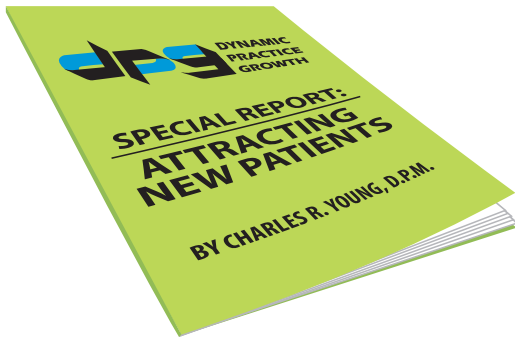


## Get More New Patients!

**Dynamic Practice Growth** introduces its latest informational program on how to attract more new patients to your practice. **Dr. Charles Young** has carefully compiled 40 effective marketing strategies into an online user-friendly program. The included information is time-tested, cost-effective, and easy to implement. The positive results are rapidly noticed and easy to monitor.

This program, while reducing expensive creative and design costs, provides a finished product that requires minimal work input. Thus the task of creating, tweaking, and testing the selected materials has already been done for you. Dr. Young reports that the positive results are not only probable; they are predictable.



These winning marketing strategies are designed to help take your patient growth to a new level. Visit [DynamicPracticeGrowth.com](http://DynamicPracticeGrowth.com) and download your free copy of *Attracting More New Patients to Your Practice*, or [click here](#).

## Frankincense & Myrrh Neuropathy

### No Side Effects.

**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 lifestyle.

### Fast Temporary Pain Relief.

**Frankincense & Myrrh Neuropathy** delivers *fast, temporary, topical pain relief* from burning, shooting, prickling, tingling pain and numbness caused by neuropathy. In fact, it has helped so many that Wise Consumer Products guarantees pain relief or a full product refund is given, no questions asked.

### Safe, Topical Analgesic.

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.

Find Frankincense & Myrrh Neuropathy in the diabetic care aisle at Walgreens, CVS, Walmart, Meijer, Sprouts and online at Amazon.com. Visit [frankincensemyrrh.com](http://frankincensemyrrh.com) to download a \$3.00 off product coupon and to learn more.



### FREE Box of Product Samples.

Give your patients pain relief options with Frankincense & Myrrh Neuropathy samples. Email [samples@wisecpc.com](mailto:samples@wisecpc.com) or [click here](#) for your free box of samples—be sure to include name and shipping address.

## Affordable 5 1/2" Double-Action Nail Cutters from PediFix®

The **PediFix Footcare Company** introduces heavy-duty nail nippers packaged for sale to appropriate patients for at-home care, yet tough enough for clinical use. "Patients often ask how they can obtain nippers just like their doctor uses to trim thick and fungal nails at home," says Christopher Case of the long-time industry supporter and 5th generation family of foot specialists, founded in 1885. "These stainless-steel nippers allow confident use, even in weaker hands. They feature 3/4", surgical-quality blades—curved or



straight—etched handles for easy gripping, a barrel spring, and latched safety closing mechanism." "Doctors are always pleasantly surprised to pick them up, feel the weight and quality, especially when they learn of the affordable cost to them and their patients," he adds. To order, get more information or a free sample, call 800-424-5561, FAX 800-431-7801, email [info@pedifix.com](mailto:info@pedifix.com), or [click here](#).

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## **SMART-ABI for Quick and Efficient PAD Testing**

The **SMART-ABI** is a wireless pressure cuff-based clinical diagnostic tool designed to test all your patients at risk for Peripheral Arterial Disease (PAD). Studies show PAD to be increasing as the USA population ages. 67% are asymptomatic and under-diagnosed across the United States. PAD can build up over a lifetime, and the symptoms may not become obvious until later in life. For many people, the outward symptoms will not appear until the artery has narrowed by 60 percent or more.

1) The SMART-ABI performs a test with 3 to 5 minute patient throughput that accurately measures a patient's Ankle Brachial Index (ABI), blood pressure, and body mass index (BMI.) The aver-

age reimbursement is \$90 to \$100 per test for CPT 93922.

2) The SMART-ABI provides increased accuracy with two mea-

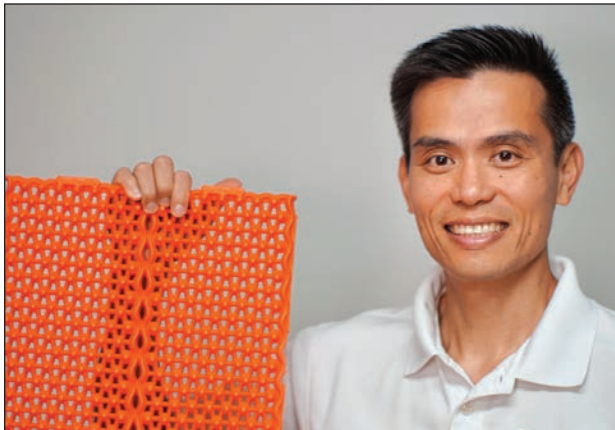


surements at each ankle: first at the dorsalis pedis artery and second at the posterior tibial artery, and measurements on both arms utilizing the highest systolic pressure between the two arms and also includes an optional post exercise measurement.

3) The SMART-ABI provides quantitative and color-coded graphic scores per the Journal of the American College of Cardiology that indicate Normal, Borderline, Severe, and other outcomes. Depending on these outcomes, decide to send them to the vascular surgeon or not. If a referral to a specialist is not necessary, you will have established a baseline to track and follow these patients' disease progress over time.

*For more information, call 877.275.8760 for an Online Product Demonstration or [click here](#).*

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**Dr. Bui Launches New Kone-X Activate Mat**

Dr. Stephen Bui, whose invention, The HighHealer, was featured in the September edition of Podiatry Management, is on the verge of launching the **Kone-X Activate Mat**, designed to help your patients “reconnect to the ground.”

The thick, cushioned shoes that our patients wear can block proprio-

ceptors and neuromuscular feedback during standing, walking, running and even exercising. This often results in a person not feeling how their weight shifts on the ground, which can affect their balance.

The textured activation mat was developed by Bui to activate users’ proprioception; it can also ease fatigue and tightness of the feet, back and hips through the effects of acupressure and reconnect them to the ground in just 10 to 15 minutes of daily use.

The mat is composed of hundreds of mini cushioning nubs which are interconnected and dynamically move and flex in three dimensions. The mat responds to your weight, pressure and movement like the way your body interacts and connects with nature to

help with proprioception balance.

For information about this innovative product, visit [www.Kone-X.pro](http://www.Kone-X.pro) or click here.

**New Insole from Cluffy**

**Cluffy** introduces the Lux Step insole. This office-dispensed OTC product was uniquely designed for optimization of first ray function. It was designed with plantar fasciitis specifically in mind, as a solution to address all of the elements needed to find effective relief for this difficult clinical problem:

- Gel Heel Pad: Providing optimum shock absorption in the heel without interfering with shoe fit and taking the Achilles tendon off stretch.
- Wings: Hugging the foot for comfort and support as it provides arch support on the medial, lateral and transverse arches.
- Dynamic Arch Design (patent pending): Allowing for optimum

*Continued on page 137*

**“Leave No Claim Behind”:  
NEMO Health Medical Billing Assures All of Your Claims  
Meet Timely Filing Deadlines**

**NEMO Health Medical Billing** now offers two options to meet your practice’s specific revenue needs and ensure you get paid more, faster.

Full Revenue Cycle Management (RCM) service includes advanced artificial intelligence (AI) software that assures claims

never get denied due to timely filing deadlines. Denial Management, live claims tracking (not just status) and total provider control on claims changes are all included—as well as the cost of TRAKnet EHR!

Not yet sold on totally outsourcing? The Virtual Billing Assistant (VBA) “second set of hands” approach can still help. At as low as 3.9%, your practice can benefit from podiatry claims processing experts who handle the submission of claims and the expeditious posting of payments. This will en-

sure that the revenue cycle moves efficiently towards the secondary insurance or patient responsible portion. Not only does VBA reduce your labor demands

and costs, but it also improves your cash flow by reducing the accounts receivable payment time.

Outsourcing your practice’s

medical billing has definite advantages. NEMO Health can help you achieve them.

*NEMO Health is a practice improvement company offering a variety of turn-key solutions to private practice physicians of podiatric medicine—including TRAKnet EHR, practice management advisory services, revenue cycle management and medical supplies.*

Contact: **NEMO Health Sales**, (248) 213-9900, Option 1; [sales@nemohealth.com](mailto:sales@nemohealth.com); or click here.





arch support when needed most. As you move through each step, it pulls away from your foot, then hugs back to your foot as you walk.

- Patented Cluffy Wedge®: Improving motion of the first MTPJ and first ray function. Eliminates the need for a forefoot post and allows a proper eccentric stretch of the plantar fascia that can only occur with stabilization of the midfoot through the wind-

lass mechanism.

Call (406) 883-2038 for information on Cluffy's direct patient fulfillment program to generate revenue for you on each order filled or for direct office dispensing. Visit [www.cluffy.com](http://www.cluffy.com) or click here for more information.

## Tax Deductions for Medical Equipment Purchases Under Section 179

Last year's Tax Cuts and Jobs Act made Section 179 deductions permanent, extending an important tool in small business yearend tax planning. It allows for a significant increase in medical equipment write-offs. Section 179 of the IRS tax code allows

businesses to deduct the full purchase price of qualifying equipment purchased or financed during the tax year (1/1/2019—12/31/2019) from your gross income. The deduction limit

Earn up to  
**\$500,000**  
in tax  
deductions!

MAXIMIZE  
SECTION 179  
TAX BENEFITS

was increased in 2018 to \$1,000,000 and remains for 2019, with a threshold spending cap of \$2,500,000 to support small businesses.

Physicians interested in purchasing equipment before year end should take the following actions:

- 1) Schedule a meeting with a tax

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accountant to better understand tax liability and the impact of pulling forward planned purchases.

2) Consider the following to evaluate a need for equipment:

- Improvement in quality of care
- New revenue stream opportunities
- Patient demographic and needs

3) Research industry trends and how your planned purchase may provide benefits to current challenges.

4) Calculate potential tax savings: [https://www.section179.org/section\\_179\\_calculator/](https://www.section179.org/section_179_calculator/)

You can learn more about Sec-

tion 179 by visiting <https://www.section179.org>.

A fourth quarter purchase could yield substantial savings. **Cutting Edge Laser Technologies** works with physicians to select and implement MLS laser therapy that fits your practice needs. *Learn more: [www.celasers.com](http://www.celasers.com) or click here.*

## Chocolate Feet from Toe-Rific

**ToeRific Chocolates & Candy** was begun over 30 years ago in Berkeley,

California by Mark Wolpa, DPM as a unique way to thank referring doctors and patients. The delicious gift of gourmet foot-shaped chocolate made a memorable and lasting impression every year. He started to get requests for these special treats for all different occasions. Even Broadway got in on the fun by ordering 3,000 foot suckers for the opening of "Footloose."

In 2018, Joshua Mitnick, DPM bought the Toe-Rific business and was "head over heels" excited!

These chocolate and candy feet  
*Continued on page 139*

## Have You Considered Completely the Consent to Settle Provision within Your Medical Malpractice Insurance Policy?

Consent to settle is perhaps the most important section of your malpractice policy. This provision controls who has the final say in handling a claim—you or your insurance carrier. **Brown & Brown** goes above the standard by providing you with a carrier with pure consent: i.e., the Company shall not compromise any claim hereunder without the consent of the insured.

Being forced by your insurance carrier to settle a claim can adversely impact your wallet and reputation. Many malpractice insurance companies advertise pure consent to settle; however, their policies may contain various exceptions among the insurance terms. Here are common exceptions to look for and be aware of in your malpractice coverage:

### 1) Unreasonable

You lose consent authority if your carrier deems you "unreasonable" in withholding your consent. Ask your carrier how they define "unreasonable."

### 2) Judgment Rendered

After a decision is made by a court on the payment of damages, the carrier determines whether to pay the damages awarded or to settle the case for a different amount.

### 3) You are Unavailable or Cannot Be Located

You lose consent authority if the carrier can't

locate you or you are otherwise unavailable at the time of settlement or trial.

### 4) Board Approval

Your carrier's review panel or board has final consent authority, not you.

### 5) Binding Arbitration

You lose consent authority if your carrier disagrees, at which time they submit your refusal to consent to binding arbitration.

### 6) License Suspended

You lose consent authority if your professional license has been suspended, revoked or surrendered at any time during the claim process.

### 7) Deceased or Incompetent

You lose consent authority if you are deceased or deemed incompetent. This could deprive your loved ones of the ability to fight the malpractice claim on your behalf.

Consult with Brown and Brown's professionals regarding selecting a carrier with pure consent authority.

Contact Cynthia (Cindy) Myers at [cmyers@bbprograms.com](mailto:cmyers@bbprograms.com), 813-222-4377, or [click here for more information.](#)

**Brown & Brown INSURANCE**

## Join the Pack

[www.BBPSP.com](http://www.BBPSP.com)

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



can be used many ways! They can “get your foot in the door”, or to say “you are toe-rific!”, or “hope you get back on your feet soon.” The possibilities are endless!

Make this holiday or anytime extra special for your favorite referring doctors, patients and friends. Everyone loves chocolate! It’s good for the “sole.”!

Please visit [Toe-Rific.com](http://Toe-Rific.com) or click here.

10% off if ordered by November 15th, 2019.

**Relief for Hyperkeratotic Conditions from Gordon Laboratories**

Hyperkeratotic conditions, such as cracks, fissures, plantar keratoma, and very dry skin are some of the most common ailments podiatrists face. Urea, known for its hydration and keratolytic properties, adds elasticity to the skin to make it supple by drawing upon the body’s own moisture. **Gordon Laboratories** manufactures a full line of urea-based products to complement your topical remedies.



Calicylic Creme incorporates urea for hydration and exfoliation in addition to Salicylic Acid. Gormel Creme (20% urea) prevents the painful, splitting skin that can form on heels. Gormel Ten Lotion (10% urea) is recommended for wider areas of calloused, rough, hardened skin. Their newest product, Gordon’s Urea Forty Creme (40% urea), alleviates extremely dry, thick, fissured skin that can be hard to treat.

Utilize the power of urea to help restore your patients’ skin to a normal, healthy, radiant look. All the

above products can be dispensed for patient care between visits, have affordable pricing, an unconditional guarantee, and are made in the USA. *or click here.* For more information, visit [www.gordonlabs.net](http://www.gordonlabs.net), email [info@gordonlabs.net](mailto:info@gordonlabs.net), or click here.

**Michigan Podiatrist Releases New Book—“The Myth of Plantar Fasciitis”**



Dr. Michael E. Graham

**Dr. Michael E. Graham**—podiatric surgeon and founder of Graham International Implant Institute (GIII), a foot and ankle surgical education network—has released a new book, “**The Myth of Plantar Fasciitis**”, which discusses the misinformation rampant in the medical field regarding this painful, chronic, and common condition. It also explores a treatment option that addresses the underlying cause—flexible reducible, talotarsal dislocation.

Dr. Graham has spent much of his career dedicated to elevating the standard of care in the arena of hindfoot stabilization. He began this mission during his years in private practice. Noticing many of his patients were limited to conservative treatment options with underwhelming results, or aggressive and bone-structurally-debilitating reconstructive surgery, he was compelled to find a solution that not only addressed the root cause of a variety of symptoms, but also offered his patients a better quality of life.

In an interview, Dr. Graham said “I felt compelled to spend the time and do the research, so we could put the hard facts in one place and get it out there. As dedicated foot and ankle specialists, it’s our job to understand it, use it and share it.”

*The book is being offered at a discounted price through GIII to Podiatry Management readers. Email [info@Grahamiii.com](mailto:info@Grahamiii.com) or click here to request your copy.*