

CDC Acknowledges Laser Therapy as an Alternative to Opioids

The United States saw nearly 92,000 drug overdose deaths in 2020—3 out of 4 involved an opioid, a 30% increase from 2019, according to the CDC.

In response to the opioid epidemic, the CDC has updated their clinical practice guidelines for prescribing opioids to acknowledge new research and findings since the previous guideline release in 2016.



The guidelines provide clarity on previously suggested strategies to mitigate risk, and thoroughly con-

sider alternatives. The CDC has recognized laser therapy, among others, as a viable, nonpharmacological pain management solution.

Replacement modalities to opioids are becoming increasingly important to patients. Patient demand for nonpharmacological pain management methods is increasing as patients want to minimize opioid use. Along with the CDC's acknowledgements, laser therapy is expected to continue growing in popularity.

Patient intrigue in alternative

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PediFix®, QuickTape® Partner on 1-Piece Low Dye Taping Innovation

Foot specialists since 1885, the fourth-generation family at PediFix has agreed to exclusive distribution rights for QuickTape™ from Support the Foot—“a superior option to Low Dye and other foot taping methods,” according to Jon Case, president of the firm founded by his great grandfather. “This is an incredibly helpful innovation in heel and arch pain treatment,” says Case. “The 1-piece foot taping system lets podiatrists strap feet in seconds, relieves pain and stress on the plantar fascia for up to 7 days, requires no adhesive spray, withstands bathing with no bag or cover needed, is easily applied by patients at home between office visits, and has a billable code (29540), among many benefits”, he adds. “In addition to soothing plantar fasciitis and other pronation-related conditions, QuickTape also helps relieve shin splints, Achilles’ tendonitis and more to get patients pain-free during their first office visit—a win for any podiatrist looking for positive patient



reviews,” says Case. QuickTape was invented by Lori and Christopher Coates to relieve his own plantar fasciitis pain. “The Coates family developed and patented a great product, and we are thrilled with an opportunity to expand its availability to podiatrists and their patients,” says Christopher Case, the firm’s marketing and new product development leader. “Backed by the APMA Seal of Acceptance, proven effective in clinical studies at Temple University and among thousands of users, most find it more comfortable than low dye, a great deal faster, easier to apply and more convenient to use,” he adds. QuickTape is now available directly from PediFix, and soon from leading industry distributors, to dispense, prescribe through the firm’s nationwide independent retailer network, and via patient direct ordering. *For more information, a discounted Starter Pack offer, retail referral, and patient purchasing guidance, call 1-800-424-5561, email sales@pedifix.com, visit www.pedifix.com, or click here.*



pain management methods provides podiatrists with an opportunity to expand their treatment modalities and grow their practice to include innovative treatment technologies. Adding laser therapy to the practice allows podiatrists to meet patient demands and improve patient care with less pharmaceuticals while also improving their bottom line through this cash-based service.

The CDC Clinical Practice Guideline for Prescribing Opioids for Pain can be viewed at CDC.gov.

To learn more about laser therapy as a drug-free, non-invasive pain management solution, visit celasers.com or click here.

Introducing Tuli's® The X Brace® Plus

Tuli's, a leading brand of innovative foot care products made by Medi-Dyne®, is proud to announce the launch of The X Brace Plus, a revolutionary new solution for foot pain relief.

The original X Brace is designed to relieve pain and discomfort in the arch and heel. Its unique design incorporates an "X" shaped strap that provides gentle compression and support to the foot's arch and heel, helping to alleviate pain caused by plantar fasciitis, flat feet, Sever's disease, and other common foot conditions.

Unlike traditional foot braces that can be bulky, uncomfortable, and difficult to wear with shoes, The X Brace is sleek, lightweight, and can be worn with virtually any type of shoe or no shoe at all. The X Brace Plus includes added straps that make the support even more comfortable and easy to wear.

"We're excited to launch The X Brace Plus, which we believe is the most comfortable and versatile foot



brace on the market," said Angela Jeffcoats, V.P. of Sales and Marketing for Medi-Dyne. "We know that foot pain can be debilitating and can greatly impact a person's quality of life. With The X Brace Plus, we're giving people a simple and affordable solution that can help them get back on their feet and enjoy life to the fullest."

Visit Medi-Dyne.com or click here.

Gill Now Carrying Aryse Ankle Braces



Gill Podiatry Supply announces that they are now carrying Aryse IFAST and RFAST ankle braces. Aryse has partnered with Disruptive Athletic Technologies to bring to market the IFAST and RFAST, revolutionary braces that provide a new level of protection by mimicking the ankle's anatomy and function.

The IFAST (HCPCS—L1902) is an ankle-stabilizing device designed to be worn inside the shoe. Due to its anatomically-inspired design, the IFAST moves with your ankle allowing for full range of motion, unlike tape and competing products. Mimicking the ligaments in the ankle, the Tension System engages when the user reaches the end range of motion and helps to reduce the risk and severity of any injury.



The RFAST (HCPCS—L1971/L2210/L2820) offers an innovative approach to an AFO conforming design, providing functional support while mimicking the anatomy with its dynamically-supported hinge. Inside the hinge is a one-of-a-kind cog; this revolutionary device adapts in real-time while walking—ensuring maximum stability and healthy positioning.

For more information and ordering, please contact Gill Podiatry Supply at 1-800-321-1348.

Visit www.gillpodiatry.com or click here for more information.

Comfo-Zone Orthotics from the Bintz Company

The Bintz Company is excited to offer their German-made Comfo Zone orthotic. It is constructed with an open-cell polyurethane foam with strategically placed foam cut-out zones for the heel, cuboid, metatarsal and hallux comfort. It also incorporates these important features:

- Polypropylene three-quarter-length shell
- Metatarsal pad

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- Great hind foot control
- Supportive medial arch

Comfo Zones are unbranded and renamable. There is no suggested retail price and patients won't find them on Amazon. Bintz even offers quantity discounts that begin when you buy ten pairs (10 pairs/10% discount, 20+ pairs/20% discount).

Unisex sizing covers W4-12 and M3-16 with a doctor's cost of \$33.90 per pair.

The Comfo Zone is just one of the quality products The Bintz Company has to offer. They also distribute Birkenstock, PowerStep, Pedag, Vasyli Medical and more!.The Verne Bintz Company has been a family business for over forty-five years. They have award winning customer service and as Verne likes to say, "We do business the old-fashioned way." Your phone calls will be answered by a person, and they try to ship your order the same day you call. Each of their customers become a part of the Bintz family.

Visit Bintzco.com or [click here](#) for more information.

