



Sole Marketing™: A Proven Strategy to Increase Orthotics Revenue

Podiatry Content Connection (PCC), a leader in podiatry digital marketing, continues empowering podiatry practices with Sole Marketing™, a cutting-edge orthotics marketing program designed to help boost revenue streams by increasing patient appointments for custom orthotics and related foot and ankle conditions.

The Sole Marketing™ program includes several components that promote orthotics for participating podiatrists. For instance, a robust email campaign will be created to educate and keep patients informed about orthotics solutions for many foot health issues. Additionally, monthly orthotics blogs and spot campaigns will ensure that orthotics remain a focal point for both existing and potential patients. More in-depth education is provided through a custom-branded orthotics eBook and an orthotics-focused social media digital library for Facebook and Instagram. To capture patients' attention in the office, a visually appealing orthotics poster will be designed for display in waiting and exam rooms. This multi-faceted approach ensures a consistent and engaging message across all patient touch points.

The Sole Marketing™ program is more than just a marketing strategy. It is also a comprehensive approach to educating and engaging patients about the importance of orthotics in foot health. Podiatry Content Connection is committed to providing podiatrists with the tools they need to effectively market their services and improve patient care.

With core messaging focused on

foot and heel pain relief, improved mobility, injury prevention, posture correction, reduced fatigue, and enhanced athletic performance, Sole Marketing™ helps patients understand the critical role of orthotics in overall foot health. The result? Higher patient engagement, increased cash-pay revenue, and a thriving podiatry practice.

For more information about Sole Marketing™, click here or visit www.SoleMarketing.com.

Coming Soon: Cutting Edge Announces Latest Innovation

Cutting Edge Laser Technologies is proud to announce the upcoming launch of the M-Hi MLS® Therapy Laser, marking the next milestone of photobiomodulation therapies for foot and ankle surgeons.

Since 2001, Cutting Edge has been dedicated to improving the landscape of the medical field with best-in-class laser technologies. The next development in their clinically validated and patented MLS Laser Therapy technology is here. The M-Hi is a high power MLS Therapy Laser offering fast and effective treatments without compromising patient comfort and safety.

Applying the most powerful protocols in both point-to-point and scanning techniques, the M-Hi delivers the optimal energy mix to the target tissue while remaining below the threshold for thermal dam-



age. With its state-of-the-art features and enhanced therapeutic capabilities, the launch of the M-Hi Laser will mark a new generation of light-based pain management therapies suitable for a wide range of podiatric conditions.

Become one of the first foot and ankle specialists in the United States to offer the latest innovation in MLS Laser Therapy technology. To receive updates about the upcoming launch of the M-Hi MLS Therapy Laser, visit celasers.com/learn-more, click here, or call 800.884.4184 x400.



OrthoFeet Introduces Hands-Free Pickleball and Golf Shoes

OrthoFeet proudly announces the launch of the Ace Hands-Free Women's Pickleball Shoe and Men's Fairway Hands-Free Golf Shoe—designed to enhance mobility, stability, and comfort for active individuals with foot health concerns.

These innovative athletic shoes incorporate OrthoFeet's patented Hands-Free Technology, allowing users to step in and out effortlessly. With a wide toe box, seamless interior, and advanced cushioning, these shoes provide superior arch support and pressure relief.

The Ace Pickleball Shoe offers exceptional lateral stability and grip, ensuring safety and performance on the court, while the Fairway Golf Shoe delivers enhanced traction and comfort for long hours on the course. Both models meet Medicare PDAC requirements, and feature a lightweight, breathable design to support extended wear without discomfort.

The Ace Pickleball Shoe is available in women's sizes 5–12, while the Fairway Golf Shoe comes in men's sizes 7–14, both are offered

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in Medium, Wide, and Extra Wide widths.

Healthcare professionals can confidently recommend these shoes to patients seeking pain relief without compromising their active lifestyle.

For more information, visit orthofeetpro.com, [click here](#), or email sales@orthofeet.com.

viSo ID3 Foot Scanning Software Released

SOLO Laboratories proudly announces viSo ID3, its latest scanning software for Apple iOS®.

Building on a legacy of innovation, SOLO introduced the TOM-CAT™ in 2006, the first affordable scanning solution for podiatrists. Now, 18 years later, viSo ID3 represents the culmination of years of expertise and customer feedback.

viSo ID3 leverages the latest scanning technology for unmatched accu-



racy and ease of use. Part of SOLO's viSo suite available in the Apple App Store, ID3 is designed for both custom orthotics and AFOs.

SOLO offers two scanning options:

- viSo 2—Compatible with older iPads using the Structure™ camera.
- viSo 3 with viSo ID3—Works with most iPad Pro and iPhone models, utilizing Apple's TrueDepth camera for superior scan quality.

Key benefits of viSo ID3:

- Free software with no monthly fees.
- No additional hardware needed. Use your iPad Pro or iPhone with FaceID.
- HIPAA-compliant.
- Depth-sensing technology for accurate scans that limit noise.
- Tracking technology that makes scanning

easy.

- Eliminate casting mess, mailing delays, and shipping costs.

Transitioning is simple—you can combine casting with scanning or scan foam impressions to gain confidence.

Save time, reduce costs, and enhance efficiency with SOLO's scanning technology. Contact SOLO at 800-765-6522, cs@sololabs.com, or [click here to get started](#).