

## Are Orthotic Labs a Dime a Dozen?

By Cheryl Meyer, Director of Operations

Orthotics have been a staple revenue-driver for podiatry practices for decades. It's no surprise, then, that you've seen countless orthotic labs spring up over the years. But what makes the difference between each one; and how can you make the right choice? We know the "hot buttons": quality, price, turnaround time, client service and variety. Is one more important than the other?

It's imperative that practices take the time necessary to evaluate their lab on a scale for each of the given "hot buttons" before determining which is going to be your partner—ensuring that orthotics continue to be a money-maker for your practice—your business.

As reimbursements continue to decrease, multi-specialty groups gain market share and patients continue to consider their local pharmacy for products, this decision is more important than ever.

Allied OSI is the orthotic lab that gets it. Allied has been in the orthotic business for more than 35 years and is made up of industry veterans. Because they are owned by Anthony Miller, DPM, they understand the challenges podiatrists experience in growing their practices. Allied addresses these obstacles and continues to create "Solutions for Change" (company motto).

### Making Up for Lost Revenue

While many labs are striving to offer the lowest price, Allied has not given up on processes that ensure quality without cutting corners. Allied has remained competitive in its pricing, offering several options allowing you to choose which best serves your practice and your patients.

Footlights custom orthotic line is offered for only \$65—with NO SHIPPING CHARGES both ways and many accommodations at NO extra charge. These perks alone can save practices hundreds of dollars in expenses.

Allied also has OTC solutions for those patients who may not require a custom orthotic, or who need a device before walking out your door. The SideKick Freestyles were designed with the precision of Allied's custom devices and offer optional rear foot posting for only \$19.95.



DME products are also available.

### Customer Service Affects Your Bottom Line

This year the Allied team was strengthened in an unparalleled way by adding two podiatric service veterans. Becky and Sheila (known as a dynamic duo to their loyal following) take the word "service" to the next level, having 49 years combined experience and

a genuine, ingrained commitment to customer satisfaction.

With their vast knowledge of biomechanics, orthotic fabrication and industry—not to mention their consistent positive outlook on practice partnerships—you will get the answers you need, when you need them.

**Allied OSI is the orthotic lab that gets it.**

Both Allied's client service and production teams know that the lab's performance has a direct effect on your patient satisfaction and referrals.

### Bracing Education That Pays

In addition to competitive pricing and unmatched customer service, Allied streamlines your practice by offering the #1-recommended Richie Brace®. Kathy and Sandie, Allied's top practice consultants, have been champions of the Richie brand since its launch.

Allied works closely with its current bracing client base and partners with the founder, Dr. Doug Richie, to offer monthly bracing tips and pearls. Coming in 2015, Allied will be working directly with Dr. Richie to bring educational training videos to its client base. These videos will discuss hot topics such as coding, diagnosis recommendations, brace adjustments and much more. This commitment to client education ensures that each practice maximizes revenue opportunities and positive patient outcomes. When you think of AFOs think "Richie" and the "Allied OSI partnership."

### Solutions for Change

Orthotics and bracing can survive in your practice. Allied OSI makes it not only profitable, but easy. "Solutions for Change" isn't just a tagline; it's a promise.

For more information call 800-444-3632, visit [www.alliedosilabs.com](http://www.alliedosilabs.com), or *click here*.



Becky and Sheila