

SPOTLIGHT ON AMERX

Efficacy First:
AMERIGEL® Post-Op Kits Offer More Than Convenience

Since their introduction to the market in 2006, AMERIGEL Post-Op Kits by AMERX Health Care have led the way in post-operative care following matrixectomies. While patients and physicians first saw these kits as a simple convenience, combining all the necessary components for post-operative care in a single package, both have come to recognize that the efficacy of AMERIGEL products provide a far greater benefit than other options that have come and gone throughout the years.



the primary dressing included in AMERIGEL Post-Op Kits. The PEG (polyethylene glycol) substrate neutralizes phenol's caustic activity, while the Oakin® (oak extract) precipitates proteins to the wound site, counteracting phenol's denaturing effect on proteins. Additionally, the preservative-free formula eliminates the potentially harmful aftereffects from these additives.

AMERIGEL Hydrogel Wound Dressing—the #1 topical dressing following matrixectomies in Podiatry Management's Annual Surveys (2003-2017)—is

Reduce postoperative complications, increase patient compliance, and boost your practice growth when you dispense AMERIGEL Post-Op Kits. Contact your AMERX Health Care Account Manager at 800-448-9599 or click here.

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Embrace a Patient-Centered View to Improve Workflows

Healthcare is currently undergoing significant change, brought on by the Affordable Care Act, unsustainable cost burdens, new technologies and changing patient demographics. As these forces continue to shape the healthcare industry, increased focus is being placed on new approaches to manage diagnosis, treatment and wellness in outpatient spaces, centered entirely on the patient.

This rethinking of clinical spaces is helping health systems take a renewed look at caregiver-patient interaction and in the end, the delivery of efficient patient care for improved outcomes. The design of the space, as well as furniture and equipment decisions, has an undeniable impact on workflows.

As podiatrists look to embrace a more patient-centered view of their outpatient spaces, it is important they first consider key elements of design that can improve workflows. These elements include:

- Exam chairs
- Vital signs/Diagnostic equipment
- Mobile workstations



- Casework/Cabinetry
- Physician stools

For more information on how these elements can help improve workflows and create a patient-centered approach, read the Midmark white paper "Rethink the Outpatient Clinical Space: Efficient Exam Room Design" at <http://my.midmark.com/docs/default-source/marketing-collateral/007-1112-00.pdf?sfvrsn=2>, or click here.

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New Powerstep® Orthotics Modification Kit Now Available

Powerstep®, a leading provider of prefabricated orthotics, is now offering an Orthotics Modification Kit for the customization of Powerstep® prefabricated orthotics and UV, custom-formed Light Orthot-

ics®. The modification kit includes an assortment of the most common modifiers practitioners use to customize orthotics for various foot conditions.

Neatly organized in sturdy storage case with a convenient carrying handle, the kit includes over 300 individual pieces, in-



cluding heel wedges, forefoot wedges, heel lifts, bunion pads, arch boosters and metatarsal pads. The inside lid describes the contents of each slot, with fitting directions and sizing. Part number and packaging information are included in each slot for easy and convenient re-ordering. Bulk packs of each modifier accessory are available for replenishment and are sold separately.

The Modification Kit is available to direct Powerstep® and Light Orthotics® customers and offers an opportunity for practitioners to offer more of a customized experience for patients as orthotics can now be tailored to meet specific conditions and preferences.

Call 1-888-237-3668, visit www.powersteps.com, or click here.



Bare Topical Gel from Scientific Solutions

Scientific Solutions' new line of Bare Topical Gel products are all highly effective, attractively-designed and packaged with a reasonably affordable price tag. Intended

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A Step Above for Podiatry-Specific Billing Solutions

A Step Above Health Management Systems is a podiatry-specialized medical billing company for outsource solutions. They offer comprehensive, personalized revenue cycle management solutions to maximize your practice's financial health, allowing you to focus on clinical care and managing your business. A Step Above provides medical billing management, including claims scrubbing, electronic and paper claim submission, payment posting, denial management, appeals, patient payment collections, and more. They also work the old accounts receivable that they inherit with a new client.

Nicole Arnold of A Step Above cites an example of their success as demonstrated by an Annapolis, Maryland client: "The cli-



ent's former billing company was destroying the practice financially. Claims were not getting paid, there was no follow-up, and everyone pointed fingers at everyone else. Thousands of hard-earned dollars weren't being collected."

"Our company took over within a couple days of the initial phone call. Without any training on the client's practice management software, we learned the software quickly. We not only got the current claims paid, but we recovered close to \$200,000.00 of old accounts receivable. We take great pride in providing each client with the personal service and dedication they deserve. We fight for every dollar and don't give up. Let us partner with your practice. We can reduce your overhead costs, increase your revenue, and lower your accounts receivable. Most importantly, we will save you time!"

Call 877-448-6233 for more information or click here.

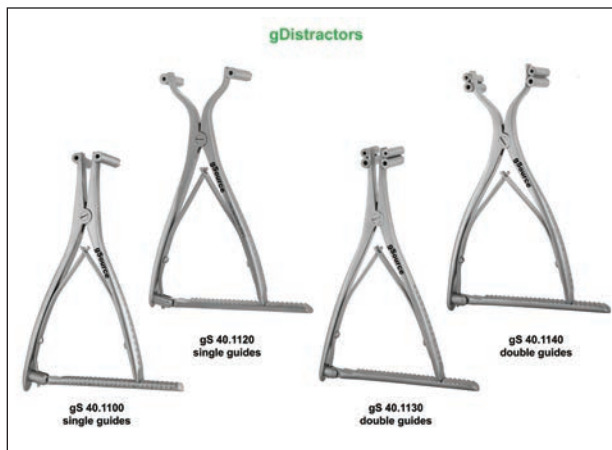
for use by both diabetic and non-diabetic patients, patient-friendly Bare 40 moisturizing Urea Gel is a perfect compliment for post-podiatric care, especially while treating heel fissures, rough/dry xerotic skin, and hyperkeratotic conditions like helomata and planar calluses.

Bare 40 + Hyaluronic acid urea gel, which is enhanced with aloe vera and tea tree 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.

Visit www.ureaeverything.com for more information or click here.

New gDistractors Available from gSource

gDistractors help provide stabilization and guidance when driving k-wires and pins during small bone fixation procedures. The adjustable ratchet holds position when the optimal distance between two fragments is achieved. Single guide patterns, gS 40.1100 and gS 40.1120, accept wires and pins up to 2.4mm diameter. Double guide patterns, gS 40.1130 and 40.1140, accept k-wires up to 1.6mm and pins up to 2.4mm diameter.



gSource is committed to putting the finest instruments into the hands of podiatrists and their teams. Crafted from German surgical stainless steel, and recognized by their finely finished surface, gSource instruments are designed to perform with precise surgical function. They are also conceived to be affordable. It is this combination of quality and realistic pricing that distinguishes the gSource brand.

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LAVIOR Debuts Innovative New Formula for Wound Care and Chronic Skin Conditions

LAVIOR, a Las Vegas, Nevada-based company, introduces its breakthrough formula utilizing innovative technology for the care and management of chronic wounds and inflammatory skin conditions. LAVIOR is the first company to use the AGS BOTANICALISM, a proprietary extract for all-in-one wound care solutions and to address the major problems of biofilm and inflammation.

“The reason that LAVIOR is so exciting is that antibiotics and silver-based products are becoming ineffective at fighting resistant bacteria,” said Anabelle Savion, LAVIOR Co-Founder and EVP Marketing. “LAVIOR D-Care and W-Care have been clinically proven to work on non-healing chronic wounds, and to be an all-in-one solution due to their antibacterial and anti-inflammatory action.”

LAVIOR D-Care and W-Care are novel ointments that have been proven to reduce infection and accelerate healing and have become increasingly popular non-graft wound care/ulcer treatments used by physicians treating foot, ankle and lower extremity conditions.

The LAVIOR formula offers a multi-faceted solution encompassing a wealth of natural properties. It's a strong anti-inflammatory with powerful antibacterial, antifungal and antiviral abilities. LAVIOR wound care

products disrupt the contaminated bacterial and fungal environment, known as “the wound biofilm”, and thus shorten the inflammatory stage for quicker healing.

Applying LAVIOR D-CARE or W-CARE on wounds creates the optimal environment for wound auto-debridement and regeneration. LAVIOR products provide auto-debridement by softening the eschar and stimulating the circulation, especially in chronic wounds. They work as a Cox-2 inhibitor and

reduce secretions of cytokines, thereby decreasing inflammation and pain. Backed by eight years of research and development, they are steroid-free, cruelty-free,

vegan-friendly and contain no parabens or fragrances.



About LAVIOR

Established in 2013 by Anabelle and Gilad Savion, LAVIOR develops breakthrough plant-based natural treatments for diabetic ulcers, viral and inflammatory skin conditions. The skincare line soothes and heals some of the most widespread and challenging skin problems. Using its proprietary extract, AGS BOTANICALISM, LAVIOR is creating new generations of high-potency formulas to address skin issues.

Email: anabelle@lavior.com; Website: www.lavior.com or [click here](#).

The gSource catalog contains nearly 4,100 instruments with many patterns available for same-day shipment from their NJ headquarters. All standard instruments are guaranteed for life against manufacturing defects of material and workmanship.

See gSource at booth #53 during the Goldfarb Clinical Conference.

Contact gSource at 800.978.1119, email@gSource.com, visit www.gSource.com, or [click here](#).

Gordon Laboratories Introduces Tamper-Resistant Seals

Gordon Laboratories introduces new tamper-resistant seals on its product line. These clear seals pro-



vide an additional layer of safety in the packaging of their products. The new seals are part of Gordon's ongoing commitment to ensure the highest quality and

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care in the manufacturing of products for the podiatric profession.

Gordon Laboratories is one of podiatry's leading manufacturers of pharmaceutical specialties for office use and for patient care between visits. *For further information on Gordon products, please visit www.gordonlabs.net, call 800-356-7870 for customer service, or click here.*

Safe n Simple Introduces Simpurity Wound Care Kits

When everyone is looking to use evidenced-based treatments that work within our current reimbursement environment, **Safe n Simple's Simpurity** wound care dressings are right in line with EBM parameters. Simpurity products are user-friendly with excellent healing rates and results.

The Simpurity wound care kits are an excellent solution for patient compliance. Typical compliance rates are 60-70% higher when patients leave your office with the product in hand vs. traveling to the pharmacy. These pre-packaged kits contain SNS's premium, pre-selected dressings designed to address most wound types. The easy-to-dispense wound care kits include a

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15 or 30-day supply of primary dressings, secondary dressings, gauze sponges and a saline wound wash. Recommended for diabetic ulcers, pressure ulcers, stasis ulcers, post-surgical wounds and donor sites.

If you have a DME license, why not dispense the dressings to your patients, increase your healing rates and make money for your practice? *Call 844-767-6334 to get connected with your regional account manager and check out SNS products on their website: www.sns-medical.com or click here.*

Multi Radiance Medical Launches 2 New Super Pulsed Lasers to the Podiatry Market

Multi Radiance Medical has recently introduced two new Super Pulsed Lasers. The first is the MR5 ACTIV PRO which has 50W of super pulsed peak power and 450mW of mean output power. The technology includes Red, Infrared and Blue LEDs and a magnetic field in addition to the 904nm Super Pulsed Laser.

The MR5 ACTIV PRO with LaserStim has all of the above but also allows the clinician to locate areas needing treatment, and to deliver the appropriate dose with audible and visual cues. Both lasers are cordless, battery-operated and allow the clinician to treat patients almost anywhere, anytime. *Download the ACTIV PRO White Paper at <https://www.multiradiance.com/about-for-clinicians-and-patients/pillars-papers/> or click here.*

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