

New Service Address for European Footcare

European Footcare Supply—well-known for their high-quality Orthofex podiatry drills—is now under new ownership. Robert and Lenny Bliet have asked *PM* to publish this open letter to the podiatric community:

“We are grateful to all our customers for their loyalty over more than a decade. We know most of our customers personally and we know how much you value our Micro-Air and Ortho-Spray drills with the 3-year warranty. We have carefully selected the new owners, Lee and Raz Dror, for their enthusiasm and respect for you—our customers—and we know you will be in good hands with them. We will also continue to support the new owners when needed. Our website www.a-foot.com is still active and all the usual products—drills and long-lasting German Stainless Steel hand instruments and service to the drills—will now be available by calling 1-800-881-2243. When you attend your usual conventions we ask that you visit the European Footcare booth and meet with Lee and Raz. They want to get to know you and want to know how they can be of service to you. Our kindest regards, Robert and Lenny.”

For more information visit www.a-foot.com, call 800-881-2243, or [click here](#).

Tie-Less Shoes with Heel Strap Adjustment

Orthofeet is introducing a new line of innovative tie-less diabetic shoes with unique comfort and functional features:

- Tie-Less Lace system, which combines laces with Velcro straps that eliminate the need for lacing up, and enables fastening on either side of the shoe



- An adjustable heel counter enables adjusting the grip around the heel, and accommodating brace

- Seamless, soft interior provides exceptional comfort and ultimate protection
- Non-binding upper design enhances comfort and eliminates pressure points
- Ergonomic, light-weight sole softens step, and helps propel the foot forward

For more information call 800-524-2845, visit www.orthofeet.com, or [click here](#).

Podiatrists Affiliate with Wimbledon Health Partners to Diagnose Peripheral Arterial Disease

Wimbledon Health Partners, a leading on-site diagnostic testing organization which provides vascular, electrocardiogram, echocardiogram, and NCV testing,

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New PCR Assay Available from Bako

Bako announces that after nearly 1.5 years in development, their new PCR assay for the identification of fungal pathogens in nail unit keratin has been added to their test menu at Bako Integrated Physician Solutions. Dr. Brad Bakotic, dermatopathologist and Bako CEO, announced the availability of the new test recently: “We are now offering our new proprietary PCR assay for the identification

NO MORE!

1 Culture Ordered	2	3	4	5	6	7
X	X	X	X	X	X	X
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X	X	X	X	X	X	
29	30	31				

PCR PROVIDES RESULTS IN 2-3 DAYS!

of fungal genus/species. This molecular genetic test is the perfect complement to high sensitivity PAS and GMS histochemical stains, because it adds superior specificity (organism genus and species identification). This will allow for better targeted patient care when either topical or oral antifungal products are to be administered. The new prescription topical anti-fungals are effective, but quite expensive. Because these topicals are only FDA-approved for the treatment of *Trichophyton rubrum* and *Trichophyton mentagrophytes*, which represent roughly half of all onychomycosis cases, organism identification has become increasingly important. Best yet, our PCR assay will provide the answer in roughly 3 days, rather than the 4 weeks required by culture. It’s taken a long time to make it happen, but it’s finally here!”

For more information, call 855-4BAKO-CTS, visit www.BakoCTS.com, or [click here](#).

has expanded their network to provide on-site non-invasive vascular testing to help podiatrists diagnose peripheral arterial disease (PAD).

"It can be challenging to diagnose PAD without the aid of vascular testing," said Bradley Artel M.D., F.A.C.C., Chief Medical Officer at Wimbledon Health Partners. "Diminished peripheral pulses, atrophic skin changes, and loss of hair are some classic findings, but are not always sensitive or specific indicators."

Wimbledon Health Partners uses vascular ultrasound to diagnose a number of conditions. The turnkey on-site diagnostic program allows podiatrists to enhance their patient care by providing vascular and nerve conduction velocity (NVC) testing in their office. Patients appreciate the convenience and podiatrists appreciate the clinical data.

About Wimbledon Health Partners:

Wimbledon Health Partners was formed in response to the demand

to attain on-site diagnostic testing capabilities for circulatory conditions. Furthering their capabilities, nerve conduction velocity testing (NCV) is also utilized to support diagnosis of nerve involvement and manage risk. Wimbledon Health Partners provides physicians with the educational, compliance, and marketing tools necessary to provide quality, state-of-the-art, in-office testing procedures. For more information visit www.dx-testing.com, call (855) 200-8262, or [click here](#).

Elegant, Durable Non-Custom Orthotics from Italy, Available from Bonapeda Exclusively to Physicians

Made in Italy and distributed in the U.S. exclusively to physicians, Saluber products



BONAPEDA Enterprises LLC

Exclusive U.S. Distributor, Orthotics by Saluber

are purposefully designed and feature premium materials including Poron®, Alcantara®, leather, and wool. Saluber products include:

- Full and 3/4 length orthotics
- Off-loading Devices
- Heel lifts and pads
- Miscellaneous inserts

For patients, Saluber products combine best-in-class materials, workmanship and design to create elegant, luxurious, and durable products that meet their needs and preferences.



For podiatrists, Saluber products are a premium quality and proprietary retail product line that physicians can sell at competitive prices, while still earning robust profit margins.

What are other DPMs saying about Saluber products and Bonapeda's service?

"When I recommend Saluber orthotics for my patients I describe them as our "luxury prefabricated orthotic line." Consistently, the patients concur. The wool anatomical insole has been popular for skiers and outdoor enthusiasts here in New England. The orthotics are very well-made, comfortable, functional, attractive and slim, suitable for the majority of appropriate shoe styles and foot types."

—Dr. R. Lopresto Portsmouth, New Hampshire

Bonapeda Enterprises LLC is the exclusive distributor for Saluber products for the U.S. and Canada. Please visit bonapeda.com, call 973-415-9090, or [click here](#).



Now Get Even More Value, Reliability and Service with ComfortFit's Diabetic Stabilizer Brace

ComfortFit Labs announces the release of their new Diabetic Stabilizer Brace. With its diabetic plastazote orthotic top cover and plastazote backing, it will reduce friction and ensure maximum comfort to your diabetic patients. You still get all the benefits of the original Stabilizer Brace, including increased lower extremity stability and decreased



risk of falls. Howie Schorr, ComfortFit's CEO, is proud to give "doctors a choice with the new Diabetic Stabilizer Brace. It's a superior product with a lower price from a company known for its value, service and reliability." The ComfortFit Diabetic Stabilizer Brace will decrease pain, improve mobility, reduce postural sway and increase ankle stability, facilitate muscular coordination and gait ability. ComfortFit offers free return freight and a free STS Mid Length casting sock with each Stabilizer order. Suggested coding is L1940, L2820 and L2330. You must indicate "Diabetic Version" on your Stabilizer Brace prescription form. Our Diabetic Stabilizer Brace is available for the same low price of \$279.00. For more

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SPOTLIGHT ON NEUROGENX

Neurogenx Offers Restorative Neuropathy Treatment PLUS Proven Medical Business Model

Today's private practice professionals need to provide expert, effective care while simultaneously growing and managing a sound medical business. To better meet this dual need, Neurogenx offers a unique program that combines cutting-edge treatment for chronic nerve conditions with a proven, comprehensive medical business model.

Patented and FDA-cleared as the only device of its kind, the Neurogenx 4000Pro uses advanced electronic signal technology in a minimally invasive, non-narcotic protocol that resolves neuropathy symptoms, Neurogenx reports, in more than 4 out of 5 patients. This enables you to offer needed restorative care to



an underserved niche market of patients with complex neurogenic conditions—while generating new revenue.

To help build business success, the proven Neurogenx business model can provide full medical and technical education; a multi-point marketing program; and a financial business growth plan. Learn how to: implement effective

pricing packages; create and utilize a patient-pay system; capitalize on advertising; get personal training from a medical business expert; become a credentialed nerve treatment center and more. Please contact info@neurogenx.com or 1-800-335-7624 for additional information, or [click here](#).

information call 888-523-1600, visit www.comfortfitlabs.com, or *click here*.

Allied OSI Labs Introduces New Freestyle OTC Orthotics

Allied OSI Labs has expanded their "SideKicks" over-the-counter (OTC) orthotic line, providing a more complete solution for in-office dispensing.

Practice management programs are continually advising to implement in-office dispensing programs to build revenue. "Patients see the value of purchasing cost-effective OTC products from their podiatrist during an office



visit, now more than ever," said Cheryl Meyer, Allied OSI Lab Manager. "We offer a solution for your patients with a positive effect on your bottom line that truly demonstrates quality over convenience store pricing," Meyer said.

The original SideKicks line, launched in 2012, consisted of three full-length OTC orthotics in both sport and casual shell styles as well as a met-length option. The newly added "Freestyles" offers four new choices fabricated from a semi-rigid 1/8" Triton shell (comparable to popular and durable thermoplastic materials) and a sleek top-cover, as well as a suede bottom cover. They also offer optional rearfoot posting.

The SideKicks Freestyles were designed with the same quality of Allied OSI Lab's custom devices. These are manufactured in bulk, making it possible to keep prices competitive for doctors and, ultimately, their patients.

New SideKicks Freestyles are available for purchase at just \$19.95 a pair. Allied OSI Labs practice consultants can be reached at 800.444.3632 or by visiting www.alliedosilabs.com, or by *clicking here*.

The ProLab Custom ProAerobic

The ProLab ProAerobic's unique design combines five materials to provide functional control, accommodative comfort and long distance durabil-



ity to treat the most universal group of patients. Whether running a marathon, playing basketball, or simply strolling through the park, the high quality and unique design make this orthotic an excellent choice for every active body.

Prescribe the ProAerobic for nearly any mechanically-induced foot pathology to achieve the best outcomes. ProLab's board-certified DPM consultants recommend this orthotic for pa-

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SPOTLIGHT ON VILEX

Vilex Introduces HammerFUZE™ Product Line Extension

Vilex is announcing a product line extension to the HammerFuze™ Hammertoe Compression System and has started shipment of 10° angled implants. HammerFUZE™ implants are manufactured from Ti6Al4V titanium for enhanced strength and biocompatibility and are available in three diameters: 2.2mm, 2.7mm, and 3.0mm.

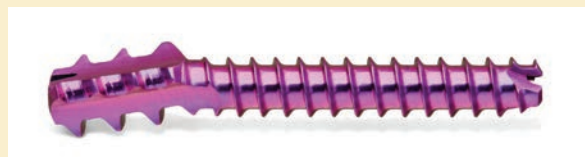
The HammerFUZE™ Hammertoe Compression System was designed to simplify hammertoe correction surgery by offering a user-friendly system which maximizes compression and stability of the arthrodesis. The addition of 10° angled implants offers surgeons a specialized implant to match anatomic conditions without sacrificing cannulation. The introduction of cannulation also allows for optional insertion of a wire into the metatarsal for additional stabilization during healing. Ergonomically designed instrumentation (drill, broach, and driver) make the HammerFuze™ system a completely cannulated hammertoe correction system.



The specialized distal end of HammerFuze™ implant includes a three-pronged, three-dimensional cutting surface. This design offers increased surface area contact for stable fixation. HammerFuze™ incorporates the optional CompTWIST™ technique in both straight and angled versions, allowing the surgeon to achieve additional compression at the arthrodesis site through the patent pending implant design. The proximal end of the

implant has hand-sharpened cutting tips and is self-drilling and self-tapping, similar to a cannulated Vilex screw.

For more information call 800-521-5002, visit www.vilex.com, or *click here*.





TRAKnet® Adopts SmartSheet10™ Technology To Eliminate the Guesswork of ICD-10 Coding

On May 1, 2015 TRAKnet announced its adoption of the SmartSheet10™ Technology, a solution that helps TRAKnet 3.0 providers quickly and accurately identify the most specific ICD-10 code to replace the ICD-9 code. Powered by its patent-pending user-friendly platform, SmartSheet10 Technology is included in TRAKnet 3.0 and eliminates the manual process of identifying which ICD-10 code corresponds to a provider's frequently used ICD-9 codes, leading to more accurate coding and payer reimbursements. SmartSheet10 Technology also reduces the need for training of ICD-10 coding, which is a significant expense for providers in both time and trainer fees.

"ICD-9 consists of only 14,000 codes, while the ICD-10 code set will include over 160,000 codes. The substantial increase in the number of codes will allow providers to more specifically and accurately define the care they provide to patients."—Dr. Ali Safiedine, CEO of NEMO Capital Partners

SmartSheet10 Technology can easily be integrated into any existing practice management software and is available as a monthly subscription, which allows for automated updates as CMS updates the ICD-10 code sets.

For more information call 855-944-2995, visit www.traknetpm.com, or [click here](#).

tients who need flexibility with propulsion, stability with full ground contact, and shock absorption on landing.

Treat your patients' pathologies with the conservative care that addresses mechanics while providing the performance features they need to stay active. For more information call 800-477-6522, visit www.prolaborthotics.com, or [click here](#).

A Clinical Study on the Treatment of Plantar Fasciitis

As podiatrists are well aware, plantar fasciitis often requires a number of varying courses of treatment to successfully pinpoint the best way to manage a patient's pain, inflammation and swelling.

Join your colleagues at the Western Foot and Ankle Conference (WFAC) and the APMA's "The National" during general session lectures for a presentation of a clinical study on "The Efficacy of MLS Laser Therapy to Treat Plantar Fasciitis: An Objective and Subjective Assessment using both Ultrasound and the VAS Scale". This study was conducted at the Center for Podiatric Care and Sports Medicine in Manhattan. The group of subjects for the study received a number of laser therapy treatments over a minimal time period. Each participant was seen for follow-up evaluations throughout the study and diagnostic ultrasounds were performed prior to the first treatment and at the conclusion of the study.



Dr. Josef Geldwert will present the findings of this new study—the very first of its kind—during general session lecture tracks at both the WFAC and APMA. Check your on-site conference guides for exact times and locations of the talks.

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To learn more *click here*, or visit www.celasers.com.

Cutting Edge Lasers has provided an Unrestricted Educational Grant to the Western Foot & Ankle Conference and the 2015 APMA Annual Scientific Meeting.

Powerstep Pro Tech Line Offers Full Range of Prefab Orthotics

Established nearly 25 years ago and now one of the most podiatrist-recommended brands in the prefabricated orthotic market, Powerstep manufactures high-quality orthotics for preventing and relieving the most common foot problems.

The ProTech line is exclusive to medical professionals, and in-office dispensing allows doctors to offer patients immediate and affordable pain relief as a first-line therapy for mild conditions while waiting for custom orthotics.

The Powerstep ProTech line offers a full range of products with various levels of cushioning and support to meet all your prefabricated orthotic needs. The products feature a polypropylene shell calibrated with flexibility,

dual-axis foot control, arch support and a stabilizing heel cradle with Poron® cushioning for relief from plantar fasciitis, heel spurs and

other conditions—relieving heel and arch pain, as well as knee and lower back pain.

Powerstep® products have been proven clinically effective in improving comfort, reducing pain associated with plantar fasciitis and are approved by the American Podiatric Medical Association. Powerstep's mission is to provide the most effective products available for preventing and relieving common foot problems.



For more information call 888.237.3668, visit www.powerstep.com, or *click here*.



Dr. Comfort Launches Innovative Line of Functional Inserts

Dr. Comfort, one of the world's leading manufacturers of therapeutic footwear and a division of DJO Global, has expanded its custom functional insert line to include EXOS® advanced technology—a proprietary, thermoformable material that allows physicians to make adjustments easily in their own offices.

EXOS® bondable material is thin, strong and easily adjustable. It's easy to grind, and has a low thermosetting temperature that allows for adjustments to be made quickly. In most cases, physicians will receive their inserts in less than one week from the time they place their order. If the EXOS® insert needs a few adjustments to better fit the patient's foot, a podiatrist can now make such adjustments immediately on the spot. This eliminates the need to send the insert back to the manufacturer and schedule another appointment with the patient after the manufacturer sends back a modified insert.

Dr. Comfort's EXOS®-constructed functional inserts come with an Exothermix® heat patch that allows the podiatrist to apply heat to the specific part of the insert in need of adjustment. Thanks to the proprietary nanotechnology within the EXOS® material, adjustments can be made within minutes at a temperature much lower than a heat gun. A process that previously required extensive tools or time for clinical adjustments—or required the physician to send the insert back to the manufacturer for adjustments—has now been made significantly faster and more efficient.

Dr. Comfort's new line of functional inserts with EXOS® material will be available to physicians this spring.

For more information, please visit www.drcomfort.com/exos/ or *click here*. To learn more about other products featuring EXOS® technology, go to www.djoglobal.com/our-brands/exos.