

Vionic: Crafting Three-Zone Comfort with Ultimate Arch Support in Every Shoe

Vionic Shoes offer support, comfort, and wellness—without sacrificing style. Driven by fashion on the outside (think: modern classics and fresh trends), they internally conceal the brand’s proprietary Vio-Motion™ Support Technology into an innovative podiatrist-designed footbed that delivers Three-Zone Comfort with Ultimate Arch Support.

As pioneers in foot health with a global team of experts behind the brand, Vionic brings a fresh perspective to footwear that is equally supportive and fashionable. Featuring a wide range of silhouettes, premium materials, and thoughtful design for women and men, Vionic covers “style you want” with “comfort you crave” across a vast selection of active, casual and dress options, sandals, and slippers.

For Autumn/Winter 2020, Vionic invites consumers to experience irresistible luxury through a timeless and timely collection that includes a debut line of waterproof boots. The season exemplifies rich materialization, including exotic animal prints and suede, and earthy through jewel-tone palettes on its wide-ranging day-to-night and work-to-play assortment.

THREE-ZONE COMFORT *with ultimate* ARCH SUPPORT



STABILITY | ARCH SUPPORT | CUSHIONING



DELIVERING Natural Alignment

Arch-hugging comfort is designed into every shoe we make to help support your body’s natural alignment from the ground up.

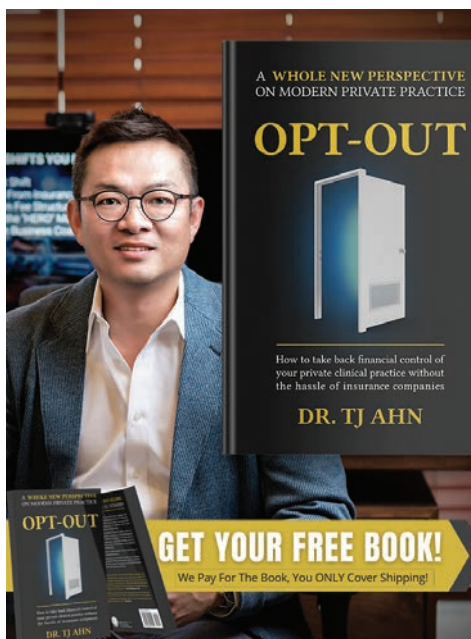
Crafting Three-Zone Comfort with Ultimate Arch Support into every shoe they make, Vionic consistently delivers on-trend looks with distinctively science-backed support that is known to brand loyalists as The Vionic Difference. For additional information about Vionic footwear, visit www.vionicshoes.com or [click here](#).

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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.

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.

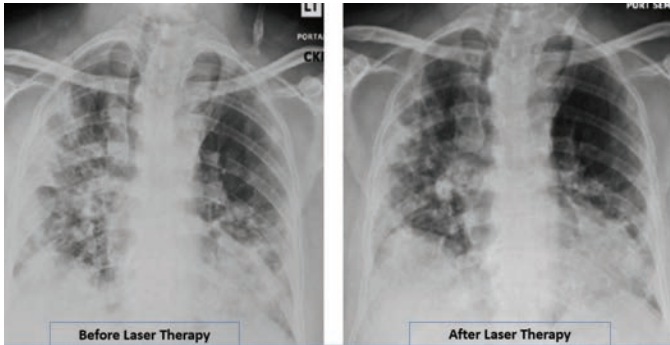
This book, “OPT-OUT” documents his journey to “opt-out” of insurance networks in favor of a more profitable and more sustainable model for success in the modern era of private practice. All you need to do is cover the shipping cost, and you will receive a FREE book plus bonus masterclasses (valued at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

For more information, call 312-254-8949, visit www.optoutbook.com, or [click here](#).

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COVID-19 Pneumonia Patient Shows Significant Improvements Following Laser Treatment

Orthopedic surgeon Dr. Scott Sigman, principal investigator and lead author, recently reported positive re-



sults from the first-ever use of laser therapy to treat a COVID-19 pneumonia patient. Published in the *Journal of Case Reports*, the article describes the case of a 57-year-old man

diagnosed with SARS-CoV-2 receiving photobiomodulation therapy (PBMT) with a Multiwave® Locked System (MLS) Therapy Laser once-daily at 28 minutes per session.

The patient's 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 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 plan-

tar 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.

This report supports 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.*

KLM Laboratories Presents Komfort Orthotics, Custom Devices for Diabetic Patients.

KLM Laboratories continues to help practitioners meet the ever-changing needs of podiatry with this cost-efficient custom prescription diabetic orthotic device. Komfort Orthotics are total contact de-

DT Insurance Offers Affordable, Sustainable Solutions to Changing Med Mal Market

In an unstable market, **DT Insurance Agency** continues to offer affordable, sustainable solutions to increasing medical malpractice insurance costs affecting podiatrists across the country.

With the changing Med Mal market and the uncertainty of COVID-19, podiatrists need to seriously evaluate the stability of their MedMal carriers as well as their premium costs. DT Insurance Agency (DTI) strives to offer podiatrists the best possible medical malpractice insurance program at the lowest possible price, through the nation's most stable carrier.



Gianna Fromille

A full-service, independent insurance agency with corporate offices in Baltimore, Maryland, DTI represents one of the largest, financially secure malpractice insurance carriers in the country. Their agents do everything in their power to provide all podiatrists the lowest, sustainable rates possible, while extending true concierge account management services, including providing options for very affordable CE programs through Data Trace Publishing Company, from a Risk Management Course to a subscription to the *Foot and Ankle Quarterly Journal*.

To get a quote, contact an agent at 866-516-6046, visit the website at DTInsuranceAgency.com, email DTInsurance@Datatrace.com, or click here.



Rachel Shek

KLM's KOMFORT ORTHOTICS
3 pairs of Diabetic Insoles
A5513 and A5514 Approved



Quality in Every Step!



VICES that provides diabetic patients with ultimate protection and comfort. State-of-the-art software creates a one-piece solid micropuff insole that is covered with pink 1/8" plastizote. The soft but durable materials provide diabetic patients with additional comfort and mobility. Komfort Orthotics have been approved by Pricing, Data Analysis, and Coding (PDAC) and certified A5513 compli-

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ant when traditional casting methods are used and A5514 compliant when digital casting methods are used. This PDAC compliant custom diabetic orthotic is just one example of KLM hard at work to deliver “Quality in every Step.”

Visit KLMLabs.com or click here.

Human BioSciences, Inc. Offers Collagen-Based Wound Care Products

Human BioSciences, Inc. takes pride in being a key-leading distributor, manufacturer, and a multinational biotechnology company in the advanced wound care industry



for more than thirty-years.

Medifil® II and Skin Temp® II collagen products uniquely contain 100% bovine (cattle)-derived collagen. Non-hydrolyzed collagen retains significantly more of its native triple he-

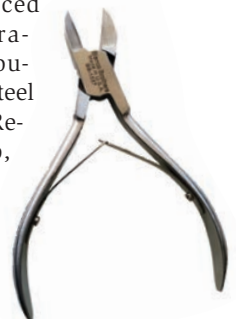
lical shape, thereby allowing for better stability of the molecule and scaffolding, moving wounds towards healing trajectory. Collagen also plays a vital role in all phases of wound healing, providing not only structural support, but also cellular functions, including shape, differentiation, migration, and synthesis of proteins.

Indications for Medifil® II and Skin Temp® II include management of burns, scrapes, blisters, sores, ulcers, acute and chronic wounds, superficial, partial and full-thickness wounds, non-infected and infected wounds, and minimal to heavily exudating wounds. Do not use on patients with bovine sensitivities. Easy application and product compatibility with other topical agents and or dressings.

Medifil® II collagen particles are available in 1-gram vials and pouches. Skin Temp® II collagen sheet dressings are available in sizes 2”x2”, 3”x4”, and 8”x12”. For more information, visit <https://www.humanbiosciences.com>, call 301-740-1893 or toll-free (888) 565-5243, e-mail us at info@humanbiosciences.com, or click here.

New Curved Nail Nipper from Bianco Brothers

Bianco Brothers has introduced their reasonably priced and extremely durable BB 1557 5.5” double spring stainless steel curved nail nipper. Reports Vincent Bianco, “This new instrument is extremely easy to use, sterilizes very well, and is long-lasting. It is priced 20-30% lower



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Wounds Should Not Keep Your Patients from Everyday Living

EPIFLO-28 is a convenient portable oxygen device that you can offer your patients for wound healing.

EPIFLO-28 treats wounds with near pure oxygen 24 x 7 for 28 days via Transdermal Continuous Oxygen Therapy (TCOT)®. EPIFLO-28 will assist you in treating your patients with persistent non-healing wounds that have not responded to other treatments. EPIFLO-28 uses the healing properties of oxygen to provide a simple, cost-effective adjunct to wound healing with no known side effects. It is easy to apply both inside and outside of your office, including home therapy, thus improving your staff’s productivity. EPIFLO-28 requires no recharging.



Clinical studies suggest that higher levels of oxygen increase the rate of healing. By delivering nearly 100% pure oxygen, the wound site develops a strong extra cellular matrix (ECM) and epithelialization while the aerobic properties of oxygen reduce bioburden levels.

Unlike other treatments that provide only short, intermittent treatment sessions, EPIFLO-28 provides oxygen therapy 24/7 for 28 days which helps to speed the healing process.

Visit <https://ogenix.com> to learn how EPIFLO 28 works, how it is applied, and how it can help your patients with long term wounds. Contact us at <https://ogenix.com/contact/> or click here to inquire as to how EPIFLO 28 can increase revenue within your practice.

than the lowest-priced instruments, and we expect that many will be purchased. We believe this instrument will change the way you look forward to approaching nail-cutting.”

The handed-down-from-generations Bianco Brothers Instrument company has been manufacturing and sharpening instruments since 1971.

Contact them at Biancob@aol.com, visit www.Biancobrothers.com, call them at 718-680-4492, or [click here](#).

Biomedix Announces New Wellness Initiatives to Drive Value-Based Care in the Podiatry Community

Biomedix is proud to announce the availability of its newest web-based services platform, **Biomedix Xchange™**, a next-generation population health management solution. In addition to supporting the identification of Peripheral Artery Disease (PAD), Biomedix has entered into strategic relationships with leading diagnostic device manufacturers, enabling an integrated technology stack to combine the results of multiple tests for chronic conditions including peripheral artery disease (PAD), osteoporosis, chronic obstructive pulmonary disorder (COPD) and peripheral neuropathy. In addition, behavioral health screenings can be performed for depression and personality disorder. Of particular interest to the podiatry community, fall risk assessments can be performed for patients, and patients can be surveyed using industry-standard tools to report on Social Determinants of Health (SDoH).

Continuing with Biomedix’s mission to cost-effectively improve patient health through earlier disease detection and community-based collaborative care, Biomedix Xchange represents the next-generation of technologies enabling wellness and prevention efforts to empower doctors at the frontlines of healthcare. These latest modalities deliver a more holistic picture of patient health, understanding that behavioral health issues and patient environmental and social factors have a real impact on healthcare costs and outcomes.

“We understand that the podiatry community is oftentimes seeing the most vulnerable patient populations, sometimes referred to by insurance plans as ‘Super-Users’, more often than other healthcare providers,” said John Romans, CEO of Biomedix. “We see the availability of this groundbreaking solution as an opportunity for podiatry to fundamentally change the relationships they have with insurance payers by demonstrating that they can serve as a ‘Hub’ of care, coordinating appropriate referrals to specialists, as well as other community resources, such as meal delivery providers,” he added. To get a live demo of *Biomedix Xchange*, please email sales@biomedix.com or [click here](#).

Keeping Wound Care Patients Out of the ER: EO2 Announces Next Generation Oxygen Delivery System for Full Wound Closure At-Home

EO2 Concepts® announced the release of an enhanced version of their full wound closure, at-home therapy system. The upgraded OxyGeni® System consists of new and improved features.

The OxyGeni® System includes OxySpur® Oxygen Diffusion Dressings to provide a standalone, full wound closure system providing Continuous Diffusion of Oxygen (CDO) Therapy. OxyGeni® provides a continuous flow of pure humidified oxygen that is silent and discreetly worn by patients. The system offers simplicity, full wound closure and pain relief. Upgrades allow those at high risk for COVID-19 to stay safely at home while receiving advanced wound treatment.

OxyGeni® is 50% smaller than the original and employs a versatile micro-USB charger and USB battery Power Pack. This enables patients to receive therapy on the move and to charge anywhere at any time. OxyGeni® also comes with new choices of convenient carrying options.

The pandemic has impeded many patients from being able to attend routine wound care appointments.



OxyGeni® enables physicians using telehealth programs to provide advanced at-home therapy to patients, especially in the New York City area.

“We are happy to continue offering wound solutions to patients during this pandemic who can’t get to the wound care center,” said Joe Moffett, President and CEO of EO2 Concepts.

Contact Joe Moffett, President, at j.moffett@eo2.com, call 1.800.825.2979, visit <http://www.eo2.com>, or [click here](#).



New Diabetic Socks from AVAL Protect Diabetic Feet Utilizing Clinically Proven Cupron® Copper Technology

When worn regularly against the skin, fibers containing Cupron Copper improve skin elasticity. Results from a clinical study published in *Skin Research and Technology*¹ found that wearing copper oxide-contain-

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Introducing NATROX® Oxygen Wound Therapy

NATROX® Oxygen Wound Therapy is an innovative, clinically proven, and simple device that continuously delivers oxygen directly to the wound bed, thus stimulating and improving wound healing.

In the presence of a wound, oxygen requirements increase significantly, due to the vital role it plays in all wound healing processes, including:

- Production of energy for cell function and biochemical reactions¹
- Angiogenesis²
- Collagen synthesis and cross-linking³
- Epithelialisation⁴
- Resistance to infection⁵

Most wounds will demonstrate a degree of hypoxia due to the associated tissue damage; however, if oxygen demand continues to outstrip supply, this will result in compromised healing.⁶

NATROX® is an FDA-cleared medical device that enables clinicians to prescribe continuous topical oxygen therapy directly to the wound bed. The NATROX® Oxygen Wound Therapy System includes an oxygen generator and sterile oxygen delivery systems. The oxygen generator is powered by rechargeable batteries. As NATROX® is solely battery-operated, completely portable and totally silent, this active therapy can be easily maintained 24 hours a day, 7 days a week, until the wound heals. Not only does this device facilitate access to an active therapy which allows your patient to “get on with life” in the safety of their own home, it also aids patient engagement while improving compliance.⁷ Due to the simplicity of this device and the need for only weekly dressings changes, NATROX® can help you support social distancing by



limiting unnecessary physical contact, without compromising care. *For more information on NATROX® email info@natroxwoundcare.com or click here.*

¹ Knighton, D et al (1981) regulation of wound healing and angiogenesis—effect of oxygen gradients and inspired oxygen concentrations. *Surgery*. 90: 262-70

² Lordish, H et al (2000) *Molecular cell biology*. 4th ed New York: Freeman.

³ Stephens, F et al (1971) Effects of changes in inspired oxygen and carbon dioxide tensions on wound tensile strength. *Annals Surgery* 173: 515

⁴ Asmis, R et al (2010) Low-Flow Oxygenation of Full-Excisional Skin Wounds on Diabetic Mice Improves Wound Healing by Accelerating Wound Closure and Reepithelialization. *International Wound Journal*. 7: 349-357.

⁵ Babior, BM (1978) Oxygen-dependent microbial killing by phagocytes. *New England Journal of Medicine*. 298: 659-668

⁶ Nauta, TD et al (2014) Hypoxic signalling during tissue repair and regenerative medicine. *International Journal Molecular Science*. 15(11):19791-815

⁷ Wounds International (2018) Consensus round table meeting: Portable topical oxygen therapy for healing complex wounds. London

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ing socks for at least 10 hours a day resulted in an increase in skin elasticity of 31.4% after 4 weeks. Increasing skin elasticity may be very beneficial for diabetics in helping prevent skin tears.

Complementing the use of Cupron Copper technology, **AVAL's Diabetic Socks** have super-wide/easy stretch legs that leave little, if any, marks on the skin. Dense, protective padding underfoot reduces pressure while not adversely affecting shoe fit. Also, the ultra-soft fibers, seamless toe closure and no fiber ends create an extremely comfortable sock.

Cupron Copper technology creates a more healthful environment

for the entire foot and leg, truly protecting vulnerable diabetic skin.

¹ Dykes P. Increase in skin surface elasticity in normal volunteer subjects following the use of copper oxide impregnated socks. *Skin Res Technol*. 2014;21(3):272-7. doi:10.1111/srt.12187

Visit www.avalsocks.com or click here.

Frankincense & Myrrh Introduces Intensive Foot Therapy—a NEW Dual-Action Pain Relief and Skin Repair Product

Healthy, pain-free feet just got easier to have with new **Intensive Foot Therapy** lotion from Wise

Consumer Products.

Frankincense & Myrrh expanded its foot care product line with a new dual action pain relief and skin repair lotion. Intensive Foot Therapy lotion is a gentle, easy to apply, topical analgesic pain reliever with no negative side effects. Count on it to temporarily relieve burning, shooting, prickling, tingling, stabbing pain and numbness while hydrating and repairing dry, rough skin. Specifically formulated with the power of lanolin, shea & cocoa butter and 10 essential oils that penetrate skin layers to condition and repair even the roughest feet for visibly soft,

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smooth, and healthy-looking feet.

Use Intensive Foot Therapy lotion alone or alternate with Wise's fastest-acting pain relief product, Neuropathy rubbing oil.

Find Frankincense & Myrrh Intensive Foot Therapy in the diabetic care aisle at CVS or online at Amazon.com. Neuropathy rubbing oil can be found in the diabetic care aisle at Walgreens, CVS, Walmart, Meijer, Sprouts and online at Amazon.com.

Visit frankincensemyrrh.com or [click here](#) to learn more about Frankincense & Myrrh foot care products and to download a \$2.00 off product coupon.

Podiatry Practices: request a FREE box of Frankincense & Myrrh Neuropathy samples. Email samples@wisecpc.com. Be sure to include your name and shipping address in the email.

Midmark's Procedure Room Promotion Ends December 18!

SAVE NOW with a procedure room promotion from **Midmark** offering rebates on Midmark® procedure chairs, Ritter® procedure lights and mobile treatment cabinets to provide caregivers an accessible, connected space that can maximize accessibility and optimize flexibility and instrument utilization. The promotion ends December 18.



Multiple procedure chairs are available during the promotional period. The Midmark 647 Podiatry Chair features an exclusive foot section designed to provide greater accessibility; powered height adjustments that allow providers to work comfortably whether seated or standing; and a powered chair base with back and tilt functions that effortlessly position patients for better access to the care site.

Procedure light and mobile treatment cabinet rebates are also available, including the Ritter 255 LED procedure light delivering superior, quality illumination that combines the ideal color temperature and the truest white light available to enhance one's ability to see color variation in tissue. Midmark mobile treatment cabinets add more flexibility to any procedure room.

Rebates available until December 18 at: midmark.com/savenow or [click here](#).

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How ENFD is Used to Diagnose and Treat Small Fiber Peripheral Neuropathy

BakoDx's epidermal nerve fiber density (ENFD) analysis is an objective diagnostic tool used to monitor and manage patients with small fiber peripheral neuropathy (SFPN).

The analysis not only provides definitive confirmation of SFPN, but also enables better assessment of the severity of the neuropathic process, which may have treatment implications. ENFD analysis may also reveal degenerative changes in those patients with normal densities, which may predict the future onset of SFPN.

SFPN may present with varying symptoms; however, it most commonly presents with burning/shooting pains, pins and needle sensation or numbness and coldness over the extremity. The neuropathic process typically progresses in a distal to proximal fashion, or in other words, in a “stocking and glove” type distribution. These symptoms are in contrast to those seen in large fiber peripheral neuropathy (LFPN) in that tendon reflexes and muscle strength are typically normal, as well as NCV/EMG are also within normal limits. While there are “textbook” symptoms one would look for in SFPN, this is often not as specific as one would like. Due to the varying presentations associated with SFPN, as well as cross-over symptoms with large fiber peripheral neuropathy, diagnostic confirmation is essential. Once diagnostic confirmation is acquired, clinical identification of the underlying etiology, if possible, will allow for

the most effective treatment. In many cases an etiology can be determined, with diabetes (type I and II) being the most common and others including autoimmune disorders, inherited, or infectious causes. However, up to 40 percent of SFPN cases are idiopathic in nature.

The sample submitted for ENFD analysis is a simple, quick, minimally-invasive, 3mm punch biopsy procedure of the distal leg (10cm proximal to the lateral malleolus). The procedure is performed in an office setting, limiting outside referral. The biopsy itself requires approximately five minutes, with little to no post-procedure care and both the procedure and the test are reimbursable by nearly all payers.

The ENFD analysis requires a specially trained pathologist to count and calculate the nerve fiber density of the myelinated A-delta and unmyelinated C fibers within the epidermis. The direct observation of these small intra-epidermal nerve fibers makes ENFD the most objective method for diagnosing SFPN.

The therapy for SFPN is usually directed towards the underlying disease process or symptom relief. Therapies could include diet/lifestyle modifications, NeuRx-TF or other medical food products, topical anesthetics, and central acting agents to alleviate symptoms.

For more information, including procedural videos, ordering a complimentary ENFD kit, or request an in-service, visit bakodx.com/enfd or click here.