



## 3D-Thotics Offers Full Line of Foot Orthotic Products and Services

**3D-Thotics Orthotics Lab** offers a full line of orthotics products and services for the nation's DPMs, from custom foot orthotics, AFO's, and braces to diabetic inserts and shoe lifts. Offering a 1-week turnaround, 3D will accept any type of casting—foam box impressions, plaster cast, fiber glass

stockinette, or 3D scans—and provides free pick-up and delivery in NY and NJ, prepaid shipping labels nationwide, and a guarantee of 100% patient satisfaction. The lab also offers on-site pedorthist support.

Stated Lab director Tony Huisacayna, CPed, "If a client needs input on a specific case we will definitely suggest the best option, or if someone on the doctor's staff needs training in how to cast, 3d scan, fit or fill out forms we are only too happy to help. Our mission is to make the orthotic right the first time and if any adjustments are needed we will make immediate corrections, no excuses."

Customizable functional pre-fabs are available at \$35.

Call (908) 862-3121, visit [www.3Dthotics.com](http://www.3Dthotics.com), or email [orthotics@outlook.com](mailto:orthotics@outlook.com) for more information or click here.



## New LowShock™ Heel Wedges from PediFix®

The **PediFix Footcare Company** introduces newly-designed **Gel Heel Wedges** constructed from shock absorbing Pedi-GEL®. "Medial and lateral wedges provide biomechanical benefits and have been used for decades," according to Christopher Case of the long-time industry supporter and 5th generation family of foot specialists, founded in 1885. "But they're typically made of felts, foams or rubbers that soon flatten, quickly reducing their effectiveness. Our exclusive Gel material offers

*Continued on page 156*

## SpeakEasy™ Assists in Timely Completion of Chart Notes, as Well as Compliance

**Podiatry Risk Group** announces the launch of an innovative new add-on to electronic health records that will assist in the timely completion of chart notes as well as compliance.

Many doctors struggle daily to maintain a balance between attention to patients and attention to medical record documentation. They often fall behind on charting or their chart notes are insufficient, leading to expensive paybacks during audits. With audits currently ramping up significantly, Podiatry Risk Group's new SpeakEasy™ will help alleviate the pain of weekends spent catching up on charting, as well as mitigate audit losses.

**SpeakEasy™** uses the Dragon Medical software as its backbone but goes a step further. The product comes completely loaded with abundant podiatry-related "commands" that are built upon the Local Coverage Determination (LCD) language known to auditors. Through simple commands such as "insert HPI", "Insert heel pain exam", "insert heel pain treatment", etc., podiatrists can now move quickly through chart notes, with

each one being highly unique to a patient based upon built-in variables that also respond to commands.

"Each customer will go through a customization process as they adopt this innovative technology", says Dr. Jeff Frederick, Executive Vice President of Podiatry Risk

Group. "This allows SpeakEasy™ to react to commands that are specific to each user's treatment exams and protocols," he adds.

Since SpeakEasy™ is a cloud-based software, updates to LCDs are continuously provided to physi-

cians, keeping them up-to-date and compliant.

Dr. John Guiliana, also an Executive Vice President of Podiatry Risk Group, states "the software can be used with any EHR and Jeff and I are thrilled to be able to help our colleagues through these daunting and expensive EHR and audit challenges." He adds, "SpeakEasy™ moves the daunting task of charting from 'mouse to mouth'".

For more information about SpeakEasy, readers can visit the Podiatry Risk Group website at [www.podiatryriskgroup.com/speakeasy](http://www.podiatryriskgroup.com/speakeasy) or click here.



shock absorption and long-term use advantages older wedges don't. These can be used in conjunction with, or instead of orthotics to limit pronation". Available in small, medium, large and extra-large to fit all shoe sizes. *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.*

## So Soft™ HEEL CUPS



### Medi-Dyne Introduces Tuli's® So Soft™ Heel Cups

Medi-Dyne, a leading producer of innovative pain prevention products, introduces **Tuli's® So Soft™ Heel Cups**.

Tuli's So Soft Heel Cups provide the same support and relief of other Tuli's Heel Cups with the added comfort of a soft cloth heel bed and low-profile heel backing.

Tuli's incorporate a multi-cell, multi-layer design which absorbs shock and returns impact energy just like the system naturally found in your feet. This shock absorption and elevation of the heel bone provide immediate heel pain relief and assist in long-term healing.

"Each year millions of people suffer from heel pain; however, many shoes today cannot accommodate a standard heel cup. Tuli's So Soft Heel Cups were developed with this in mind. The low-profile heel backing makes them able to be worn in almost any shoe. The added benefit of a soft material lining helps reduce sweat and provides further comfort. The development of Tuli's So Soft Heel Cups extends our line of products designed to Keep People Moving," stated Craig DiGiovanni, Executive Vice President, Medi-Dyne Healthcare Products.

Call Angela at (817) 251-8660 ext. 229, email her at [Angela@Medi-Dyne.com](mailto:Angela@Medi-Dyne.com), or click here.

156

## SPOTLIGHT ON AMERX

### AMERX Health Care Releases 2020 HCPCS Coding Guidance Updates

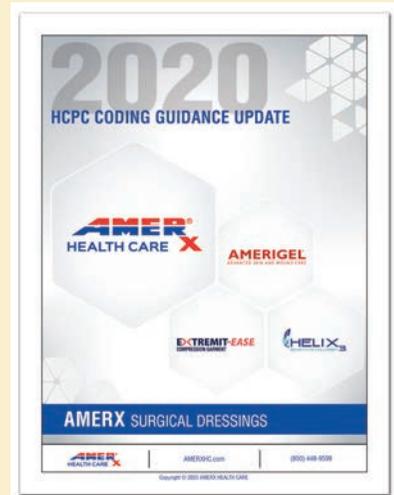
AMERX Health Care Corp. has released the latest HCPCS Coding Guidance for compliance in 2020.

In addition to current coding requirements, the 2020 Update contains:

- Guidance regarding the NEW **Standard Written Order (SWO) requirements**.
- An expanded **Quick Reference Table**, including Fee Schedule, for reference when billing for AMERX® products.
- **Enhanced Physician Billing Pearls and Form 1500 examples** that billers can reference when submitting products for reimbursement.
- **Proof of delivery forms** updated with new products and sizes for individual wound care items and compression.

AMERX offers this coding guidance FREE of charge to the AMERX family of physicians in an effort to continuously support those practices.

*The latest HCPCS Coding Guidance is available in the Documents for Download section of the AMERX online shopping cart at [AMERXHC.com/shop](http://AMERXHC.com/shop) or click here. If you are ready to join the AMERX family and receive access to the AMERX member portal, or if you are already a customer and need login assistance, contact your Account Manager at (800) 448-9599.*



### The Power to Grow Your Business With Superior Patient Care Is Just A Step Away

The popular **Powerstep** brand of orthotics is expanding its dispensing



options to serve the podiatry industry. The **G.R.O.W.** program will combine the proven in-office dispensing program with a new opportunity to refer patients online, giving them access to the Protech line of products

but without the need to stock. Registered practitioners will be able to manage the continuum of care and offer affordable convenience to patients while still generating revenue for the practice. Signing up is quick and easy; just call your sales representative for more details!

Visit [www.powersteps.com](http://www.powersteps.com) or click here for more information.

### ComfortFit Labs Continues to Expand NEW SmartScan System, Combining Technology, Accuracy and Craftsmanship

Now, **Comfort Fit's** customers can scan for custom orthotics, Richie Braces, ComfortFit Stabilizer Braces and Medicare-approved diabetic in-

*Continued on page 157*



soles with the new ComfortFit **SmartScan** system. Cast and order more efficiently and save your practice time and money.

The new SmartScan system features:

- Simple Start-Up
- Faster order turn-around times (no more packing and shipping casts)

- No fees per scan or annual fees
- HIPAA-Compliant
- On-screen easy-to-use prescription forms (same as current forms)
- Automatic Error Screening
- Order Status notification
- Instant second pair ordering
- 3D Annotations
- Instant Tech support (via messaging); Great Customer Support
- Lifetime digital cast storage

The new system uses Apple Air 2 with scanner plug-in; foot positioning fixture is available. Free next-day hardware exchange for year one (\$100.00 value).

For more information, including pricing, please call 888-523-1600, e-mail [contact@comfortfitlabs.com](mailto:contact@comfortfitlabs.com), visit [www.comfortfitlabs.com](http://www.comfortfitlabs.com), or click here.



## Improve Practice Profitability with DocShopPro's MySupplyManager™

The **DocShop Pro MySupplyManager™** Inventory Management Program allows you to order directly from major manufacturers and distributors all from one intuitive platform. You can access significant supplier catalogs and experience formidable savings via DocShop Pro's negotiated pricing—all without membership fees.

Available exclusively to licensed physicians, DocShop Pro users can now manage inventory seamlessly and instantly by utilizing the DocShop Pro MySupplyManager™. This allows you to create low-inventory thresholds that notify your purchasing director that a product needs to be restocked. With a tracking system that requires no bar codes or printing, anyone in your office can routinely update your supply count directly from the supply closet on a phone or tablet, ensuring that whoever is managing your inventory knows when they need to reorder. Oversee multiple lists for different podiatrists, offices, exam rooms, product categories, or more and manage it all easily on your PC, tablet, and phone.

To see the MySupplyManager™ with your current supply list, and view how much you can save your podiatry practice, request a cost analysis now at [savings@docshoppro.com](mailto:savings@docshoppro.com), register at [www.DocShopPro.com](http://www.DocShopPro.com), or click here.

## Safe, Natural Topricin Helps Reduce Inflammation, the Underlying Cause of Pain

Topical pain relief creams often present a difficult conundrum for podiatrists and other healthcare professionals. First, many of these products contain irritants such as menthol and camphor. While these ingredients can momentarily block pain receptors, creating the illusion of relief, none of them provide any authentic type of healing. So the question becomes: do I recommend a product that provides temporary relief, or are there better options?

**"Topricin,"** says Topical Biomedics CEO Stephen J. Spiegel, "is the better option." Topical Biomedics, the makers of Topricin, has been innovating natural pain relief products for 25 years, helping patients to actually improve, if not eliminate, their symptoms. Their products—including patented Topricin Foot Pain Relief Cream—are unique in the market. Using a combination of botanical and biologic active ingredients, Topricin works differently to help reduce the underlying cause of pain—inflam-



mation. According to Spiegel, "the product's unique mechanism of action is now thought to include ion-channel effects, cellular signaling, and vascular tone. Think of Topricin as safe, natural medicine unlike any other product on the market today." Added Andy Kadison, Topricin's CMO, "patients have experienced improvement for symptoms associated with neuropathy, plantar fasciitis, bunions, tendonitis, and gout—along with everyday wear and tear."

As Stanley B. from Miami writes, "I use Topricin for my neuropathy. Nothing offers me relief like this product." Topricin is odor-free, hypoallergenic and proven safe, with millions of customers served. To order free samples and learn how Topricin can fit into your daily practice, please call Karina Foster at (800) 959-1007 ext. 1116, or send an email to [karina@topicalbiomedics.com](mailto:karina@topicalbiomedics.com). Information can also be found at their website, [Topricin.com](http://Topricin.com), or click here.