

Pedicis Research Launches HEMPCIN™

Pedicis Research is pleased to announce the introduction of **HEMPCIN**, a new topical cream designed to treat pain and inflammation using natural botanical ingredients including: CBD derived from full spectrum hemp. This elegant formulation uses the purest ingredients including: Menthol that provides powerful cooling analgesia, Arnica montana, known throughout Europe for its healing powers to reduce pain and bruising; and Boswellia serrata, the ancient Indian plant that supports joint health and free flowing yin/yang movement. Together these ingredients offer patients a unique pain healing cream—only available through physicians' offices and physician referrals.



HEMPCIN Availability

HEMPCIN™ is an OTC product available from Pedicis Research for dispensing in physicians' offices or available through Pedicis's company store through referral for physicians who do not offer in-office dispensing. It is not available on the broader worldwide web, Amazon or in pharmacies. *For more information, visit www.pedicis.com, call 1-800-748-6539, or click here.*

NEMO Health Introduces NEMORx

NEMO Health, a premier practice solution and technology service company, has launched **NEMORx**, its standalone e-prescribing platform



that will enable providers to meet all mandatory prescription compliance regulations, with or without the use of an electronic health records system.

NEMORx is written with the most up-to-date programming code as mandated by industry best practices. Its advanced features include a Pharmacy Benefit Manager (PBM), Real-Time Benefit and Eligibility Verification, Electronic Prior Authorizations, and patient Cash Discount coupons, all supported by SureScripts. It also has an integrated method that will securely enable providers to perform Electronic Prescribing for Controlled Substances (EPCS), and it's mobile-friendly!

Offered at no cost in the first year of a minimum two-year subscription, NEMORx is an affordable, compliant option for providers who desire to maintain their manual charting practices, or whose current electronic systems do not satisfy state mandates for electronic prescriptions. *For more information on NEMORx, visit www.NEMORx.com, contact the NEMO Health sales team at (248) 213-9900, Ext. 1, or click here.*

About NEMO Health

Founded in 2013 and focused exclusively on podiatry, NEMO Health is a premier EHR and medical billing technology and service company. Powering the operations of more independent podiatrists, association leaders and top industry performers than any other platform, NEMO Health is led by the industry's most respected and



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Alternative Rx CBD Provides the Power of Hemp

Alternative Rx CBD products are customized formulations that provide the power of hemp. Their time-tested herbal formulation, extracted via traditional methods, has been chosen for healing and natural analgesic properties to create a well-rounded product that is greater than the sum of its parts.

Alternative Rx CBD ingredients have been thoroughly vetted and selected specifically for use by a master herbologist and a physician. These products use phyto-cannabinoids, which are derived out of the hemp flower and stalk from



hemp plants grown only in the USA.

Alternative Rx CBD topical Joint and Muscle CBD Creams and Roll-On Gel also include 12 other all-natural homeopathic elements. These proprietary products have been shown to be efficacious and safe, and a natural alternative to potentially harmful prescription and OTC drugs. The firm takes pride in their customers actually improving their quality of life safely.

All products are tested by third party labs to ensure quality and potency. Good Manufacturing Practices (GMP) compliant.

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

SPOTLIGHT ON AMERX

NEW Dressing Sizes Available for HELIX3 Bioactive Collagen and AMERX Dressings

Based on your feedback, AMERX Health Care has recently updated the sizes of three popular wound care dressings.

HELIX3-CM[®] Collagen Matrix

Containing 100% non-hydrolyzed type 1 bovine collagen with no additives, synthetics, or fillers, HELIX3-CM is effective for wound healing in all phases. This highly-absorptive dressing is now available in 1" x 1", 2" x 2", 4" x 4" and 7" x 7" sizes.

AMERX[®] Calcium Alginate

Manage moderate to heavy draining chronic and



acute wounds with AMERX Calcium Alginate, now available as a 4.25" X 4.25" dressing. The soft, comfortable pad enhances comfort and is easy to apply over irregular wounds.

AMERX[®] Foam Dressing

Podiatric Physicians can now choose AMERX Foam Dressings at a 4.25" x 4.25" size. This high-performance foam dressing is latex-free and able to absorb large amounts of wound exudate.

Contact your dedicated AMERX Account Manager today at (800) 448-9599 and ask about adding these or other advanced wound care products to your next order, visit AMERXHC.com for more information, or click here.

engaged physicians. Through modernization and continuous improvement, TRAKnet NEMO Health Medical Billing and NEMORx empower independent practices to create operational efficiencies, integrate systems and optimize profitability. Find out more about NEMO Health at: <https://www.NEMOHealth.com> or click here.

BB EX650 (6 1/2" nail cutter pattern design) with a smooth lock, close milling. They're offering it at a great low price of \$75.00 ea. No gimmicks, just effortless cutting. Get yours today at www.Biancobrothers.com or click here.

Medline Focuses on the Critical Needs of the Podiatrist

The Medline Foot and Ankle division, established in 2016, offers a comprehensive portfolio of foot care products dedicated to helping practitioners treat patients effectively and efficiently. As a leading healthcare supply manufacturer and distributor, the company strives to meet the unique and ever-changing needs of the podiatrists it serves.

Medline's distinctive position in the market allows it to offer the highest quality products. Its growing portfolio of over 30,000 items range from general medical and wound care supplies to specialty pharmaceutical and foot and ankle products. Plus, Medline carries top products from

the vendors podiatrists trust most, including Silipos, Dr. Jill's, Aetna, Darco and many more.

By taking on a customer-centric focus, this healthcare company can provide a multitude of resources and benefits. Through its streamlined ordering process and podiatry-focused branches nationwide, Medline makes getting key foot and ankle products into the hands of customers a top priority. And with an expanding list of Medline brand items, the company is always striving to provide the cost savings practices needed to succeed.

Visit www.medline.com/footankle to preview its foot and ankle product portfolio, email podiatry@medline.com or click here to get started today.

Save Now During the Midmark Procedure Room Program!

Save now until June 30th on best-in-class Midmark[®] procedure chairs, including the Midmark 647

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New Design Nail Cutter from Bianco Brothers

Bianco Brothers has updated and retooled all their processes and came up with a new design Nail cutter, the



Podiatry Chair. The Midmark 647 is the next step in foot and ankle care with an exclusive foot section designed to put control right where it's needed—in the provider's hands. Work comfortably whether seated or standing with powered height adjust-

ment. And the powered chair base, back and tilt functions help effortlessly position patients for better access to the care site.

Easy-to-reach release handles located on both sides of the foot section allow for smooth, one-handed operation. And because the controls are integrated, they are convenient and can

help reduce costly breakage of hand controls. Covered glides and a sealed foot control protect internal components from dirt and debris to simplify cleaning and help ensure a longer product life. *Learn more at: midmark.com/savenowpodiatry or [click here](#).*

Introducing PowerStep ProTech High and Low

The folks at **PowerStep** know that pain has the power to stop patients in their tracks. PowerStep prides itself on helping doctors take that power back with orthotics that are clinically proven to relieve and prevent chronic foot pain. In Powerstep's constant pursuit to offer products that help address all foot types, they are excited to expand their proven ProTech product line to include a low arch and high arch option. ProTech High and Low will help patients with low arches who cannot tolerate a neutral arch and people that suffer from high arches, which cause

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Do You Consider Overall Protection of Your Reputation as Well as Protection of Your Assets When Selecting a Medical Malpractice Insurance Carrier?

The answer to this question should be a resounding "YES", especially in today's litigious environment. The folks at **Professional Services Plans**, a division of **Brown & Brown, Inc.**, report that they "go above the standard of writing you with an A rated carrier, which is equivalent of writing you with a "good carrier", and we bring you an A++ rated carrier which is a 'superior carrier.' "

What does this A++ rating mean to you?

1) Your Carrier's Stability Is Your Stability

An A++ rating from AM Best provides the assurance that a claim will be handled with expertise today and well into the future.

2) The Best Defense Available

Superior financial strength means that Professional Services' carrier contracts with the best podiatry-specific defense attorneys and experts to defend you. Including a track record of successfully defending 90% of all cases taken to trial, which Professional reports is "the highest win rate in the industry."

3) Competitive Rates

An A++ rating means Professional's carrier's rates remain competitive, easily weathering pricing cycles and avoiding rate increases some other carriers must face.

4) Innovation

With this superior financial strength comes the resources to keep up with the evolving Health-care Liability market. This assures the availability of the most comprehensive coverage available.

5) Cutting-Edge Patient Safety and Risk Management Resources

"An A++ rated carrier," says Professional Services, "has the financial strength to hire the industry's best risk management and patient safety experts to assure your practice receives superior guidance. This guidance is the true foundation protecting your practice and reputation."

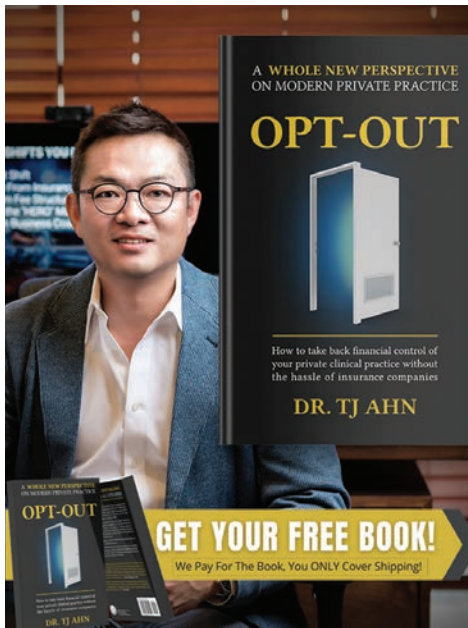
Contact Cynthia (Cindy) Myers at cmyers@bbprograms.com or at 813-222-4377 for more information, or [click here](#).





supination. ProTech High and Low will be available at the same price and sizing options as their ProTech Full Length option and available for purchase at the end of March. *Click here for more information.*

**Get Your FREE Copy of
The Ultimate Playbook
On How To Build
A Profitable Podiatry
Practice**



Here is your opportunity to grab a **FREE copy of the book, “OPT-OUT: How To Take Back Financial Control of Your Practice Without The Hassles of Insurance Companies”**, written by TJ Ahn, DPM. Dr Ahn currently runs his hybrid-concierge podiatry practice in Chicagoland, and also offers consulting to other podiatrists on how to get more patients, increase revenues and multiply their profits.

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**MLS Laser Therapy
Continues to Show
Positive Results in COVID-19
Pilot Trial**

Orthopedic surgeon and principal investigator Dr. Scott Sigman reported positive results from the first two patients to receive laser therapy treatments for COVID-19 pneumonia in his pilot trial.

The first patient, a 57-year-old man diagnosed with SARS-CoV-2 received photobiomodulation therapy (PBMT) with a **Multiwave® Locked System (MLS) Therapy Laser** once-daily at 28 minutes per session. The second patient, a 32-year-old woman received an identical treatment.

The patients’ response to PBMT was evaluated by radiological assessment of lung edema by CXR,

pulmonary severity indices, blood tests, oxygen requirements, and patient questionnaires before and after each treatment session—all of which improved for both patients after laser therapy.

Patient 1



Before Laser Therapy After Laser Therapy

Patient 2



Before Laser Therapy After Laser Therapy

MLS Laser Therapy from **Cutting Edge Laser Technologies** is commonly used to relieve pain and inflammation associated with a wide range of conditions, including plantar fasciitis, Achilles tendinitis, and post-surgical healing. This technology utilizes synchronized continuous 808nm and pulsed 905nm emissions to promote blood circulation and lymphatic drainage, induce analgesia, and accelerate healing.

These initial findings support the theory that laser therapy could also be used to relieve inflammation and promote healing of lung tissue. Future controlled clinical trials are required to evaluate the effects of PBMT on clinical outcomes in COVID-19 pneumonia patients. *To learn more about Dr. Sigman’s study, visit celasers.com/covidstudy, or click here.*



2021: How Patients Really Find You

When prospective patients search for a new podiatrist their “buyer’s journey” can start at any number of entry points and travel many possible paths.

- Ben searches online for “Podiatrist near me,” and topping the results page is your listing, including review stars. He goes to your website.

Google Local Search—Google Ad—Website

- Cathy asks her Facebook friends for recommendations and Joan replies with a link to your Facebook Business page.

Facebook Feed—Personal Referral—Facebook Business Page

- Steve does a Google search on heel pain and finds your blog.

Google Topic Search—Blog—Website

- Claire finds your website through her provider directory and then cross checks Google for reviews. She sees your 4.9 stars and goes to your website.

Directory—Website—Google Reviews—Website

The point? The searcher is the navigator here and the journey is not always the same. Your

fabulous, persuasive website is unlikely to be the navigator’s first stop, or even the last (i.e., many return to Google to check reviews). You can’t control where patients will go first. So, your entire web presence—everywhere you appear online professionally—is in play all the time. And your messages cannot be sequential.



Building a Seamless Experience

To improve the experience of prospective patients, be wherever they look online for doctors, and create natural and seamless progressions from one touch point to another.

Twitter blog to website. Directory to review site. Article to home page. Everything accurate and engaging.

To win in 2021, create an infinite content loop that runs throughout your web presence. At **Podiatry Content Connection**, one of the only comprehensive digital marketers for podiatrists only, their forte is creating *continuous content journeys*. Every element of your online presence, from your website to social media, supports the main story of how you help your patients. *For more information, please call or text 917-572-5088, email Randy-Rosler@PodiatryCC.com, or click here.*

He speaks regularly at live events and conferences, and has hosted International MIFAS Cadaver Lab Workshops in Chicago for 3 years in a row. Dr. Ahn has helped many podiatrists learn and implement minimally invasive foot surgery, marketing, and ethical persuasion to build successful hybrid-concierge model practices.

This book, “OPT-OUT” documents his journey to “opt-out” of insurance networks in favor of a more profitable and more sustainable model for success in the modern era of private practice. All you need to do is cover the shipping cost, and you will receive a FREE book plus bonus masterclasses (valued at over \$500).

For more information, call 312-254-8949, visit www.optoutbook.com, or click here.