



## Improving the Podiatry Workflow

The growing patient population is placing greater strain on the typical linear design of in-office procedure environments that utilize shared corridors and publicly exposed workstations.

Hallways are often crowded with equipment, patients and caregivers—this can cause privacy issues and impact the overall patient experience.

The COVID-19 pandemic has served as a reminder that this traditional design can also threaten infection prevention efforts. For instance, crowded

hallways make it difficult to socially distance, movement throughout the facility increases potential for exposure, and open procedure and waiting rooms can be a focal point for transmission.

Patient-centered workflow designs allow podiatrists to better manage and limit patient interac-

tions and movement throughout the facility and can reduce the potential for exposure to contagions or transmission of pathogens. Examples include the continuous care model that centralizes and consolidates the patient visit as much as possible, the self-rooming model that eliminates the waiting room, and the dual access model that provides separate, dedicated corridors for caregivers and patients.

Learn more about the patient-centered podiatry workflow: <https://fmlink.me/9d5> or click here.

## Online Shopping with Darco Direct

DARCO Direct, an official distribution partner of DARCO Interna-

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## Pedicis Research Launches HEMPCIN™ A New OTC In-Office-Only Dispensed Topical Pain Cream

Pedicis Research is pleased to announce HEMPCIN™, a new topical pain 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 movement. Together these ingredients offer patients a unique pain healing cream that is solely dispensed by physicians, with powerful analgesic action that begins working within 30 minutes of application.

Pedicis reports that many physicians have tried and used HEMPCIN successfully where other products have failed. “After dispensing similar products to treat multiple patients with inflammatory abnormalities, e.g., plantar fasciitis, tendinitis, arthritis etc., I have found HEMPCIN, containing menthol, Arnica and CBD, to be the product with a rapid onset and highest efficacy,” said Michael Cook, DPM, Miami, Florida. Joan, a patient from NY, said, “I am a 65-year-old runner with a previously broken foot

and HEMPCIN now makes running possible.”

HEMPCIN™ is an OTC product available from Pedicis Research for dispensing in physician’s offices or available through their 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. HEMPCIN™ is exclusively sold through Pedicis Research. Patients have heard about the pain relieving-benefits of hemp and now physicians can

provide them with a formulation that maximizes these benefits. *For more information, visit [www.pedicis.com](http://www.pedicis.com), call 800-748-6539, or click here.*



### About Pedicis Research

Pedicis Research is a provider of topical OTC medications to the specialties of podiatry and dermatology. They specialize in developing novel formulations/solutions uniquely suited for treating the various diseases seen by podiatrists and dermatologists. Pedicis Research is a science-oriented company that believes the best approach in bringing new products to market is through research and clinical trial to demonstrate efficacy and safety. They sell their products exclusively through podiatrists and dermatologists in the US and in selective global markets.

## Advanced Oxygen Therapy Joins ADA as Founding Partner in Its Amputation Prevention Alliance

Advanced Oxygen Therapy, Inc. (AOTI) is leading the charge against unnecessary diabetic amputations by teaming up with the American Diabetes Association (ADA) as a founding partner of the ADA's newly launched Amputation Prevention Alliance\*.

The Amputation Prevention Alliance brings together key healthcare technology innovators, clinical experts, policy makers and leaders in the diabetes community to address the crisis of diabetic amputations. This is a crisis that disproportionately affects people of color. 85% of diabetes-related amputations are preventable and Latinx, Indigenous and Black individuals are 1.5-4x more likely to suffer an amputation than non-Hispanic white individuals. Dr. Mike Griffiths, CEO, and Medical Director of AOTI stated "When you consider that five-year mortality rates among those having a limb amputated due to diabetes are higher than most forms of cancer, then this situation is as dire as it is tragic." The mission of the Amputation Prevention Alliance is to "disrupt the curve" of amputations among low income and minority individuals with diabetes.

AOTI's unique, multi-modality topical wound oxygen (TWO2) therapy has been proven in both RCT and RWE studies to provide more sustained healing for diabetic foot ulcers (DFU), resulting in a 6x lower recurrence rate vs SOC alone, as well



as an 88% reduction in hospitalizations and 71% reduction in amputations over 12 months. TWO2 therapy combines higher pressure oxygen with non-contact, cyclical compression, and humidification to create an ideal wound healing environment. Additionally, TWO2 therapy can be administered by the patient at home, improving access to care and enhancing treatment compliance.

"If there were a proven pathway to amputation prevention... why wouldn't you take it?" stated Stacy Reel, Vice President of Market Access at AOTI.

\*<https://diabetes.org/get-involved/advocacy/amputation-prevention-alliance>

For more information about AOTI, visit [aotinc.net](http://aotinc.net) or click here.

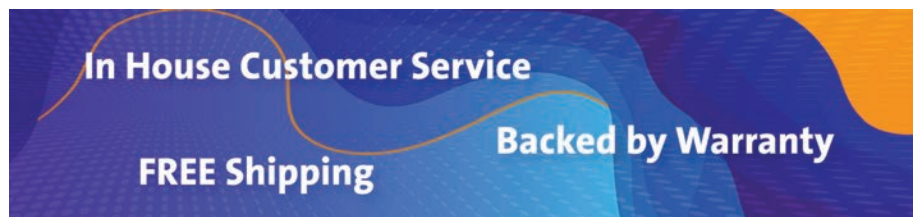
### References

1. Reduced Hospitalizations and Amputations in Patients with Diabetic Foot Ulcers Treated with Cyclical Pressurized Topical Wound Oxygen Therapy: Real-World Outcomes; Jessica Izhakoff Yellin et al. *Advances in Wound Care*; Dec 2022, 657-665, <https://doi.org/10.1089/wound.2021.0118>.
2. A Multinational, Multicenter, Randomized, Double-Blinded, Placebo-Controlled Trial to Evaluate the Efficacy of Cyclical Topical Wound Oxygen (TWO2) Therapy in the Treatment of Chronic Diabetic Foot Ulcers; Robert G. Frykberg, Peter J. Franks, et al. *The TWO2 Study*; *Diabetes Care* 2020;43:616-624, <https://doi.org/10.2337/dc19-0476>.

tional, launched in May 2022 to better serve the needs of home health nurses, wound care clinicians, podiatrists, and their patients. DARCO Direct gives clinicians and patients confidence in shopping online, as each order is backed by DARCO's manufacturer warranty, free shipping, and in-house customer service.

The new DARCO Direct script pad, available by request, enables clinicians to check off which product their patients should purchase to ensure they receive the correct solutions on DARCO Direct.

"The DARCO Direct site allows clinicians and their patients to purchase DARCO products direct, eliminating the issue of patients having to navigate the web in search for the correct item. Too often, patients go to various sites in



search of our products, only to be sold old or discontinued product, or knockoffs that do not meet the high standards we place on DARCO products. DARCO direct is an excellent step forward in meeting the needs of patients, efficiently and completely," says Jon Auwil, Distributor Sales Manager at DARCO International.

For questions about DARCO Direct or to receive a free DARCO Direct script pad in the mail, contact Jon Auwil at [sales@darcointernational.com](mailto:sales@darcointernational.com) or click here.

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## Podimetrics: Innovative Tech and Patient Support All-in-One

Through remote monitoring of diabetic foot complications, Podimetrics empowers clinicians to improve patient outcomes and reduce clinical burdens. The easy-to-use Podimetrics SmartMat™ monitors patients' foot temperatures and alerts if preventive clinical action is needed. In addition, patients have access to the Podimetrics patient support team who ensures that patients are engaged and using their SmartMat correctly, providing assistance as needed along the way.

The SmartMat detects 97% of diabetic foot ulcers, and inflammation is detected up to 5 weeks before an ulcer clinically presents\*. Patients only have to place their feet on the SmartMat once a day for 20 seconds. From there, Podimetrics' patient support team monitors those scans and manages outreach to ensure high patient engagement and that the patients are connected with their provider for the appropriate preventive care at the right time.

Podimetrics' award-winning design is simple to use, FDA-cleared and has the Seal of Approval from the American Podiatric Medical Association (APMA).

To learn more about Podimetrics' cutting-edge technology with best-in-class patient support services, visit [podimetrics.com](http://podimetrics.com) or [click here](#).

\*<https://diabetesjournals.org/care/article/40/7/973/30276/Feasibility-and-Efficacy-of-a-Smart-Mat-Technology>

## Learn to Master EOTTS Treatment from Atlas FAI

Everyday millions of people continue to suffer as a result of their misaligned feet. These symptoms show up as secondary pathologies that are linked to a partially dislocating talus. Unfortunately, the majority of medical attention is directed to ameliorating the symptoms rather than fixing the underlying etiology. There is a time-tested, evidenced-based procedure that internally stabilizes and maintains the alignment of the talus on the calcaneus. This soft tissue procedure instantly restores the triplane talotarsal joint motion and decreases the excessive forces acting on the medial column of the foot.

There is a great opportunity to provide an additional treatment option to those who continue to suffer despite

non-surgical options. Atlas Foot Alignment Institute, Inc. offers a valuable resource to foot and ankle surgeons looking for a better way to help patients suffering with

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## SPOTLIGHT ON GILL'S 90TH ANNIVERSARY New Catalog Now Available from Gill Podiatry

Gill Podiatry announces the release of its 90th Anniversary catalog. Since 1932, Gill Podiatry Supply and Equipment Company has been exclusively serving the podiatric profession, supplying you with the latest in supplies, instruments, and equipment. This catalog is a true source book of "everything podiatry." It is 212 pages loaded with pictures and descriptions of the latest in podiatry supplies, instruments and equipment available today.



The catalog is one of the many things Gill Podiatry does to show their dedication to the podiatric profession. "We are a 3rd generation family-owned business, with one goal: being the best source for all of your podiatry supply and equipment needs. We are not a division of a large corporation, a pyramid scheme, a buying group, or an internet middle man. We are an independent business dedicated to serving podiatry," said Ric Boggs, Gill's President.

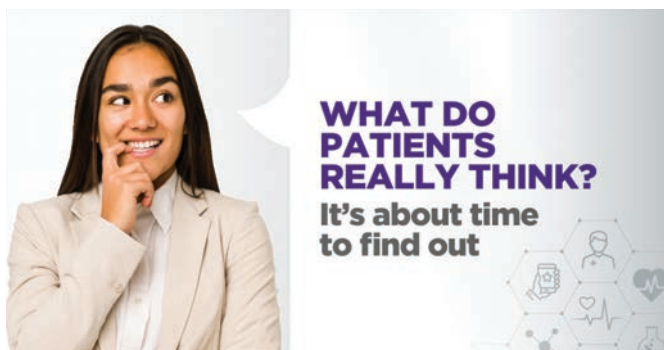
Gill Podiatry offers same-day shipping on every order placed by 4:00 pm eastern standard time from their warehouse in Strongsville, Ohio. To learn more about Gill Podiatry, please call 800-321-1348, visit [www.gillpodiatry.com](http://www.gillpodiatry.com), or [click here](#).

recurrent talotarsal joint displacement. Foot surgeons who join Atlas FAI will learn to master extra-osseous talotarsal stabilization (EOTTS). The Atlas program is also focused on many other aspects of patient care as well.

If your private practice is looking to step up their orthopedic game by offering patients an internal option for hindfoot alignment, then it is time to contact a representative at Atlas FAI today. Get trained, help patients get better, and your reward for your efforts awaits. If EOTTS is a covered benefit, that's great! If not, then offer patient pay—patients pay billions of dollars for cosmetic dental and plastic surgery—and they will pay you for EOTTS as well. *Contact Atlas at 1-877-567-1034 or [click here](#).*

## New Findings from Mod Med Patient Survey

Patients will seek out a new doctor that will make a better fit with factors such as timeliness, friendliness of the staff, and use of modern technology contributing to the overall experience, according to a new survey from



practice technology leader ModMed and conducted by independent research firm OnePoll.

The survey asked 2,000 patients about their experience with a doctor's office and found that 73% of patients are likely to keep a "mental scorecard" of all the things they like and dislike about a new doctor's office. Surprisingly, doctors' offices are given, on average, four chances before a patient decides to find a new doctor.

According to the survey, 60% of patients are likely to select one doctor over another if able to make appointments online. And 61% place importance on how easy it is to make payments when considering whether to continue seeing a doctor.

The report's findings reinforce the importance of having modern practice technology, and that patients prefer continuous communication with their care providers throughout their healthcare experience.

*To find out more, download the ModMed® 2022 Patient Experience Report: What Patients Really Think report at [www.modmed.com](http://www.modmed.com).*

### About ModMed

ModMed is transforming healthcare by placing doctors and patients at the center of care through an intelligent, specialty-specific, all-in-one EHR solution. *For more information, visit [modmed.com/podiatry](http://modmed.com/podiatry) or [click here](#).*