

## ComfortFit Marks 15-Year Anniversary with Purchase of Buildings

As **ComfortFit** Orthotic Labs celebrates its 15-year anniversary, their position as a long-standing industry leader is solidified with the purchase of two buildings in Roselle, NJ that

currently house their manufacturing facilities. After 15 years of providing the podiatric profession quality craftsmanship and superior customer service, ComfortFit is no longer viewed as the “new and upcoming lab.” Today, they are one of the largest labs in the industry and owning the land and the buildings that



## TRAKnet Offers User-Friendly, Comprehensive Programs for EHR, Billing & Claims Management, and Consulting for DPM Practices

**TRAKnet** is a wholly-owned subsidiary of Nemo Capital Partners, LLC., a private equity firm focused on medical technology. Since its inception, Nemo’s founders have been early stage investors, major shareholders, and executives of some of the industry’s most successful companies.

### Traknet’s Subsidiaries:



### TRAKnet Charting Solutions, LLC...

The TRAKnet Charting Solutions platform holds a large market share in the industry with TRAKnet 3.0. It is a customizable, easy to use EHR and Practice Management system designed by and for podiatric physicians. Said Nemo’s Executive VP of Marketing and Sales John Guiliana, DPM, MS, “2014 ONC Certified, TRAKnet 3.0’s all-in-one practice management platform enables seamless operation while increasing efficiency and effectiveness while reducing costs. It’s embedded patent-pending ICD-10 Smart Sheet will make Oct. 1st, 2015 seem like just another day!”

### TRAKnet Billing Solutions, LLC...

Traknet’s revenue cycle management company, TRAKnet Billing Solutions, offers the best in billing, claims management, collections and reporting. Their mission is to maximize the performance of the medical practice, and the firm is committed to providing expert advisory services, outstanding customer support and solutions that streamline practice billing operations, allowing the medical team to focus on patient care.

### TRAKnet Consulting Solutions, LLC...

TRAKnet Consulting Solutions is a full service network of consultants designed to assist physicians and their staff with today’s medical office challenges. According to Guiliana, their consultants are well versed in matters such as practice data analysis and reporting, coding and compliance, HIPAA and PCI compliance, ICD-10 guidance and preparedness programs, and much more”. Another innovative feature is Traknet’s Virtual Practice Optimization Report Card (VPO), which can enlighten practitioners on their practice’s strengths and weaknesses compared to the podiatric industry in general.

For more information call 419-214-3333, visit [www.traknetpm.com](http://www.traknetpm.com), or [click here](#).

house their operation was important to Howell Schorr, CEO of ComfortFit. “This is an exciting purchase for ComfortFit. We have occupied these buildings since we started our business in 1999. These 2 buildings are operationally perfect for us and convenient for our valued employees and will provide us with tremendous growth opportunities and space for technology upgrades and enhancements in the future.” For more information on ComfortFit’s complete line of foot care products visit their website at [www.comfortfitlabs.com](http://www.comfortfitlabs.com), email them at [contact@comfortfitlabs.com](mailto:contact@comfortfitlabs.com), call 888-523-1600, or [click here](#).

## Performance RX Plate Material New from Solo Labs

**SOLO®—Serve Others, Love Others:** Solo Labs reports that this principle guides every aspect of their business. SOLO Laboratories has been



serving podiatrists for over 30 years; and in continuance of this tradition, they have introduced their newest plate material, Performance RX, for their custom orthotics. **Performance RX**, a lightweight, engineered nylon plate material, is one of the strongest, thinnest orthotic shells available. The RX shell has a variable thickness design with only 1.5 mm of material at contact points in the shoe. Due to their low profile, these shells fit most every shoe style. Performance RX

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does not fatigue, creep or settle over time and is available in three types: Semi-flexible, Semi-rigid, and Rigid. Exhibiting more than twice the strength of polypropylene, Solo reports, and having the ability to withstand extremely high impact, these shells are perfect for the consistent stress and flexing typical of today's athlete. SOLO extends a lifetime plate warranty on Performance RX orthotics. For more details call 800-765-6522, visit [www.sololabs.com](http://www.sololabs.com), or *click here*.

### More for Your Practice: Save up to \$985 on MTP's Podiatry Chairs While Supplies Last



MTI, Inc., a leader in podiatry and wound care products, combines product with a Fall Promotion to complement the suite of technologically advanced, medical exam and surgery chairs, cabinets, stools, LED lights and accessories they manufacture. Purchase MTI's 527 Podiatry Chair from September 1—December 31, 2014 and receive a FREE Exam Light or SG Series Stool with Backrest and Vision Block\*.

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## SPOTLIGHT ON POLYGEL/GELSMART

### NatraCure® Hot/Cold Plantar Fascia Relief Sock New from Polygel

PolyGel® LLC, manufacturer of cutting edge gel-based technologies, recently announced the introduction of their new-improved at-home foot therapy product, the **NatraCure Hot/Cold Plantar Fascia Relief Sock**.



The popular plantar fascia sock, known for its effective cold therapy treatment, now has the added benefit of heat—making it the perfect solution to relieve common plantar fascia, foot and arch pain discomfort. It is easy to put on, easy to chill or heat as needed, and begins working immediately. It is also commonly used for discomfort from overuse, chronic problems like arthritis, inflammation, or very high and low arch foot types.

The sock's patent pending Plantar Fascia Strap allows patients to easily customize the amount of arch support and fascia relief that is required.

When cold, the innovative sock delivers cold therapy to soothe plantar fasciitis, heel or arch pain, tired aching muscles, strains or sprains, and helps reduce swelling.

When heat-activated in the microwave, the full-foot-sized gel packs provide targeted relief to help improve circulation for cold or aching feet and help relieve chronic pain.

"We are very excited to bring this new foot treatment to the home setting," said Executive VP, Peter Bickel. "NatraCure takes nature's best ingredients and combines them with cutting edge technologies to create a truly unique pain management aid."

#### About PolyGel

PolyGel is a privately held company based in Whippany, NJ. For over twenty years, PolyGel has led the cutting edge of gel-based technologies and products. PolyGel has built its reputation on quality solutions that are improving well-being.

For more information about the new NatraCure Warming Therapeutic Gel Mittens and more innovative gel products, visit [www.polygel.com](http://www.polygel.com) or *click here*.

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**FEATURES:**

- Lift Capacity of 650 lbs (800 lbs 527W)
- Superior Patient Accessibility
- Multi-positioning Efficiency
- Over 75 Years Combined Industry Experience
- Excellence in Customer Service
- Warranty

For more information on MTI's 527 Podiatry and 527W Bariatric Chairs, exam lights, cabinetry and stools, please call (800) 924-4655, visit [www.mti.net](http://www.mti.net), email [sales@mti.net](mailto:sales@mti.net) contact an authorized U.S. or Canadian Distributor of their products, or [click here](#).

\*This promotion is only valid for purchases made from September 1—December 31, 2014. A copy of the dealer invoice and promotion claim form must be submitted to MTI by January 15, 2015. Dealer invoice date must be from September 1—December 31, 2014, and purchased through an authorized U.S. or Canadian

Distributor. This offer is not valid with any other promotions or incentives.

## Powerstep Introduces Square Toe Post-Op Shoe

### Powerstep's Square Toe Post-Op Shoe

provides protection for the foot following surgery or trauma. A rigid heel counter and ankle strap hold the foot securely in place to control motion in the shoe. The soft breathable mesh upper and padded heel collar increase comfort for compliance. A highly adjustable and extendable toe closure accommodates swelling or bulky dressings. The semi-rigid, rocker bottom promotes natural gait and the square toe design provides additional room and protection at the toes. Minimal



stocking required with just four sizes fitting 95% of patients. Contoured inner sole for optimal fit and improved, more natural ambulation available separately. Easy to size by shoe size.

For more information call 888-237-3668, visit [www.powersteps.com](http://www.powersteps.com), or [click here](#).

## 3D Printed Orthotics Launched by OLT

OLT Footcare has just introduced a 3D foot scanner + 3D printer package to the custom foot orthotics



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## DoctorInsole™ Receives Patent Approval

**Robert Joseph, DPM**, a leading Los Angeles foot and ankle surgeon, announces that the over-the-counter corrective insole line he developed, **DoctorInsole**, has now been approved to receive a U.S. design patent which will protect the brand's proprietary design in 20 countries.

Dr. Joseph describes his innovative insole as "the world's only corrective over-the-counter insole developed to adjust locomotion and biomechanics as it relieves foot pain". Several key design features distinguish DoctorInsole from products intended to enhance sport performance or simply cushion the feet.

Now available online without a prescription in a variety of styles, this new-generation insole wraps a firm support structure within a supple, flexible, padded sheath, forming a wearable foundation for greater spinal and skeletal alignment which may ultimately relieve wide-ranging pain and prevent injury, especially when playing impact sports.

Dr. Joseph began the research process for his corrective insoles when many of his patients were unable to purchase needed conventional prescription orthotics in the \$500 range, since the inserts were rarely covered by insurance. Moreover, Doctorinsole offers an alternative to the famously time and labor-intensive casting process. "And, those hard, cast orthotics are uncomfortable," adds Dr. Joseph. "I have had many patients tell me that they just could not wear them, even after they paid the money. The orthotics made their feet hurt, so the potential corrective action of the orthotics was never realized."

The full range of DoctorInsole products, which are available for a variety of women's and men's sport and dress style shoes, now is available to podiatrists, physical therapists, chiropractors and other health care professionals dedicated to the care and treatment of the feet, joints, and body mechanics.

For more information visit [www.doctorinsole.com](http://www.doctorinsole.com), call 424.274.4661, or [click here](#).



Please visit [www.oltfoot.com](http://www.oltfoot.com) for more information, or [click here](#).

## J-Fab Prefab Insoles New from JMS Plastics Supply

**JMS Plastics Supply Inc.** introduces their **J-Fab prefab shells**, in three colors and a wide range of sizes, made of an engineered plastic.

Black J-Fabs are a three-quarter rigid arch support with a slight met raise, designed for wide feet. Tan J-Fabs are a three-quarter arch support with met raise in a narrow profile, excellent in dress shoes and high heels. Blue J-Fabs are a three-quarter semi-rigid arch support with a 12mm heel cup, used for a medium arch height.

The shells are completely heat-moldable at 300°F, and they reheat formable directly to the foot



with a heat gun while the end user is wearing a sock. The thin profile of these shells allows them to fit in a variety of shoe sizes while leaving room for top covers or posting materials.

JMS Plastics Supply is holding a Fall sale with pricing of 1-49 pairs at \$15.00 a pair, and 50-plus pairs at \$13.50 per pair.

For more information call 800-342-2602, visit [www.jmsplastics.com](http://www.jmsplastics.com), or [click here](#).

## Quality, Innovation and Value from Performance Labs

For 30 years, **Performance Laboratories** has offered innovation, qual-

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industry. A DPM can now scan a patient's feet, fill out a prescription form, and 3D print custom foot orthotics, all in his/her office or clinic.

First, the foot plantar surface of a patient is scanned into thousands of XYZ points by using the OLT foot scanner, which is based on LED-structured light technology, which has been developed for the automotive industry over the past 10 years. The scan itself takes about 2 seconds and post-data processing takes about 3 minutes. Then, a podiatrist prescribes the custom foot orthotics based on the biomechanical

examination and gait analysis of the patient's feet. The prescription usually includes: shell flexibility, heel cup depth, rearfoot/forefoot posting, heel lift and cutouts. With the digitized foot plantar data and the prescription, a special software installed with the OLT foot scanner automatically creates the rigid shell of the custom foot orthotics for viewing and 3D printing. Finally polypropylene-like material is used to print out the rigid shell on a desktop 3D printer in 2-4 hours. A top cover is later added to complete the entire process.



ity and value in custom orthotic devices. Its full-contact, aggressive approach to orthotics is designed to get results that help physicians effectively treat plantar fasciitis and dozens of other diagnoses. Drawing on years of study of evidence-based medicine, the hands-on laboratory director is available for consultation with physicians and gives special attention to complicated cases.

The lab's capabilities are full-spectrum and cutting-edge, combining the latest in 3D digital scanning technology with multiple CAD-CAM milling systems. "The lab's superior efficiency keeps manufacturing costs down so we are able to pass the savings on to physicians with a fixed price of \$62.95," says Performance lab director and founder Michael Bozzaotra. "Our quality standards are continuously being refined and per-

fect. Our quality control delivers a diverse portfolio of devices that earn accolades across the podiatric community." For more information about Performance Labs, visit [www.performlab.com](http://www.performlab.com) or dial 1-800-REALIGN, or [click here](#).

## Dr. Comfort Offers Functional Inserts in Five Key Offerings

**Dr. Comfort**, a leading manufacturer of therapeutic footwear, has released a new line of functional orthotic inserts to meet even more customers' needs.

The inserts are made with a variety of high-quality, traditional materials and come in an assortment of top cover colors and materials, including top grain genuine-leather.



The inserts come in five key offerings: standard, sport, dress, comfort and specialty, ensuring users have inserts specific to any situation they're in, whether they're running a marathon or dressed up for a special event.

The custom-made functional and accommodative inserts can be ordered using Dr. Comfort's 3-D foot scanner, Dr. Comfort Scan, or by using traditional foot casting methods. Dr. Comfort Scan comes with a tablet, which provides a 3-D image of the patient's foot. Dr. Comfort Scan also allows podiatrists to build the functional inserts and instantly send orders directly to Dr. Comfort's laboratory where the inserts are custom made.

Learn more about Dr. Comfort's functional inserts at [www.drcomfort.com](http://www.drcomfort.com), or [click here](#).