

ICS Software in Top 10 in NY State MU Attestations

ICS Software, maker of “The Sammy Systems”, is proud to announce that SammyEHR, the podiatry system, ranks in the top 10 systems in attestations for Meaningful Use in New York State.* ICS has been writing intuitive software and supporting podiatrists since 1986 under the same ownership.

“We are very proud that we, a smaller company that caters to smaller podiatry practices are in the same category as the largest healthcare systems such as EPIC, Allscripts, E-Clinicalworks, GE Healthcare, etc. who service all specialties,” says Ken Katz, President of ICS. “As MACRA, MIPS and other requirements con-

tinue to come our way, we will continue to support our clients through these changes.”

In addition, ICS Software is pleased to provide its registry services for PQRS and Meaningful Use Public Health Measures in 2016. As experts in the podiatry arena, reporting has been made very simple. Visit www.PQRSRegistry.com to reserve your spot if you have not already done so to report PQRS via registry in 2016 and www.specialtyregistry.com to meet the public health measures for Meaningful Use.

For more information and to receive a free consultation, visit www.ICSSoftware.net, call 888-680-5711, or click here.

**Source: EHR Products Used for Meaningful Use Attestation Public Use File, December 2015*

eSutures.com Opens New Headquarters and Distribution Center

eSutures.com has recently moved to its new headquarters and distribution center located at 9645 West Willow Lane in Mokena, IL.



Anthony Iaderosa

The company, a global online leader in providing discounted surgical supplies, now occupies a space that is more than triple the size of its previous location. The additional space allows eSutures to more efficiently manage a growing base of inventory and supply chain logistics, as well as accommodate a larger on-site workforce.

“The driving force behind everything we do is to provide exceptional customer service,” said eSutures President and CEO Anthony Iaderosa. “eSutures plays an incredibly important role in the surgical supply industry and our real-time product delivery system is what separates us from the competition. In order to maintain that process and reputation for our customers, we needed additional space to operate.”

eSutures.com is an online wholesaler that specializes in the liquidation and distribution of a wide range of sterile and disposable brand name medical and surgical supplies. eSutures’ unique business model allows the company to purchase and acquire excess inventory from hospitals and medical facilities that may otherwise go unused, and subsequently redistribute those products to customers worldwide, which include hospitals, ambulatory surgery centers, veterinary clinics, plastic surgeons and medical school programs. “eSutures plays a vital role in surgical prod-

Continued on page 152

Latest Technology and Old-World Artistry Both Prioritized at Precision Intricast

Precision Intricast, Inc. designs and builds high-quality handcrafted orthoses. Their precision is intrinsically built into their product and how they do business.

Since 1978, Precision Intricast has served their podiatric clients with efficient, personalized service, ongoing support, and a commitment to being a partner in podiatry and foot health education. From the beginning, their devices have been defined by the meticulous craftsmanship of both the fit and the finish.

Precision Intricast’s expert lab specialists combine the latest technology and manufacturing techniques with old-world artistry to create a world-class orthosis product. Their stringent accuracy standards mean that they will deliver an orthotic that is as accurate as it is beautiful. With their efficient turn-around and meticulous technique, they support your reputation for delivering excellent patient care.

Their relationship with you doesn’t stop with orthoses delivery. Stay on top of the latest information about podiatry and foot health through their educational resources. Monthly newsletters feature the latest information in clinical biomechanics, and their book series is an excellent resource for practitioners and clinicians. Direct access to their clinical consultants gives you answers when you need them. Precision Intricast, Inc. remains your partner in providing ultimate biomechanics care to your patients. *Find out more at precisionintricast.com or click here.*



Pilgrim Shoes Introduces 2 New Models for 2016

Pilgrim shoes are distinguished by their comfortable fit, the result of using German engineered lasts with anatomically shaped contoured bottom and heel cup for better accommodation of foot deformities. This season the firm has added several new styles for women (P3020 and P3021) and men (D2006, 2009 and 2015) with features



designed specifically for added comfort. In order to provide more elasticity in the forefoot area Pilgrim has implemented genuine stretchable leather inserts. This feature provides additional durability and elasticity to accommodate foot deformities; it also enhances the leather's breathability to maintain a healthy in-shoe climate.

Visit pilgrimshoes.com, call 888-493-2859, or [click here for more information](#).



which treatment should be used for nerve problems and which treatment should be used for circulation disorders. Nerve problems may include numbness, pain, burning, stinging, weakness and imbalance; whereas circulation disorders, such as heaviness in legs, coolness, tingling, decreased sensation, and cramping, had to be diagnosed and treated separately.

Nervasia is formulated to treat all of the symptoms above on the basis that they are all generated through the neurovascular system. Medical studies have shown that nerves must have adequate oxygenation and nutrition for proper function. In turn, the nerves affect the blood vessels via dilation (increasing blood flow) and contraction (decreasing blood flow).

The combination of ten ingredients in Nervasia work synergistically to optimize nerve and circulation function.

The makers of Nervasia report dramatic decreases in the painful symptoms of neuropathy.

Nervasia is a medical food and is dispensed and supervised by a physician as required by the FDA. Nervasia is not available in stores and cannot be purchased by a non-physician over the internet.

For more information, visit www.molecularlabusa.com or [click here](#).

AmnioFix Available from MiMedx

AmnioFix® is a bioactive tissue matrix allograft composed of Human Amnion/Chorion Membrane (dHACM) that preserves and contains multiple extracellular matrix proteins, growth factors, cytokines, and other

Continued on page 153

uct distribution by allowing facilities to turn idle inventory into working capital and to remain nimble in the dynamic market of surgical devices," Iaderosa said.

Visit esutures.com for more information, call 844-sutures (788-8737), or [click here](#).

Boards by the Numbers® Helps DPMs Prepare for ABFAS Exams

Boards by the Numbers® From Certifiable, Inc is an easy-to-use software program designed to help podiatrists prepare for the American Board of Foot and Ankle Surgery exam (Part I, Part II and Re-certification). The software includes a comprehensive set of boards focused notes (over 300 pages); high resolution graphics (MRIs, X-rays, color images); practice exams (over 850 questions); and a CBPS (computer-based

patient simulation) section designed to help you develop an organized approach to the CBPS, including an overview of the CBPS software and a "walk through" video. The program in a cloud application and is accessible anytime anywhere, on multiple devices (Macs, PCs, iPads, iPhones, and other mobile devices). The program is sold as a one-year subscription and requires an Internet connection, a mobile phone for authentication and an up-to-date browser. Please visit www.certifiable.com, call (513) 347-0004, or [click here to learn more about it](#).

New Medical Food Nervasia Treats Neurovascular System

Nervasia is a new dual action product that treats problems of the neurovascular system.

Typically physicians determine

specialty proteins. AmnioFix is intended for homologous use to reduce scar tissue formation, modulate inflammation, enhance surgical wound healing, and act as a barrier membrane. AmnioFix is processed through the proprietary PURION® Process that protects the delicate scaffold during processing, leaving an intact collagen matrix. The result is a durable, bioactive allograft with natural barrier properties which may be stored at ambient conditions for up to 5 years. AmnioFix is available in sheet, particulate, and wrap configurations and in a variety of sizes to reduce wastage.

Since 2006, as a leader in regenerative medicine, MiMedx has been dedicated to advancing healing through



innovative biomaterial products and bioimplants. To date, over 25 clinical and scientific papers have been published in peer-reviewed journals

on their PURION® Processed amniotic membrane allografts. The company's proprietary PURION Process and its multi-layer grafts are covered by over 20 issued patents, with more than 80 patents pending. PURION Processed allografts are clinically effective and more than 600,000 allografts have been distributed to date

with no adverse reactions attributed to their products.†

For more information, visit mimedx.com or click here.

†As of July 1, 2016

Top 5 Professional Liability Coverage Purchasing Tips from Brown & Brown

Brown & Brown encourages you to consider the following when looking at an optional insurance carrier for your Professional Liability Coverage:

1) *Competitive Rates*—On average Brown & Brown saves their insureds 20-30%.

2) *Settlement*

Clause—Does your carrier provide a 100% consent to settle clause? (No hammer or soft settlement clause)



Join the Pack

www.BBPSP.com

Professional Liability | Workers Compensation | EPLI | Cyber Liability | General Liability



SPOTLIGHT ON AMERX: PARTNERS IN THE SCIENCE AND MANAGEMENT OF WOUND CARE

AmerX Introduces Foam Dressings Line

AmerX Health Care's introduction of a new line of advanced wound dressings includes the new **AmerX® Bordered and Non-Bordered Foam Dressings**. AmerX Foam dressings are designed to provide complete exudate management for moderate to heavy draining wounds. The fast-wicking properties draw away moisture from the wound's surface to prevent maceration that can lead to skin breakdown. The non-adherent, breathable dressings are comprised of high-performance polyurethane foam and available with or without a self-adhesive border. AmerX Foam dressings are soft, conformable and ideal for use under compression. The all-in-one AmerX® Bordered Foam Dressing provides a waterproof barrier from outside contaminants and is available in 1x1, 2x2 and 4x4 pad sizes. The AmerX Non-Bordered Foam Dressing requires a secondary dressing and is available in 2x2 and 4x4 pad sizes. AmerX Foam dressings are also available in the new 30-day AmerX® Wound Care Kit.



The comprehensive Amerx Practice Management Program now offers a new AmerX Turn-Key DME Wound Care Program. The Turn-Key program includes a full line of PDAC-approved advanced wound care products, compliance tools and necessary supportive documentation in order to streamline DME billing and reimbursement of wound care supplies. *Contact your Amerx representative today to learn how Amerx can enhance your practice growth, call 1-800-448-9599, or click here.*

3) *Strength of the Administrative Defense Coverage form provided*—The following administrative actions should be included and defined in the form:

- A billing action including Governmental (Medicare/Medicaid) billing actions.
- A meaningful use audit performed on an EHR system utilized for Medicare/Medicaid EHR Incentive Programs.
- A third party payor billing action.
- A disciplinary proceeding against an insured arising solely out of the performance of professional services, initiated by a licensing authority.

4) *Financial Stability of the Insurance Carrier*—Brown & Brown is contracted with carriers of AM Best financial rating A or better. Longevity in the

Continued on page 154

SPOTLIGHT ON PEDICIS

Announcing a New Targeted Treatment for Foot, Heel, and Plantar Fascia Pain

Pedicis Research is pleased to announce the introduction of new **Plantacin**, an innovative treatment for foot, heel and plantar fascia pain. Plantacin formulation combines a powerful analgesic with anti-inflammatories in a targeted delivery vehicle that promotes deep tissue penetration and provides quick and lasting pain relief. In a recent clinical study, Plantacin reduced pain scores on average of 64% in 2 weeks and 90% of patients experienced significant pain relief after 1 application.

Plantacin is sold as an OTC product exclusively to health care practitioners for dispensing to their patients. It is not sold in pharmacies or the Internet.

Pedicis also markets two other innovative products: Vircin advanced wart treatment for resistant warts and Cidacin antifungal solution, one of *Podiatry Today's* 2013 Top Ten Innovations.

For more information, visit www.pedicis.com, e-mail contact@pedicis.com, call 800-748-6539, or [click here](#).



market and financial strength equate to sustainability of competitive rates throughout time.

5) *Podiatry-Specific Coverage and Specialists*—Coverage form, legal representation and risk management designed specifically for DPMs.

Contact Brown & Brown's Podiatry Professional Liability Specialist Cindy Myers, email cmyers@bbprograms.com, call 813-222-4377, or [click here](#).

Diversify Your Income with a Unique Business that Complements Your Practice

After proving there is a strong demand for a place where men can take care of their hands and feet in an atmosphere of relaxation and pampering, The Hammer & Nails Salon Group, LLC has launched the **Hammer & Nails | Grooming Shop for Guys** franchise.

Hammer & Nails | Grooming Shop for Guys is the first groom-

Continued on page 155

ing franchise in the \$21 billion men's grooming market that has a core focus on hand and foot grooming for men. It can be an ideal fit for podiatrists who want to diversify their income through a highly synergistic business.

The Hammer & Nails franchise features a cash-based recurring revenue business model with multiple income streams (including memberships), all backed by strong leadership and support. "Men love the distinctive 'man cave nirvana' atmosphere," says President Michael Elliot, "while franchisees are excited to get in on the



Michael Elliot, President of Hammer and Nails

ground floor of a growing trend."

To learn more, visit <http://www.hammerandnails-franchise.com> or click here.

FORS-15 Offloading Insole, Presentation of Evaluation Results

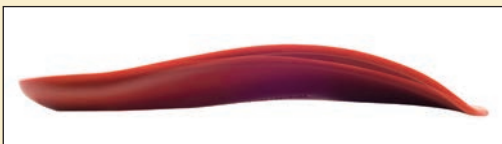
Earlier this year, Bonapeda Enterprises LLC launched the new **FORS-15 Offloading Insole**, which is designed to provide gentle, consistent, and durable off-loading of selected areas of the foot without edge effects. Evaluations have now been conducted at 3 academic medical fa-



Wolf in Sheep's Clothing

Dressed to impress, **Amfit's Precise Insoles** offer bona fide function in an off-the-rack suit. Send your patients out the door wearing strong, functional orthotics while they wait for custom.

Pre-fab insoles have come a long way in a relatively short time, but few offer much in the way of support and are very mild in an effort to "fit" more people. Precise Insoles are offered in 24 combinations of arch height, width and length for unsurpassed support and function. Biomechanically balanced and engineered with a deep heel cup for true function.



Custom insole market share has grown in recent years but is an expensive choice and not always an option due to cost or other considerations. Industry ARC reports the global foot orthotic/insole market is on pace to grow from \$2.5 billion in 2014 to \$3.5 billion

by 2020 and North America commands 45% of that market. Claim your share of that market by offering an alternative to custom that you know will provide support to your patients.

Learn more about increasing income by offering a ready-to-wear orthotic from the first visit. From one pair to a complete start-up kit with 36 pieces of all 24 sizes plus a digital tablet sizing tool, you have choices. Contact the Amfit sales team today at sales@amfit.com, call 800.356.FOOT (3668) x266, or click here.

cilities, the results of which will be presented at the following meetings:

- Society For Advanced Wound Care (SAWC) in Las Vegas, October 2016
- Desert Foot in Phoenix, October 2016
- Academy of Physicians in Wound Healing (APWH) in Atlanta, November 2016

The FORS-15 insole features 15mm thick multilayered Poron® construction to provide softness and support where needed, a unique fabric mid-layer to prevent collapse and provide highly stable off-loading zones, and a tough and abrasion-resistant Alcantara® top cover to minimize slip and shear and absorb perspiration.

"...the FORS-15 offloading insole is an effective customizable modality...I believe that when indicated, the use of the FORS-15 insole...in conjunction with utilization of a "team approach" and use of modern wound care techniques, can dramatically reduce the severity of wounds, decrease healing times, and reduce amputation rates."—Payam Rafat, DPM, AACFAS, C.Ped, COF, A Step Ahead Foot Care, P.C.

For more information, contact 973/415-9090, visit bonapeda.com, or click here.

Continued on page 156

Precision Intricast Launches Re-Designed Website

Precision Intricast, Inc. is proud to announce the launch of their newly re-designed website featuring more than 325 biomechanics newsletters now available by subscription. This wealth of information, written by **Dr. Kevin A. Kirby**, is available in both English and Spanish. Even more importantly, the site also allows digital access to current newsletters as they are released.

Newsletter content includes topics such as pathology-specific orthotic prescribing, current theories in biomechanics, orthotic modification and troubleshooting techniques, literature reviews, and much more. The information is presented in a clean, easy-to-navigate format, with full search capability. In addition, all four volumes are available in print editions in both English and Spanish.

For more than 38 years, Precision Intricast, Inc. has served the profession of podiatry by producing high-quality hand-crafted orthotic devices. Their passion for excellence led them into the podiatric education world more than 25 years ago, with a goal of disseminating valuable clinical information to the profession.

For more information, visit www.precisionintricast.com or click here.



**INTERNATIONALLY
ACCLAIMED
NEWSLETTERS
ARE NOW
AVAILABLE IN
PRINT & DIGITAL
EDITIONS!**

Written by Kevin A. Kirby, DPM, MS

25 YEARS OF MATERIAL

325+ NEWSLETTERS

NEW MATERIAL MONTHLY

precisionintricast.com

Jan L Builds “A Better Dust Trap”

Integral vacuum/drill systems’ major design flaws include the positioning of a handpiece within dusty airflow and a “hardwired” handpiece assembly. Observing these flaws, **Jan L Inc.** has built “a better dust trap.”

Integral handpieces soon experience clogging and reduced dust pickup. Dust, penetrating these handpieces, causes premature bearing failure. Jan L’s hybrid Rhino

design resolves these issues. It evacuates via a non-clogging side-positioned tube. The hybrid integral Plug-and-Play handpiece assembly, allows the replacement of the separate handpiece, hose or cord, in-house. These features reduce downtime and repair costs.

In addition, the **SmartPro** base features vacuum and drill speed controls, forward/reverse, large viewable digital display, and standard knobs/switches. Knobs/switches allow control “by feel alone.”



Touch pad buttons on some other units require turning the head, facing the panel, and aiming the finger. A handpiece switch or supplied foot control activate the SmartPro. Base positions include table top or sitting up on the floor. A carry handle provides conveyance, and handpiece brackets offer parking for the handpiece.

The SmartPro utilizes secure medical-type handpiece chucking that does not eject burs like quick chucks can.

Visit www.janlinc.com for more information, call 609-261-1133, or click here.