitis Insoles, we have succeeded in both goals. We are excited about this opportunity to continue our legacy of providing solutions for treating plantar fasciitis,” stated Craig DiGiovanni, Executive Vice President, Medi-Dyne Healthcare Products.

For more information, visit <https://medi-dyne.com>, call 817-251-8660, ext 229, or [click here](#).

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## PLANTAR FASCIITIS INSOLES

BY TULI'S®



## Do you Consider Financial Stability and Legal Defense Expertise When Selecting a Medical Malpractice Insurance Carrier?

The answer to this question should be a resounding “YES”, say the folks over at **Professional Services Plans**, a division of **Brown & Brown, Inc.**—especially in today’s volatile market. Professional Service Plans goes above the standard of writing you with an A rated carrier, which is equivalent of writing you with a “good carrier”, and they in-



stead bring you an A++ rated carrier, which is a “superior carrier.”

What does this A++ rating mean to you in regard to protecting your reputation and business?

### 1) Your carrier’s stability is your stability.

An A++ rating from AM Best

provides the assurance that a claim will be handled with expertise today and well into the future.

### 2) The Best Defense Available

Superior financial strength means Professional’s carrier is able to hire the best defense attorneys and Experts to protect you and they do.

### 3) Competitive Rates

An A++ rating means their carrier’s rates remain competitive, easily weathering the Ups and Downs

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## The Remy: A Class IV Laser Unlike Any Other in the Podiatric Space

**The Remy Class IV Laser** meets all the criteria podiatrists are looking for when choosing a laser. The Remy uniquely combines all of the following “laser hot buttons”:

- Multiple functions which are FDA-cleared
  - Pain/Inflammation
  - Toenail Fungus
  - Mosaic Warts
  - Excision and Coagulation
  - Micro-Drilling
- Mobility: Four Pounds
- Dual and Quad Wavelength
- Range of Power: 0.1w–30w
- Warranty: Five Years
- Marketing Tool Kit Included
- Affordable for Quick ROI

Podiatric technology pioneer and CEO of Zuckerman Future Technologies (ZFT), David Zuckerman, DPM brought The Remy Laser to the marketplace in 2018.

Since then, he has continued to communicate the importance of the three requirements of any laser investment:

- 1) *The laser must produce desirable patient outcomes.*
- 2) *The laser technology must produce revenue and profit to the practice quickly.*
- 3) *The laser treatment must be affordable to the patient.*

The Remy meets each of these requirements and achieves the patient “wow factor.”

ZFT reports that The Remy is particularly impressive in achieving practically immediate pain



relief results. Patients reportedly walk in to an office with pain (i.e., plantar fasciitis or tendonitis) and leave the office with no pain.

The Remy is also so competitively priced that physicians will see an unusually fast return on investment compared to some other Class IV lasers. David Zuckerman has created a business model which eliminates any “middle man” from the sales process and is a direct distributor of the technology.

Because the physician’s price point is so reasonable, it creates a domino effect that allows for patient cost-effectiveness.

DPMs can learn more by contacting David Zuckerman, DPM directly at 856.229.2939, davidzuckermamdpm@gmail.com, by visiting [www.RemyLaser.com](http://www.RemyLaser.com) or by clicking here.

## Emerging from the Crisis: PodiatryContentConnection.com

You've got *TeleHealth* up and running to bring in income. The *Paycheck Protection Program* and other loans have been received and put to good use. *Google Ads* have directed patients in pain to you for virtual or in-office visits, keeping them out of the ER. State by state, *elective surgeries* are starting up again.

Now what? How do we ready ourselves for the New Normal?

More potential patients will be newly Internet-savvy, willing and able to do the research to find an appropriate podiatrist. They will read reviews about how communicative and accommodating you were during the pandemic, the safety measures you took, and how they were treated by you and your office staff. They will go over the current content on your website and note how helpful it



is. And they will ask Google for help.

Is your web presence strong enough *today* to earn a top spot on Google results?

This is important because 75% of searchers never scroll past the first page of results on Google. They don't have to, because the search engine has already done the hard job of finding the best matches to their query: "A podiatrist near me," "foot surgeon at near-by hospital," etc. Only 5% of searchers go to Page 2. If you are not on Page 1, you are invisible to potential patients.

And they will go to someone else.

Google now considers more than 200 factors in determining how websites are ranked on their search engine result pages. *For more information, read Getting to Page One of Google: A 2020 Guide, under Resources on PodiatryContentConnection.com, or click here.*

of pricing cycles some other carriers must face.

#### 4) Innovation

With this Superior financial strength comes the resources to keep up with the evolving Healthcare Liability market. This assures the availability of the most comprehensive robust coverage available.

#### 5) Cutting-Edge Patient Safety and Risk Management Resources

An A + + rated carrier has the financial strength to hire the industry's best risk management and patient safety experts to assure your practice receives superior guidance. This guidance is the true foundation protecting your practice and reputation.

Consult with Professional Services Plans regarding selecting a carrier with Superior Financial Strength, providing Professional Services a quality product at a competitive price that will be there for you now and for years to come.

Professional Services Plans especially wants to thank you for con-

tinuing to play a vital role in supporting our healthcare system. *Contact Cynthia (Cindy) Myers at cmyers@bbprograms.com, 813-222-4377, or click here for more information.*

### Physician Claim: Over 150 Years of Podiatry Billing Experience

**Physician Claim Corp. (PCC)** is a nationwide podiatry-specific billing company. This is their 26th year in business and their staff has over 150 years of podiatry billing experience.

"Our over-200 clients," reports Physician Claim, "have found that they can significantly reduce their staff once they hire us. On average our podiatrists only need 1 part time person in the back office. Patient eligibility and pre authorizations are their main duties."



It is key to note that by utilizing PCC, you only pay a per claim fee that is a variable cost, not a fixed cost like permanent staff. If you see fewer patients, you pay them less. "We also go after every dollar of your insurance accounts receivable," adds Physician Claim, "which can more than pay for our services. We take all of your patient phone calls, which again saves on your staff time."

Because of these benefits, their clients have a better chance of riding out a rough economy or an illness.

"Even if you are not able to see as many patients right now," reports Physician Claim, "we can work on any accounts receivable you may have that could help bring in some income."

*For more information, please visit [www.physicianclaim.com](http://www.physicianclaim.com), call 877-385-0257 and choose option 2 Ext.4, or click here.*

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## Patient Success During COVID-19

During these times of uncertainty, **Kevin Orthopedics**' lab has shifted into gear to fully support your telemedicine practice with your patients. This includes:

- Waived rush order fees
- Waived *Ship to Patient* fees
- Mailing Foam Boxes for *at home* impression-taking to your patients

*More details can be found at: [www.kevinorthopedic.com/telemedicine](http://www.kevinorthopedic.com/telemedicine), or [click here](#).*

Add the folks at Kevin Orthopedic, "Now is also a great time to begin dispensing **Formthotics**, the CBC heat-molded, prefab orthotics that are having huge success with patients." [www.kevinorthopedic.com/formthotics](http://www.kevinorthopedic.com/formthotics)

Kevin Orthopedic Institute is dedicated to bringing you the most important biomechanical products, services and education—"and in the coming months," they report, "we have one of the biggest announcements this industry has seen. Watch this space..."



"And in the meantime," they add, "be well and take care of each other."

## ASPMA Has 1400-plus Active Members, More Being Added Weekly

"Podiatric medical assisting is a small and rapidly-changing professional career. As a result, our role is

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not understood as well as it should be by other professionals, our peers, educators, and the general public,” says Cheryl Bailey, PMAC, Director of Communications for the **American Society of Podiatric Medical Assistants (ASPMA)**. “Obtaining membership in the ASPMA will establish an identity as a podiatric medical assistant,



a professional whose support and participation will help the profession develop and gain recognition.”

Podiatric assisting mostly involves on-the-job training—learning all aspects of podiatry. “Podiatry is one of the only fields where the medical assistant does a good amount of the patient care,” adds Bailey. “This provides the assistant with knowledge and skill along with a study guide to take the exam and become a

PMAC (Podiatric Medical Assistant Certified). This, of course, is dependent on the practice and physician.”

The exams are offered online and in person at several conferences. You do need to become a member in order to take the exam, but, as Bailey says, “it’s well worth it.”

The ASPMA currently has over 1400 active members, with more being added weekly.

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

## Overcome Podiatric Market Challenges with Innovative Technologies

Like many healthcare providers, podiatrists are experiencing declining reimbursements as a result of the Affordable Care Act. For some procedures, payments are dropping by more than 20%. Dr. Robert Warkala, DPM is meeting this challenge head on by using innovative technologies to continuously improve the services offered at Cornerstone Foot & Ankle.

In an article for *Podiatry Management Magazine’s Profiles in Excellence* (<https://podiatrym.com/Profiles2.cfm?id=2472>), Dr. Warkala stresses the importance of utilizing technology to optimize income and provide a

higher level of care to podiatric patients.

When it comes to pain management, MLS<sup>®</sup> Laser Therapy was a game-changer for Dr. Warkala. After implementing MLS, he noticed quicker, sometimes immediate results and a spike in new patients seeking drug-free non-surgical treatment for chronic pain. As an in-demand cash-based modality, laser therapy has allowed Dr.

Warkala to meet patient demands for pain management while increasing his bottom line.

To learn more about the benefits of MLS Laser Therapy from Cutting Edge Laser Technology, please call 800.889.1481 x125, visit [www.celasers.com](http://www.celasers.com), or click here.

