



Anodyne Doubles Down Amid COVID-19 Pandemic

Just as podiatric practices are being forced to adjust to the ongoing factors associated with the COVID-19 pandemic, so are the companies and manufacturers that supply the industry. As major questions and concerns remain regarding the pace and timing at which daily life will get back to some new “normal,” companies such as Anodyne, the diabetic foot-

wear brand, have been forced to address extremely unpredictable supply chain issues and customer demands.

Nonetheless, with all of the current uncertainty, Anodyne has decided to dou-

ble down on its inventory in order to continue to maintain order fulfillment rates of over 99.5%, has purchased additional manufacturing equipment for the company’s manufacturing facility, and will be releasing a handful of new shoe styles later in the fall. “While many companies facing the uncertainties that COVID has brought us may think the most prudent course of action is to ‘hit the brakes,’ we’ve done the exact opposite,” exclaims Bobby Kanter, CEO.

“We’ve always prided ourselves in outcompeting our competitors in every facet of what we do, and now it’s more important than ever to be able to provide real value as a true resource that our customers can count on,” continued Kanter.

The Medicare reimbursement associated with diabetic shoes and inserts runs on the calendar year, so Kanter is still optimistic that patients who have been unable to receive their shoes and inserts thus far will ultimately receive them before year end.

“As the end of the year approaches, practices are undoubtedly going to be stressed in making sure all of their eligible diabetic patients are receiving the shoes and inserts that they need, and we’ll be here doing whatever it takes to support them through that.”

For more information, visit anodyneshoes.com or [click here](#).

Continued on page 152

Physician Claim: Over 150 Years of Podiatry Billing Experience

Physician Claim Corp. (PCC) is a nationwide podiatry-specific billing company. This is their 26th year in business and their staff has over 150 years of podiatry billing experience.

“Our over-200 clients,” reports Physician Claim, “have found that they can significantly reduce their staff once they hire us. On average our podiatrists only need 1 part time person in the back office. Patient eligibility and pre authorizations are their main duties.”

It is key to note that by utilizing PCC, you only pay a per claim fee that is a variable cost, not a fixed cost like permanent staff. If you see fewer patients, you pay them less. “We also go after every dollar of your insurance accounts receivable,” adds Physician Claim, “which can more than pay for our services. We take all of your patient phone calls, which again saves on your staff time.”

Because of these benefits, their clients have a



better chance of riding out a rough economy or an illness.

“Even if you are not able to see as many patients right now,” reports Physician Claim, “we can work on any accounts receivable you may have that could help bring in some income.”

For more information, please visit www.physicianclaim.com, call 877-385-0257 and choose option 2 Ext. 4, or [click here](#).



Dr Jill's: 18 Plus Years of Building Relationships

“MADE IN THE USA” has never been more important,” say the folks at **Dr Jill's Foot Pads**, “because it keeps jobs here along with the highest quality, period!” They offer podiatrists and other medical professionals the largest selection of felts, foams, moleskin, gels, poron, PPT, cork and more. Some of you prefer bulk treatment room pads and rolls while others want to dispense to their patients and many do both. “We can save you money,” says Dr Jill's, “with all of your bulk pads and rolls while mak-

ing you money dispensing.”

You can order with a phone call, fax, e-mail, or online with Live Chat 24 hours a day. Same-day shipping that is free with only an \$80.00 order.

Phone: 866-366-8723/Fax: 866-327-7237/drjillsfootpads.com or [click here](#).

New AVAL Diabetic Socks Enhanced with Cupron Copper Technology

AVAL has developed two new Diabetic Socks specifically designed to protect the vulnerable skin of diabetic feet: both when they sweat and when they don't sweat.

AVAL's ACTIVE Diabetic Socks keep skin dry, protecting feet from sweat. The socks utilize ultra-fine drymax fibers enhanced with Cupron Copper Technology to create a drier, more healthful, environment for the skin and toenails. The ACTIVE Diabetic socks are to be worn when diabetic feet sweat.

AVAL's CASUAL Diabetic Socks employ ultra-fine polyester fibers en-

Continued on page 153



SPOTLIGHT ON AMERX

AMERIGEL® Hand Sanitizer Now Available

Frequent hand washing and the use of sanitizer are common practices in health care settings to prevent the spread of bacteria and ensure the safety of patients and staff. **AMERX Health Care** is proud to announce the release of the new AMERIGEL Hand Sanitizer to support the high standard of cleanliness and hygiene necessary in a physician's office.



Maintaining the reputation of excellence you expect from AMERIGEL products, the AMERIGEL Hand Sanitizer is formulated using premium hydrating ingredients that protect and moisturize the skin. Its 70% ethyl alcohol concentration effectively kills 99.99% of harmful germs while aloe and dimethicone prevent over drying. This sanitizer is perfect for physicians in the exam room as well as for patients looking to practice good personal hygiene at home.

Be strong on germs and easy on your hands with the brand you trust to deliver results. Learn more about AMERIGEL Hand Sanitizer and experience the AMERIGEL Advantage for yourself. Visit AMERXHC.com, [click here](#), or contact your AMERX Account Manager at (800) 448-9599 today.



- 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, visit www.comfortfitlabs.com or [click here](#).

Frankincense & Myrrh Introduces Intensive Foot Therapy—a NEW Dual-Action Pain Relief and Skin Repair Product

Frankincense & Myrrh has expanded its foot care product line with a new dual action pain relief and skin repair lotion. *Intensive Foot Therapy lotion* is a gentle, easy to apply, topical analgesic pain reliever with no negative side effects. Count on it to temporarily relieve burning, shoot-



Continued on page 154

hanced with Cupron Copper Technology. These CASUAL Diabetic socks are either for non-sweating (autonomic neuropathy) diabetic feet or for those times when a diabetic's feet are not sweating.

When worn regularly against the skin, the Cupron Copper helps improve the skin's elasticity, flexibility, suppleness and softness as well as the skin's appearance.

Cupron Copper inhibits the growth of odor causing bacteria, helping keep socks odor-free.

Both Diabetic Socks have easy stretch non-binding legs and dense protective padding underfoot to reduce pressure while not adversely affecting shoe fit. The ultra-soft fibers along with the hidden seamless toe create a very comfortable sock.

Both sock models are available in Crew, Quarter-Crew and Mini-Crew and can be found at Avalsocks.com or [click here](#).

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 insoles 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 turnaround 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

ing, prickling, tingling, stabbing pain and numbness while hydrating and repairing dry, rough skin. Specifically formulated with the power of Lanolin, Shea & Cocoa Butter and 10 Essential Oils that penetrate skin layers to condition and repair even the roughest feet for visibly soft, smooth, and healthy-looking feet.

Use Intensive Foot Therapy lotion alone or alternate with their fastest-acting pain relief product, *Neuropathy rubbing oil*.

Find Frankincense & Myrrh Intensive Foot Therapy in the diabetic care aisle at CVS or online at Amazon.com. Neuropathy rubbing oil can also be found in the diabetic care aisle at Walgreens, CVS, Walmart, Meijer, Sprouts and online at Amazon.com.

Visit frankincensemyrrh.com to download a \$2.00 off product coupon and to learn more about Frankincense & Myrrh foot care products and their full refund satisfaction guarantee.



Vionic Launches New Tech Story

At the core of **Vionic** shoes is the orthotic technology that make the shoes special—heel/subtalar control, arch support, and cushioned forefoot. Vionic has recently launched their new Three-Zone Com-

fort message to help retailers and podiatrists better understand the technology in their shoes. The Vionic Three-Zone Comfort message was evolved to provide patients and consumers with a concise message that will help support clinic and store selling. Vionic is looking for more podiatric partners to distribute the most support shoes... ever. Contact Vionic at medicalsales@vionicgroup.com or [click here](#) to learn more about their opportunities.

fort message to help retailers and podiatrists better understand the technology in their shoes. The Vionic Three-Zone Comfort message was evolved to provide patients and consumers with a concise message that will help support clinic and store selling. Vionic is looking for more podiatric partners to distribute the most support shoes... ever. Contact Vionic at medicalsales@vionicgroup.com or [click here](#) to learn more about their opportunities.



A Step Above: Let Them Take Away the Stress of Billing

With all the uncertainties going on in 2020, we are faced with many situations with which we have never had to deal before. Many medical practices are facing reduced schedules, loss of revenue and billing staff refusing to return to work or demanding large pay increases.

A Step Above Health Management System is a podiatry-specific medical billing company that works with your practice management software. The idea is to put your mind at ease knowing you'll still be able to collect money on older outstanding unpaid claims and future claims. The folks at A Step Above like to think of themselves as an extension to your practice: "Why continue to stress about trying to get your billing staff back in the office when they are refusing and wanting more money?" asks A Step Above. "Let us take that stress and burden away while you still continue to have control over your billing. We guarantee results! Let us help you have peace of mind as we are the Podiatry Billing Specialists."

Call (877)448-6233; www.stepabovehealth.com or [click here](#).