

Treating Neuropathy: A Gateway to Saving Lives

Treating neuropathy can be a gateway to saving lives, helping to prevent serious complications, improve quality of life, and reduce risks associated with underlying conditions. Take diabetes, for example: untreated nerve damage can lead to ulcers, infections, and ultimately amputations, all of which significantly increase mortality risk. Early intervention for neuropathy not only improves patient outcomes but also strengthens your practice's reputation for delivering proactive, preventive care.

NGX offers a patented, FDA-cleared solution for neuropathy. The Neurogenx® 4000Pro, featuring the enhanced NervePro 2.0, delivers consistent, measurable results backed by gold-standard ENFD testing. By targeting the numbness and sensory loss that lead to instability and falls—the leading cause of injury in adults 65+—the treatment helps patients regain balance and reduce risk.

Neuropathy patients remain among the most underserved in healthcare. Effective care requires an integrated, multifaceted approach.

The Neurogenx HealthStrides Outreach Initiative and Professional Affiliate Program is an entrepreneurial model designed to raise awareness, educate, and ensure continuity of care.

As an accredited DMEPOS provider, NGX gives patients easy access to properly-fitted therapeutic footwear. NGX handles all paperwork and insur-



ance billing, including Medicare, at no cost or risk to the referring provider, and they compensate affiliates directly.


Therapeutic footwear is a critical first defense against ulcers and falls, serious risks for neuropathic and diabetic patients. By combining validated treatment and streamlined access to protective footwear, NGX delivers a comprehensive, patient-centered solution that reduces risk, improves outcomes, and strengthens the continuum of care.

Objective clinical validation and proven business support fosters PCP engagement and creates seamless referral pathways that enhance patient care and drive sustainable growth.

Contact Neurogenx® today to learn more about the Neurogenx® 4000Pro. 1-800-335-7624, info@neurogenx.com, visit www.neurogenx.com, or click here.

Patients are asking bots, NOT docs for referrals

AI IS NOT WAITING FOR YOU

Get found or get filtered out.  **blue orchid** MARKETING



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Blue Orchid Marketing Marks 24 Years, Champions AI Innovation for Podiatry Marketing

Blue Orchid Marketing, a digital marketing leader for podiatry practices, celebrates 24 years of industry growth by embracing artificial intelligence as the future of patient engagement and practice growth.

Smart search is reshaping how patients discover medical providers, favoring relevance, personalization, and local authority. For podiatrists, this means yesterday's marketing tactics no longer suffice. To stay competitive, every practice should be rethinking its digital strategy through the lens of AI.

"AI is revolutionizing the way practices connect with patients," said Shaun Zaken, CEO. "Smart search

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has changed the game. Practices must adapt or risk becoming invisible.”

Since 2001, Blue Orchid Marketing has empowered podiatrists nationwide with marketing strategies tailored to the unique needs of their specialty. Today, the agency integrates AI into services like SEO, email marketing, retention campaigns, and content creation, offering smarter ways to attract, retain, and engage patients.

To support this evolution, the company recently welcomed Peter Anselmi as Business Development Manager to enhance its strategic outreach and growth efforts.

About Blue Orchid Marketing:

Based in Connecticut, Blue Orchid Marketing delivers AI-driven marketing solutions to podiatry practices across the U.S. Services include Email Marketing, Patient Recall Campaigns, SEO, Content Strategy, and Website Design. *Discover more at www.BlueOrchidMarketing.com or click here.*

Upgrade + Extend the Life of Your Sterilizers

Sterilization plays a critical role in every podiatry practice. With Midmark, there's now more than one way to save while improving your infection prevention standards.

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- *Sterilizer Maintenance Kit Promotion:* After you register your new Midmark sterilizer warranty, get a complimentary maintenance kit to extend its life and optimize performance.

These offers are designed to support podiatric practices that are



focused on patient safety, compliance and long-term value.

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