



Effective Infection Prevention Measures—Ritter Sterilizers® by Midmark

The COVID-19 pandemic will continue to impact and reshape the patient-caregiver experience. In many ways, the pandemic became an accelerator or catalyst for change, forcing podiatry practices to refocus or fast-track programs to accommodate changing needs and remedy identified vulnerabilities.

One example of this is the growing conversation around infection prevention and clinical design, with practices considering patient-centered workflow designs to strengthen infection prevention programs.

Often considered the focal point of any infection prevention program and instrument processing center, sterilizers are part of a front-line defense in keeping patients safe from pathogens and infection, especially as more procedures move to the ambulatory space.

It is important to have the size, type and number of sterilizers that fit the needs of each practice/facility. Factors to consider include number of patients seen, type of procedures performed, number of instruments used and configuration of the instrument processing space. Not all sterilizers are created equal, so it is important to understand sterilizer functionality and features. It is equally vital that staff be properly trained.

Learn more about the importance of taking a holistic approach with your infection prevention program and identify five key components, including sterilizers, that are central to such an approach, at <https://fmlink.me/7z1> or click here.

SPOTLIGHT ON AMERX

AMERX Health Care Unveils New Website at AMERXHC.com

AMERX Health Care has launched a new and improved website at [AMERXHC.com](https://www.amerxhc.com). With a fresh look and feel, doctors can easily navigate through the resources and product pages to quickly find the information they are seeking.

Current AMERX customers will continue to have access to exclusive content and online ordering when they log in to their online account. Physicians who need to add login access for their office manager, ordering personnel, or other team members will enjoy the new multi-account option, while practices with more than one location can save multiple shipping addresses to their account for a more efficient check-out experience.



Health care professionals and office staff will be able to view blog posts and download helpful documents related to practice management and reimbursement and coding, take part in informative webinars and live events, and request step-by-step instructional videos from the AMERX video library to share with patients. All of this and more can be found in the new Education Center.

If you are a current customer needing assistance accessing your online account or would like to speak to an Account Manager about joining the AMERX Family of Physicians, contact AMERX Health Care today at (800) 448-9599 or [click here](#).

Dia-Foot Opens Las Vegas Location to Better Serve West Coast DPMs in Diabetic Shoe Program

Dia-Foot, a national leading supplier of diabetic shoes and inserts, recently opened a Las Vegas location to better serve West Coast podiatrists

participating in the Diabetic Shoe Program.

Dr. Robert Gaynor, president of Dia-Foot, stated, “The decision to open a Las Vegas location was a logical step after noticing an increased number of West Coast providers reaching out to us to start or re-start a Diabetic Shoe

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Program. This location means shorter ship times, decreased shipping costs and extended customer service hours.”

Dia-Foot uniquely offers PDAC-approved diabetic shoes from 14 different manufacturers, including New Balance, Dr. Comfort, Brooks, SAS, Orthofeet, Propet, Gravity

Defyer and many more. Dia-Foot is an accredited organization with ABC, located in both Wellington, FL and now Las Vegas. They manufacture their own PDAC-approved diabetic inserts and offer their Pure Stride Brand professional footcare products to boost revenue. Dia-Foot goes above and beyond for its podiatry customers, providing sample forms, templates, DME assistance, practice

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CuraMedix Offers Complete Suite of STORZ Medical Shock Wave and EMTT Devices

CuraMedix is the leading full-service U.S. distribution partner supporting the complete suite of STORZ Medical radial pressure wave, focused shock wave, and now “High Energy” Magnetotransduction (EMTT) devices, as well as providing its partners with exceptional service, support, education, and training.

Shock Wave Therapy:

The newest addition to the CuraMedix shock wave line includes the DUOLITH® SD1 Ultra system, a modular concept that provides doctors with the amazing ability to customize and combine radial pressure wave (EPAT®) and focused shock wave (ESWT), complementary vibration and vacuum therapies, as well as the option to integrate diagnostic ultrasound imaging.

Podiatrists are improving patient care and increasing practice revenue by using shock wave to successfully treat pain associated with chronic proximal plantar fasciitis as well as other acute or chronic musculoskeletal pain associated with the foot and ankle.

Benefits of this evidence-based, non-surgical treatment include no scarring, no risk of infection, no anesthesia required, no downtime and faster, easier healing.

EMTT®:

EMTT® is a novel technology that uses high energy magnetic fields as a non-invasive treatment solution opening new possibilities in tissue regeneration and rehabilitation.



EMTT® is ideal for the treatment of musculoskeletal conditions to include degenerative disorders (osteoarthritis), chronic pain, and sports injuries. The technology is also a perfect complement to shock wave.

The differences: shock wave therapy’s mechanism of action depends on high-energy acoustic/physical signals in a local treatment area and has a pro-inflammatory response that enhances angiogenesis and triggers the body to heal itself. In contrast, EMTT acts using electromagnetic energy in the regional trauma area and promotes an anti-inflammatory response, reducing pain and inflammation.

To learn more about the advantages of these innovative technologies, please visit <https://www.curamedix.com/contact-us>, contact CuraMedix at 401-333-6500, or click here.

solutions, educational aids and the latest Medicare news.

“Recent changes in the LCD permitting ARNP’s and PAs to perform diabetes management exams was great news for providers dispensing diabetic shoes. Medicare is finally taking notice of challenges facing both podiatrists and their diabetic patients today,” said Dr. Gaynor, “We are hoping for more changes to come as Medicare works to put more preventive measures in place to keep diabetics healthy and to prevent devastating and costly lower extremity complications.”

Learn more about Dia-Foot at www.dia-foot.com, call 877-405-3668, or click here.

LaserReady Neuropathy System: A New Approach to Managing Peripheral Neuropathy Pain

Dedicated to the success of their customers, **Cutting Edge Laser Technologies** and **EBM Medical** share a mission to help doctors build their practices and deliver high-quality care to their patients.



Born from this shared commitment, Cutting Edge and EBM Medical are excited to announce their recent partnership, including the new **LaserReady Neuropathy** protocol.

MLS[®] Therapy Laser from Cutting Edge uses a patented emission system to deliver a concentrated beam of light energy to the tissue. A continuous 808 nm wavelength promotes blood flow and lymphatic drainage to reduce inflammation. At the same time, a pulsed 905nm wavelength induces analgesia through the production of endorphins and enkephalin.

The EB-N6DR[®] prescription medical food from EBM Medical is specially formulated to meet distinctive nutritional requirements to manage symptoms of neuropathy, help prevent further damage from occurring,

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Orpyx SI[®] Sensory Insoles Help Patients Reduce Diabetic Foot Ulcer Occurrence by 86%¹

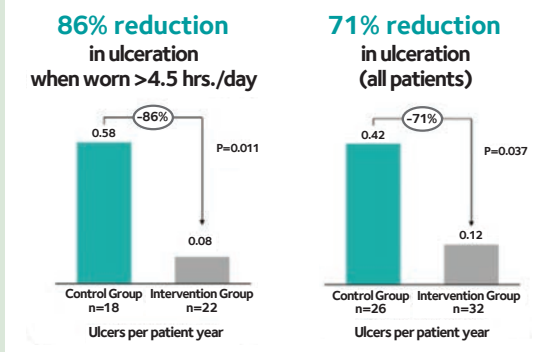
Despite an increased focus on diabetes management and foot health, there continues to be an increase in the rate of non-traumatic, lower extremity amputations (LEAs).^{2,3} Diabetic foot ulcers (DFUs) are often precursors to LEAs; and therefore, it is



imperative that DFU prevention strategies are part of comprehensive diabetes management programs. Studies show that patient education alone is not enough as many patients immediately forget 80% of what their provider tells them.⁴ Supplementing education with personalized care and real-time prompts may help change the behaviors that contribute to

DFU formation.

A randomized controlled study demonstrates that patients using Orpyx[®] SI Sensory Insole technology with real-time alerts led to an 86% reduction in DFU recurrence when worn greater than



4.5 hours/day.¹ The intervention group was provided audio-visual alerts and offloading instructions when sustained, elevated pressures were detected; the control group was not provided these alerts. Regardless of wear time, patients in the Intervention Group demonstrated a 71% reduction in ulceration. Download the study: www.orpyx.com/clinical-study

Orpyx SI Sensory Insoles improve upon standard custom insoles by contributing to the elimination of sustained plantar pressures that are often at the root of DFU formation. Orpyx[®] SI Sensory Insoles are the only solution that remotely monitors plantar pressure, step count, hours of use, and temperature data to help prevent DFUs and related amputations. Providing real-time audiovisual alerts empowers patients to take immediate action to offload high-pressures threatening tissue breakdown.

A comprehensive remote patient monitoring program can be implemented seamlessly into your current work-flow. For more information call Orpyx Medical Technologies at 1-855-996-7799, visit www.orpyx.com, or click here.

¹Abbott CA et al. Innovative intelligent insole system reduces diabetic foot ulcer recurrence at plantar sites: a prospective, randomized, proof-of-concept study. The Lancet Digital Health. Vol.1 October 2019. Study was conducted with first generation SurroSense Rx[®] which has the same pressure algorithm as Orpyx SI Sensory Insoles. ²Hussain MA et al. Population-based secular trends in lower-extremity amputation for diabetes and peripheral artery disease. MAJ 2019 September 3;191:E955-61. doi: 10.1503/cmaj.190134. ³Geiss LS et al. Resurgence of Diabetes-Related Nontraumatic Lower-Extremity Amputation in the Young and Middle-Aged Adult U.S. Population. Diabetes Care 2019;42:50-54. ⁴McGuire LC. Remembering what the doctor said: organization and older adults' memory for medical information. Exp Aging Res 1996;22:403-28.

and support essential body functions, including:

- Improving blood flow
- Decreasing inflammation around nerves
- Eliminating toxins that damage nerves
- Improving peripheral nerve repair by protecting the myelin sheath

By addressing metabolic deficiencies associated with neuropathy, EB-N6DR works synergistically with the MLS Laser Therapy to ease pain and inflammation. The recommended MLS Laser Therapy neuropathy protocol has an immediate effect to reduce symptoms while EB-N6DR supports nervous system health overtime by repairing the myelin sheath.

Learn how your practice can improve outcomes for neuropathy patients with medical foods in conjunction with MLS Laser Therapy at CELasers.com/laserready or click here.

DS Medical Launches Fluid GF and MyOwnSkin for Wound Care

DS Medical Holdings, Inc. is a national distributor for BioLab Sciences products Fluid GF, Restore GF, Membrane Wrap, and MyOwnSkin. All products are formulated to enhance tissue regeneration, replacement, and reconstruction, and to alleviate pain.

Fluid GF is the only Medicare-approved Amniotic Liquid Allograft injection and patient skin graft replacement that is

FDA compliant with over two years of billing Medicare and third-party insurances with no pre-authorizations needed.

All or some products are designated to treat soft tissue, inflammation, joint pain, neuropathy, diabetic wounds, sports injuries, and back facets. They have been shown to be excellent modalities for treating symptoms of arthritis, plantar fasciitis, and tendonitis. Market targets are physicians, PAs and NPs in wound care, podiatry, pain management, long term nursing care, vascular treatment, and Mohs surgery as a skin graft replacement.

DS Medical was founded in 2003 by David A. Bandyk, whose history includes medical engineering and computer science, and sales experience in cardiac defibrillation, monitoring, color doppler ultrasound, Interventional and 3D CTA/MRI medicine. Today, DS Medical is a national distributor for biotechnology products for pain and wound care, cyber security & forensics, and medical group consulting.

For more information about DS Medical, please visit www.dsmedicalholdings.com, contact Alyssa Shappee at info@dsmdi.com or 248-685-8155, or click here.

Neurogenx Excel: Education Powers Practice Growth

Private practice success requires proficiency in the *business* of medicine as well as the actual *practice* of medicine. However, busy physicians often find it difficult and time-consuming to manage the business and marketing steps needed to grow their practices. **The Excel Neuropathy Business Solutions Program** is a unique education program that makes it easier to take those steps.

Excel is a customized training experience that teaches you how to create and market a medical treatment program for high-demand neuropathy and pain management services. You will work with an expert team of medical business and marketing specialists that have successfully assisted hundreds of physicians nationwide. You will also receive proven, customized digital files from which to print your own marketing material.

The Excel Program provides information derived from successful medical business models currently in operation. The content is tailored to your needs and proceeds at your pace. As part of Neurogenx's commitment to your success, this program is available as part of the purchase of your Neurogenx NervePro and can be integrated with your existing neuropathy protocols.

To learn more about the Excel Neuropathy Business Solutions Program, please call 1-800-335-7624, email info@neurogenx.com, or click here.



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Allard AFOs for PTTD, Foot Drop, Partial Foot Amputations

Allard AFOs are an excellent option for your patients with posterior tibial tendon dysfunction, foot drop, or partial foot amputations. By not locking up the ankle, Allard AFOs assist with optimizing gait. The slim design allows the AFO to fit in most standard shoes with a heel height difference.

ToeOFF® 2½ Addition models offer three attractive anterior shell surface options; Camouflage, Birch, & Black.

BlueROCKER® SHORT now available for patients who need a shorter anterior shell and have a wider foot at the metatarsal area.

Visit <https://www.allardusa.com/contact/district-managers> to schedule a virtual meeting with your local district manager, or [click here](#).

