



Rediscover the Most Important Part of the Podiatry Chair: the Foot Section

Having the right type of equipment within the clinical environment can increase the level of efficiency, comfort and safety, and enhance the delivery of care.

When considering new equipment, the question should be asked: "How will it improve the caregiver/patient interaction and help deliver efficient patient care that will lead to better patient outcomes?"

The **Midmark 646/647 Barrier-Free®** Podiatry Chairs offer an ergonomic foot section design that provides physicians what they need at the point of care to perform even the lengthiest procedures, without sacrificing functionality. The custom designed motors quickly move patients into proper exam position, allowing for increased access and productivity.

The chairs also offer an ergonomic solution to any podiatrist who works exclusively from either a seated or standing position with powered movement of the seat, back and tilt. Features like easy release handles and convenient integrated touch controls make the provider's job even easier.

Learn more about the how the best-in-class foot section is designed to put everything providers need where they need it—at the point of care. Visit midmark.com/medical or click here.

Podiatry Content Connection: Attract More New Patients from the Web

The New **PodiatryContentConnection.com** is now Live! Visit them to receive their FREE download: "How to Control Bad Reviews & Boost Your Reputation!"

PCC is a leader in podiatry marketing, specializing in attracting new patients to your office, boosting your online presence and enhancing your reputation across the web. PCC helps you educate your patients, make you stand out in a crowded field, and do it all for you in a time-and-cost-effective manner.

PCC is a "Podiatry Only" company, offers buyer protection in writing, and reports that it sustains an amazing 96% client retention rate as average ROI

rates are 8-10x investment. PCC donates a percentage of its revenue each month to various podiatry colleges (TUSPM, KSUCPM, Barry University, etc.) to support industry alumni and scholarships.

For a FREE Practice Acceleration Session, call or text Randy Rosler at 917 572-5088, or click here.



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SPOTLIGHT ON AMERX

EXTREMIT-EASE® Garment Liners Now Available in Two Colors

Physicians wanting to provide multiple color options for **EXTREMIT-EASE®** Garment Liners can now offer their patients the choice of gray or khaki when dispensing additional liners.

All **EXTREMIT-EASE** Garment Liners can be worn independently for mild mid-foot to ankle compression or paired with an **EXTREMIT-EASE** Compression Garment to protect the skin from chafing. With two colors to choose from, patients can easily wear these soft, breathable Garment Liners with their favorite dress shoes or walking shoes. With more options to suit each patient's unique style, compliance with **EXTREMIT-EASE** has never been easier.

Contact your **AMERX** Account Manager today at (800) 448-9599 and ask about adding additional **EXTREMIT-EASE** Garment Liners to your



next order or log in to AMERXHC.com or click here, to conveniently order online.

Frankincense & Myrrh Neuropathy: a No-Side-Effects Pain Relief Option

Frankincense & Myrrh Neuropathy delivers fast, temporary, topical

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pain relief from burning, shooting, prickling, tingling pain and numbness caused by neuropathy. In fact, it has helped so many that the company guarantees pain relief or they'll issue a full product refund, no questions asked.

Frankincense & Myrrh Neuropathy is a non-prescription, no side effects option for neuropathy pain relief. Without the side effects that accompany many pain relief solutions, patients can return to a more active life.

The safe, non-drowsy plant extract formula blends homeopathic ingredients in a base of sunflower oil and 10 essential oils. The rubbing oil formula provides optimal transdermal delivery, allowing quick penetration to calm throbbing nerve endings and ease pain.

Your patients can find Frankincense & Myrrh Neuropathy in the diabetic care aisle at Walgreens, CVS, Walmart, Meijer, Sprouts and online at Amazon.com. Visit frankincensemyrrh.com or click here to download a \$3.00 off product coupon and to learn more about Wise Consumer Products.

Get a FREE box of product samples and let your patients try Frankincense & Myrrh Neuropathy with no risk. Email for your sample pack today at samples@wisecpc.com. Be sure to include your name and shipping address.

DoctorInsole Custom-Grade Orthotic Insoles Assigned HCPCS Code L3040

DoctorInsole, a premier custom-grade OTC orthotic insole manufacturer, already known for pro-



viding a corrective affordable line of products to the masses through its premium orthotic insoles, proudly announces their newly assigned HCPCS code L3040 allowing eligible medical professionals to bill for reimbursement for the custom-grade orthotic insoles dispensed to their patients.

Scott Rosenthal, Vice President of DoctorInsole adds, "We take pride in our products being really trans-

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Remove Corns and Calluses and Treat Dry Cracked Heels With the Personal Pumi Bar

Men and women equally suffer and share the concerns of having corns, calluses and dry cracked heels. Friends, neighbors, co-workers and family members often suffer in silence, believing that “maybe they will go away on their own.” These types of foot ailments do not go away on their own, they worsen. Corns, calluses and dry skin on feet often lead to more serious medical conditions that cause extreme pain, embarrassment and expense. **The Personal Pumi Bar** is trusted, used and recommended by podiatric physicians, used to treat and manage corns, calluses, dry cracked heels, hyperkeratosis. Used in the comfort of one’s own home, just wet the bar with soap and water and rub gently on to hands and feet. The bar can be used when needed or 3 to 5 times a week as general maintenance. The Personal Pumi Bar is made in the United States with authentic pumice.

The Personal Pumi Bar is available in three convenient sizes and affordably priced to be a good and thoughtful choice for friends, neighbors, co-workers and loved ones.

“Almost everyone has calluses, corns and dry cracked skin on their feet and need relief,” says Genna Fiderio, a **Teregen** spokesperson. “The Personal Pumi Bar makes a great gift item for men and women.” Teregen is currently offering free shipping on purchases \$50 or more (<http://www.teregen.com>) or by telephone at 1-800-848-0055, or [click here](#). Shoppers can choose from three sizes: a 1-inch, a 5-inch, or a foot-shaped bar. Do not use the Personal Pumi Bar if you suffer from poor circulation, diabetes or if skin is irritated.

Teregen Personal Products have been providing the health, beauty and medical industries with quality products and dependable service at an affordable price since 1983. Teregen is committed to providing consumers with environmentally friendly materials in its line of take-home health and beauty products. All products are made in the USA. Teregen is proud to service podiatric and orthopedic physicians, dermatologists, spa and beauty specialists across the US. Available at all major medical distributors, including Gill Podiatry, McKesson Medical, and Henry Schein.

formational by helping individuals better their everyday lives. Receiving the HCPCS code L3040 is really fantastic, because this will go a long way in helping us to positively impact the masses by offering limitless health benefits through our products and will also allow medical professionals to bill for reimbursement for our custom-grade orthotic insoles.”

With over 20 patents in the US, EU, Canada and Mexico, DoctorInsole has created a new patent-protected line of insoles. They consulted with elite doctors and scientists to create a patented design which, says Rosenthal, “offers the quality and durability of a custom orthotic, yet at a fraction of the cost. Our insoles not only change the way people feel, but they also restore natural alignment, promote better posture and revive feet.”

Tel: 818.781.7166; <http://www.doctorinsole.com>; or [click here](#).

drymax Socks Create Good Climate Change for the Feet

It’s well known that cotton socks absorb sweat and hold it against the skin, creating an ideal environment for fungal growth. What is less understood: polyester, nylon and acrylic wicking fiber socks are only somewhat better than cotton,



as even with their use, fungal infection & recurrence rates remain high.

The same holds true for the toenails. Since toenails do not perspire, they should be dry, but it’s the wicking fibers that transport sweat from the skin to the toenails, keeping the toenails wet, creating the damp environment needed for nail fungi to flourish.

drymax socks, however, utilize two different fiber technologies interwoven to form inner & outer layers. Moisture doesn’t stick to the inner layer of drymax fibers, because they’re Super Hydrophobic. drymax fibers mechanically lift sweat off the skin like a squeegee, transferring it to the moisture-attracting outer layer.

Independent lab tests confirm drymax socks remain up to 25 times drier than wicking fiber socks. That’s why many of the world’s top ultrarunners wear drymax socks in competition to stay blister-free.

Visit www.drymaxsports.com 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

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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.

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.

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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.

A Clinical Study on the Treatment of Plantar Fasciitis

Plantar fasciitis is the most common cause of heel pain and is responsible for up to 15% of all foot symptoms requiring medical care in the adult population. The symptoms of this ailment can include inflammation and swelling and is often treated with conservative or temporary therapies like stretching, corticosteroid injections and orthotics.

With its safe and effective approach, the **MLS® Therapy Laser** has become a leading modality in treating these painful orthopedic conditions. The featured dual-wavelength technology has been shown to cause analgesic, anti-inflammatory, and anti-edema effects in patients.

Back in 2017, Cutting Edge

Laser Technologies and Dr. Josef Geldwert conducted a randomized, non-placebo-controlled study. Each

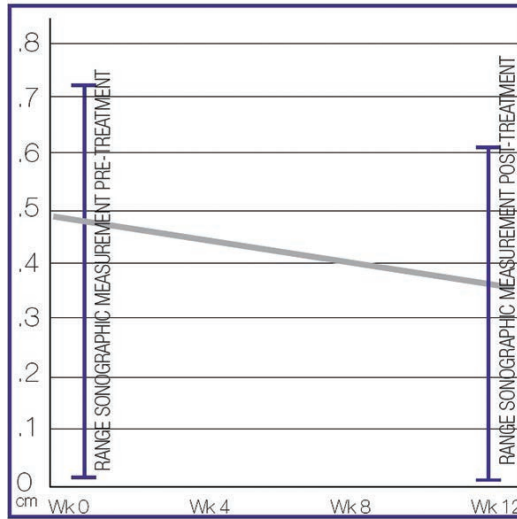
patient received six seven-minute laser therapy treatments over a two-week period. The patients' VAS scores were recorded before the treatments began and again at four, eight, and twelve weeks after the study concluded. Cutting Edge found that not only did 80% of the patients report improvement in their symptoms, but in addition, the average VAS score decreased by 3.6.

To see the *MLS® Therapy Laser* in action, come visit *CE* at *Top Practices in San Antonio* or any *Podiatry Institute* seminar in the following states: *CA, FL, & IL*.

For more information visit celasers.com or click [here](#).

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Chart 2: Fascial Sonographic Measurements



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 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 for more information or click here.

Urea Care for Rough, Callused Feet

Experiencing rough, dry, callused hands or feet? Urea Care may be just what you need to find relief. **Straight Arrow’s Intensive Skin Therapy** cream is a healing treatment that consists of a balance between essential oils, Aloe Vera, vitamins A, D and E and most importantly, 10% Urea. With no mineral oil or petroleum included, these components, along with other hydrating properties, provide the maximum amount of moisture to heal dry, cracked, rough skin that may also be associated with diabetic foot ailments.

The best part? Urea Care goes on effortlessly, instantly reviving skin that needs intensive moisture, resulting



in a smooth, ultra-soft look and feel created from a company you know and trust for almost 50 years. If you miss having soft, silky and velvety skin, then your remedy is within your reach.

For more information, please call 1-800-827-9815, log onto www.straightarrowinc.com, or click here.

New 5-ToeBuddy® from PediFix®

The **PediFix Footcare Company** introduces another unique innovation offering relief for various toe problems. “Our original **ToeBuddy**® is so popular, we knew of the need for a device that separates all 5 toes, both in shoes, and for shoeless toe stretching, which some patients enjoy,” says Christopher Case of the long-time industry supporter and 5th generation family of foot specialists, founded in 1885. “It provides relief for crooked, overlapping toes that rub, between-toe corns, hammer toes, sore toe tips and more, and is already a popular new addition to our Visco-GEL® range.” The 5-ToeBuddy is available in a single-sized pair, one Right and Left, to doctors and patients now, and from leading industry distributors and referral

for patient purchase via the firm’s nationwide retail network soon. To order, get more information or a free sample, call 800-424-5561, FAX 800-431-7801, email info@pedifix.com, or click here.

