



## MTI 527 & 550 Chairs Meet Needs of Both Patient and Caregiver

MTI offers an entire suite of exam and procedure room equipment. The MTI 527 and 550 Chairs meet the needs of both patient and caregiver with patient capacity ratings of 650–725 lb. They also feature industry-leading low entry heights, power and manual extendable footrests, and ultra-quiet operation. For a limited time, purchase an MTI chair and receive up to \$400 rebate per chair plus special financing through your MTI Authorized Dealer. *To learn more about these best-in-class products, call us at 800-924-4655, visit [www.mti.net/podiatry](http://www.mti.net/podiatry), or click here.*

## Surestep Introduces Orthotic Solutions For Adults

**Surestep**, an innovator in pediatric orthotics for more than 20 years, now offers two unique adult solutions. With a reputation for quality and turnaround time of just four days, you'll be able to provide life-changing outcomes more quickly.

The Stabilizer is more than a preventative option for adults who experience stability and balance issues. It's a solution that restores confidence, proprioception, and function.



With the risk of falling greatly reduced, patients are free to re-engage with day-to-day activities.

The Gauntlet Series is a superior approach to traditional custom leather ankle support systems. These orthoses are fabricated to deliver flexible comfort coupled with control. The combination of soft and rigid plastics allows for three unique versions to optimally treat severe (acute), moderate, or mild (early stage) conditions.

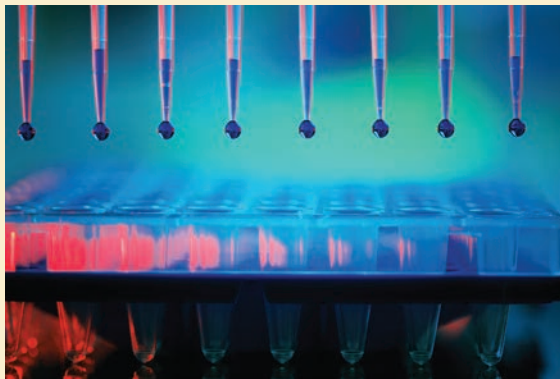
To begin providing Surestep solutions for your patients, please complete and return their Provider Agreement.

*For more information, please call 877-462-0711, visit [surestep.net/adults](http://surestep.net/adults), or click here.*

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## Reditus Laboratories Offers Full-Service Podiatric Pathology Analysis

**Reditus Labs** is one of the Midwest's top labs dedicated to podiatric pathology. They offer expert cytological and histological analysis of podiatric soft tissue, nail, and bone, with test panels designed for optimal detection of pathogenic microorganisms, melanomas, and other cancers. The lab also proudly offers PCR analysis, a gold-standard test, growing in popularity among dermatologists and podiatrists. Polymerase Chain Reaction is a method of gene amplification, that is, a way to make millions of copies of DNA from a very small starting amount. Once amplified, the DNA contained within a test



sample can be analyzed to identify specific microorganisms and targeted genes. Reditus Laboratories' PCR analysis speciates for nearly 40 different skin and nail pathogenic microorganisms and simultaneously scans for resistance to 12 common antibiotics.

PCR testing has been shown to be twice as sensitive as traditional culture for identifying dermatophytes, common culprits of nail and skin infection, and is a powerful tool when targeted therapy of tough infections is necessary. We provide PCR testing for wounds, nails, and sputum. *Contact Reditus Laboratories today at 469-498-0223 to find out more about all they can do for you and your patients, or click here.* Reditus would like to be your partner in podiatric pathology.



## FITEC Water/Dust Repellent Footwear from Apis

FITEC, A Sub-brand of Apis Footwear, offers many styles and size options and are all PDAC coded for Medicare's TSB program. They feature water / dust repellent uppers, strong and steady EVA mid-sole and rubber bottom soling for longevity.

Modern- looking knitted design combines with super-strong fabrics to add more uniqueness to your daily wear. Contact Apis for your free display samples. Wholesale accounts only. Please call 888.937.2747 for further details, or click here.

## Burs Available from gSource

gSource offers a variety of burs for podiatric procedures. These include diamond burs for removing and smoothing calloused skin and nails, carbide burs for removing and shaping thickened or mycotic nails, and stainless burs for removing thick layers of calloused skin and corns and treating nail plates.

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 over 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.

Visit [www.gSource.com](http://www.gSource.com) for more information, to order online from our gStore, or click here.

## Save Now During the Midmark Procedure Room Promotion!

Extended to December 18, Save Now on best-in-class **Midmark** procedure room equipment, including Midmark® procedure chairs, Ritter® procedure lights and mobile treatment cabinets. The equipment provides greater efficiency in the procedure room, maximizing accessibility and optimizing flexibility and instrument utilization—positioning both patients and providers comfortably at the point of care.

Multiple procedure chairs are available during the promotional period. The Midmark 647 Podiatry Chair features an exclusive foot section designed to provide greater ac-

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## Edser Labs: Stepping into 3D

Edser Labs has been developing innovative solutions for over 30 years. Drawing on both clinical and laboratory practice in the EU, Edser introduced their custom-made orthotics, 3D scanning systems, and on-line prescription technology to the American market in 2006.

Now, Edser Labs introduces 3D printed orthotics and AFOs. Made possible by their



Paw 3D laser scanner and Occipital's Structure Sensor, clients are able to capture 3D images with the greatest accuracy and efficiency available. Their team of engineers design your custom orthotics or AFO's in either Fit Foot 360 or other proprietary software. Lastly, your device is 3D Printed on HP's MJF platform and finished by hand, ensuring the highest quality.

As Edser grows across the globe, they are dedicated to maintaining their philosophy of placing value on each individual relationship. They continue to innovate, incessantly investing in R&D and technology. Their multidisciplinary team of medical, IT and engineering professionals help Edser stay on the cutting edge of the industry, and their sales force provides the exceptional customer service for which they are known.

Take your first Step into 3D! Visit [Edserlabs.com](http://Edserlabs.com), call 305-815-7442, or click here.



cessibility; powered height adjustments that allow providers to work comfortably whether seated or standing; and a powered chair base with back and tilt functions that effortlessly position patients for better access to the care site.

Procedure lights and mobile treatment cabinets are also available, including the Ritter 255 LED procedure light delivering superior, quality illumination that combines the ideal color temperature and the truest white light available to enhance one's ability to see color variation in tissue. Midmark mobile treatment cabinets add more flexibility to any procedure room.

*Rebates are available at: [midmark.com/savenow](http://midmark.com/savenow), or [click here](#).*



## Topricin Topical Pain Relief Creams Address Neuropathy, Inflammation and Injury

Topical BioMedics, the makers of **Topricin** brand topical pain relief creams, is focusing efforts to bring awareness to their innovative Topricin Foot Pain Relief product line. Patented for the relief of peripheral neuropathy, Topricin is a natural, homeopathic OTC topical analgesic that doesn't use menthol, camphor,

or any other irritant as an active ingredient. Instead, Topricin uses 14 botanicals and biologics in a remarkable, proven formula that postulates new mechanisms of action to address inflammation & injury. Topricin works differently to alter the body's micro-circulation, thereby gently reducing pain symptoms to promote real healing. Ion channel effects, voltage gates, and cellular signaling are all components of the unique, active process that differentiates Topricin from all other topical OTC products. Topical BioMedic's CEO Steven Spiegel says, "Our products have been in market 25 years, and we are more excited than ever to bring attention to our transformative foot line. This is real medicine in an OTC form that has proven itself, time and time again. Working professionals need to know, Topricin really works and can help you in your day-to-day practice."

Topricin Foot is indicated for the relief of symptoms associated with peripheral/diabetic neuropathy, planar fasciitis, bunions, gout, strains, sprains, heal pain, and normal wear & tear. Says Topical BioMedics CMO Andy Kadison, "we've seen a huge increase in pain symptoms experienced by consumers due to the pandemic. From first responders to everyday people struggling to keep up, Topricin Foot Pain Relief products have proven to make life better for those who need their feet to perform, now more than ever." Topricin Foot is available in 3/4oz, 2oz, 4oz, 8oz, and 16 oz sizes. Free samples are available upon request. *For more info, go to [topricin.com](http://topricin.com), call 1-800-959-1007, or [click here](#).*

## ComfortFit Wants to Be Your Lab of Choice

**ComfortFit Orthotic Labs** is, and has been, open for business during these stressful times to help their customers in any way possible with extended product warranty, no extra charge to ship to patients' homes, and easy access to scanning technology, along with superior customer service

and among the most highly skilled orthotic technicians in the industry.

In addition, ComfortFit has enhanced its online Dr. Log-In services so that you can order second pairs hassle-free 24 hours/day and obtain complete order information and account history dating back 3 years. You can also get technical advice from our on-staff Medical Director Dr. Barbara Campbell at any time. USPS shipping labels are also available. And we can also e-mail you when we receive your order and when it was shipped, with tracking information.



"Let us be your lab of choice," says ComfortFit, for the latest technology and quality craftsmanship in custom orthotic manufacturing, along with great support. *For more information, including pricing, call 888-523-1600. E-Mail [contact@comfortfitlabs.com](mailto:contact@comfortfitlabs.com), visit [www.comfortfitlabs.com](http://www.comfortfitlabs.com), or [click here](#).*

## Let the Sun Shine: Introducing the Peace, Love, Sunshine Collection from Dr.'s Remedy

The future is bright for mid-summer manis and pedis thanks to a fresh new trio of mood-boosting lacquers from **Dr.'s Remedy**. Nothing short of sunshine in a bottle, each one of these light and airy shades is destined to lift your spirits and deliver joy during these uncertain times.

First up is SWEET Soleil, a sunny pastel yellow that's sure to turn heads—even from six feet apart. Spicing things up, TACTFUL Turmeric is a vibrant, creamy cantaloupe hue gleaming with good vibes and positive energy. And finally, on the more soothing side of the spectrum, POLISHED Pale Peach is poised to the next 'go-to' nail color— thanks to

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SPOTLIGHT ON AMERX

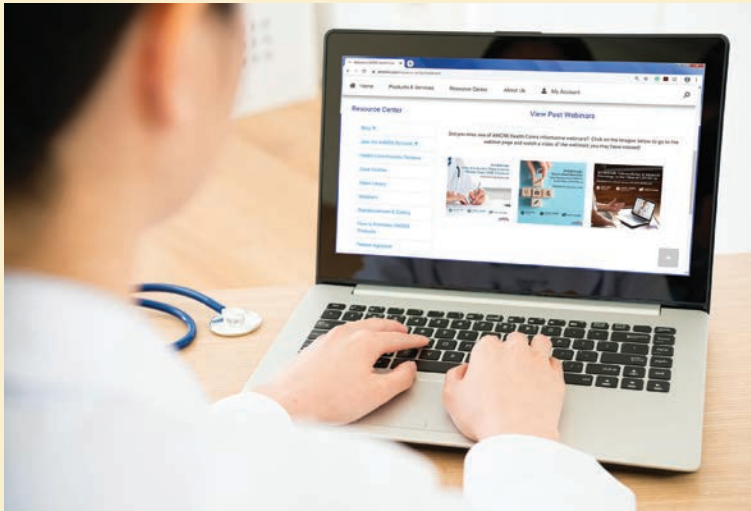
Revive Your Practice Using the AMERX Resource Center

AMERX Health Care regularly contributes educational content to its resource center to provide the AMERX Family of Physicians with the valuable information needed to drive practice growth.

As partners in the science and management of

wound care, AMERX is dedicated to providing physicians with the high-quality products they trust as well as a variety of support materials and reference guides for their practice. The AMERX Resource Center provides annually published Medicare billing and coding support, including HCPCS Coding Guidance and common debridement and ICD-10 codes. Physicians may submit requests for online product training, practice analysis and personalized patient instruction sheets. The resource center also contains a frequently updated library of blog posts and webinars by expert podiatric and practice management contributors.

Help your practice reach its full potential and visit the AMERX Resource Center at [amerxhc.com/resource-center/](http://amerxhc.com/resource-center/) today! If you are ready to join the AMERX Family of Physicians and receive access to premium content, or if you are already a customer and need login assistance, contact your AMERX Account Manager at (800) 448-9599, or [click here](#).



soft pink undertones that flatter even the most vitamin D-deprived complexions and compliment every outfit in the closet—PJ's included.



What better way to help bring back the carefree days of summer than with polish that comes with peace of mind? Podiatrist-formulated with special pigments to ensure an even application and long-wearing results, every Dr.'s REMEDY® shade is vegan,10-FREE—free of formaldehyde, formaldehyde resin, toluene, phthalates, camphor, xylene, ethyl tosylamide and parabens—and pregnancy-safe, each one

an overall more gentle alternative to traditional formulas.

Dr.'s REMEDY is approved by the American Podiatric Medical Association.

Call for competitive wholesale pricing 877-323-NAIL (6245), or [click here](#).

Topical Wound Oxygen (TWO2) Therapy Treats High-Risk Patients Safely at Home during the COVID-19 Pandemic

Advanced Oxygen Therapy Inc. (AOTI) provides a unique cyclical-pressure Topical Wound Oxygen (TWO2) therapy for nonhealing wounds. This multi-modality adjunctive treatment provides continuity-of-care all the way to the patient's home—something that has been proven invaluable for high-risk chronic wound patients during

the COVID-19 Pandemic.

TWO2 therapy has been demonstrated in leading clinical trials to be as much as six times more effective in both healing and reducing recurrence of chronic diabetic and venous ulcers for up to 36 months. Its multiple mechanisms of action address the numerous challenges faced across the wound healing continuum—including inflammation reduction, infection management, angiogenesis, collagen synthesis and edema resolution—all in the safety and convenience of a patient's home, where over 1,500,000



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treatments have been delivered to date.

By treating a rapidly growing number of patients with TWO2 at home during this crisis, AOTI has been able to not only help heal their wounds, but due to the clinically proven antimicrobial properties of the therapy, greatly lessen their risk of developing infections that commonly result in emergency department visits, hospital admissions and even amputations—all things caregivers are desperately trying to avoid during these times. *Experience the Power of TWO2 today at [www.aotinc.net](http://www.aotinc.net), or click here.*

## **Flatten the Curve?...Get Ahead of the Curve: an Open Letter to the Podiatric Community from Dr. Aaron Rossi CEO/President, PAL Health Technologies:**

*We have become all too familiar with the new catch phrases that have become ingrained in our minds during this pandemic. “The new normal,” “social distancing,” and “flatten the curve” are examples that have taken*

.....



*on such powerful new meanings. One phrase tends to hit closer to home and may even affect your office: “Never let a crisis go to waste.” It’s been a popular phrase that has been used by national leaders across the country.*

*Despite these words being used typically in the political platform, as physicians, business owners and healthcare professionals, it is our duty to analyze the current state of crisis to further develop our scope of care in order to provide the best results for our patients as well as our businesses. It is essential to evaluate that you are capitalizing on all revenue streams such as proper billing/collecting of prescription orthotics, AFO’s, DME, and medications. In addition, it may even be advantageous to consider other ancillary services in your business model such as pathology lab and physical therapy services. Capitalizing on these facets of your business may provide you with the opportunities to get ahead of the curve in the future. Call 800-223-2957, email [information@palhealth.com](mailto:information@palhealth.com), or click here.*

## **Study Finds Kerecis Omega3 Fish-skin Graft Heals Wounds Twice as Fast as the Standard Procedure**

**Kerecis Omega3 Wound** is widely used by podiatrists to treat diabetic foot ulcers, venous leg ulcers and wound dehiscence.

Recently an independent comparative study in Paris found that the Kerecis fish-skin graft healed wounds almost as twice



as fast, with less pain and fewer infections, than the standard of care. The patients treated with the Kerecis product healed in an average of 32 days, compared to 68 days for patients treated with the standard procedure. The Kerecis patients also experienced less pain and fewer infections.

The researchers theorized that the porous structure of fish skin and its natural Omega3 fatty acids play an important role in its regenerative and bacterial-barrier properties. Doctors at the Institut Curie, Henri-Mondor Hospital, Paris-Est University and University PSL carried out the study.

Kerecis Omega3 Wound is also the subject of a CME-accredited webinar “An Ocean’s Worth of Wound Care Solutions, Where Is the Evidence?” In the webinar, John C. Lantis II (MD, FACS) of Mount Sinai Hospital, explores various wound-care solutions and reviews the clinical evidence. *View it at <https://bit.ly/3dJhryK>, or click here.*