DIABETES MARKETPLACE

Wound and Diabetes Management is an ever-growing aspect of podiatric practice, and it is of particular importance in helping to establish DPMs as integral members of the typical multidisciplinary "diabetes team." Here we present a sampling of new and innovative products and services focusing on the diagnosis, prevention, and treatment of diabetic foot problems.

2,000,000 TWO2 Treatments Milestone Reached as TWO2 Study Is Highlighted in Systematic Review

Advanced Oxygen Therapy Inc has announced that 2 million treatments of its unique cyclical-pressure **Top**ical Wound Oxygen (TWO2) therapy have now been applied by patients safely at home.

Additionally, a recent high-quality paper published in the journal *Diabetic Medicine*, entitled *Topical oxygen therapy for diabetes-related foot ulcers: A systematic review and meta-analysis* (https://onlinelibrary.wiley.com/doi/10.1111/ dme.14585), analyzed six recent RCTs involving 530 participants, concluding that "TOT significantly increased the likelihood of ulcer healing compared to controls" with the three RCTs judged to provide a low risk of bias producing a "Risk Ratio (RR) of (2.37; 95% CI 1.52, 3.68; I2 = 0%)".

The authors also assessed the quality of all the studies utilizing the foremost Cochrane Collaboration's tool, and

highlighted the TWO2 study published in Diabetes Care in 2020, entitled A Multinational, Multicenter, Randomized, Double-Blinded, Placebo-Controlled Trial



to Evaluate the Efficacy of Cyclical Topical Wound Oxygen (TWO2) Therapy in the Treatment of Chronic Diabetic Foot Ulcers: The TWO2 Study (https://doi.org/10.2337/dc19-0476), with a perfect 100% score. Click here for more information.

Biologics Management with Total Ancillary

Total Ancillary was founded in an effort to improve patients' quality of care while also providing profitable solutions for physicians. The company offers health care providers a turn-key biologics management platform within the office setting. This platform addresses the challenges *Continued on page 117*

Healing DFUs with Shockwave Therapy by SoftWave TRT

SoftWave Tissue Regeneration Technologies is a proven, cost-effective advanced wound care treatment option. SoftWave is the only true, unfocused shockwave device using electrohydraulic acoustic technology with the patented advantage of distributing maximum energy to a wide and deep area. It's used to treat complex and chronic non-healing soft tissue wounds such as DFUs, peripheral arterial diseases, venous leg ulcers and pressure ulcers.

SoftWave produces a cellular biological response that accelerates angiogenesis and revascularization to promote faster wound heal-

ing. Studies show shockwave therapy can effectively shorten the healing period and reduce the ineffectiveness of diabetic foot ulcer treatment by 4.8-fold.

The mechanisms of action include:

- Modulates inflammation
- Increased blood supply
- Stimulates cytokines and growth factors
- Promotes angiogenesis
- Wound epithelialization
- Tissue Regeneration

It's effective: fast wound healing, decreases com-



SoftWave 62 yr old after 4 sessions

plications and amputation and is an adjunct therapy that can used alone or in combination with other care.

It's proven: FDA cleared to treat DFUs, reimbursement pathway with CPT codes 0512T and 0513T and is less costly than HBOTs, NPWT, and skin substitutes.

It's convenient for patient and provider: non-invasive, easy to use, does not require a sterile environment, average 10-minute treatment time once-a-week.

For more information, go to www.softwavetrt.com or click here.



Pushing Forward Through Loss of Leader: EO2 Releases New, Large Dressing for Their Oxygen Therapy

Concepts^{*} has announced the release of a new, larger wound dressing for post-surgical dehiscence and large, painful leg ulcers. This new 5x7 OxySpur^{*} oxygen diffusion dressing is part of the OxyGeni^{*} System, which provides a complete oxygen therapy and wound monitoring system. Continuous Diffusion of Oxy-

gen (CDO) therapy provides full closure and pain relief to patients dealing with chronic, ischemic or surgical wounds.

The new 5x7 OxySpur oxygen diffusion dressing comes without adhesive to give clinicians the freedom of choosing an adhesive

option that will work best for patients, especially those with sensitive skin. In peer-reviewed publications, CDO therapy has been shown to relieve pain and reduce scarring. The OxySpur dressings can be used with compression and other complimentary moist wound therapy modalities. OxySpur oxygen diffusion dress-

ings are designed with patented oxygen distribution channels to allow the dressing to have an equal distribution of oxygen throughout the dressing and throughout the wound bed.

The 5x7 OxySpur dressing is ideal for large,

painful leg ulcers. An article published in Wound Central analyzed patients with painful ulcers and the impact of CDO therapy on pain reduction. All patients reported significant pain relief, most by the first dressing change. (https://www.eo2.com/cdo-on-pain-in-treatment-ofchronic-wounds/)

The 5x7 OxySpur dressing is also ideal for surgical dehiscence, abdominal wounds, and ischemic wounds. A study of the effect of CDO therapy on cytokines, growth factors and perfusion was published in the International Wound Journal. The authors found significant increases in the cytokines responsible for angiogenesis, cell growth and division, and collagen deposition. Interpreted, this shows that the elements necessary for the body to heal a wound increased when introduced to oxygen. (https://www.eo2.com/cytokines-growthfactor-profusion-study/)



Similar to existing OxySpur dressings, the 5x7 comes with blue bubbles on the top to easily differentiate the top occlusive layer of the dressing from the bottom, tissue-contacting foam layer. This feature of the OxySpur helps make the patient's task of changing their dress-

ing at home, by instruction of their clinician, even easier.

In August, EO2 was hit with the painful loss of their President, Joe Moffett. Joe made a huge impact in the medical device industry with his career of 46 years. He earned patents for new products

as well as awards for top sales. Joe's "work hard, play hard" style of living, positive disposition and infectious laugh will be missed by his family at EO2.

"We are heartbroken to say the least, yet we will continue to move forward with the same energetic spirit and hard work ethic established by Joe, a true friend and

Continuous Diffusion of Oxygen (CDO) therapy provides full closure and pain relief to patients dealing with chronic, ischemic or surgical wounds. great leader." said Mark Q Niederauer, current President and CEO and former Chief Technology & Operating Officer for EO2. "We have a pipeline of products in development, cutting edge research and publications, and topnotch customer support

and service to ensure that CDO therapy provided by the OxyGeni System will continue to grow and be available as a leading option for treatment of patients."

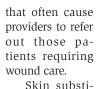
About EO2

EO2 Concepts* is an advanced wound care technology company based in San Antonio, TX. As the developer of a FDA cleared, CE marked OxyGeni wound oxygenation and monitoring system, they provide Continuous Diffusion of Oxygen (CDO) Therapy to achieve full closure and pain relief to patients suffering from difficult-to-heal wounds.

Related Links

http://www.eo2.com or click here https://www.youtube.com/watch?v = 1FfqWAwaoQ0

DIABETES MARKETPLACE



tutes are one of several biologic product offerings provided by Total Ancillary. Within 48 hours of a patient insurance verification form being



submitted to Total Ancillary, benefit results are compiled in a detailed summary sheet with approved skin substitutes available for that patient. This unbiased information includes multiple graft options, graft sizes and cost per unit, reimbursement per unit, patient financial responsibility, and total profitability for each graft size. This comprehensive summary enables providers to make an educated decision as to what skin substitute is the best solution for both the patient outcome and maintaining the clinic's fiscal responsibility.

Not only can Total Ancillary offload the time-consuming prior authorization process that skin substitutes require, the company also offers various billing services to further simplify the process. Making Total Ancillary your partner of choice for your podiatric skin substitutes platform offers several advantages to your practice: enhancing patient care, decreasing office workload, reducing costs, and increasing revenue.

To learn more or schedule an introductory webinar with the sales team, visit www.totalancillary.com, call 888-332-7985, or click here.

Omeza Receives FDA Clearance for Omeza[®] Collagen Matrix

Omeza, a skin science company, has announced that the FDA cleared Omeza* Collagen Matrix through the FDA 510(k) premarket notification process. Omeza* Collagen Matrix is Omeza's first Rx product, and the first drug/device combination matrix of its kind for chronic wound care.

Omeza* Collagen Matrix (OCM) is

a wound care matrix comprised of hydrolyzed fish collagen infused with cod liver oil, which acts as an anhydrous skin protectant, and other plant-derived oils and waxes. When applied to a wound surface, the matrix is naturally incorporated into the wound over time. Omeza* Collagen Matrix is designed for intimate contact with both regular and irregular wound beds to provide a conducive environment for the patient's natural wound healing process.

The product features a no-prep application supplied in easy to use, unit dose vials.

Omeza* Collagen Matrix is indicated for the management of wounds including partial and full-thickness wounds, pressure ulcers, venous ulcers, diabetic ulcers, chronic vascular ulcers, tunneled/undermined wounds, surgical wounds (donor sites/grafts, post-Moh's surgery, post-laser surgery, podiatric, wound dehiscence), trauma wounds (abrasions, lacerations, superficial partial thickness burns, skin tears) and draining wounds.

Visit omeza.com or click here.

DS Medical Launches Fluid GF and MyOwnSkin for Wound Care

DS Medical Holdings, Inc. is a national distributor for BioLab Sciences products: Fluid GF, Restore GF, Membrane Wrap, and MyOwnSkin. All products enhance tissue regeneration, replacement, and reconstruction, and alleviate pain.

Fluid GF is a Medicare-approved Amniotic Liquid Allograft injection and Membrane Wrap is a patient skin graft replacement; both are FDA compliant with over two years of billing Medicare and third-party insurances with no pre-authorizations needed.

All or some products are designated to treat: soft tissue, inflammation, all joint pain, neuropathy, diabetic wounds, sports injuries, back facets. They have been shown to be excellent modalities for treating symptoms of arthritis, plantar fasciitis, and tendonitis. Market targets are physicians, PA, and NP in wound care, podiatry, pain management, long term nursing care, vascular, and Mohs surgery as a successful skin graft replacement.

To actively prescribe these products to your patients, please call (248) 685-8155 and request a registration form for your medical practice. For more information, please visit www.dsmedicalholdings.com, click here or contact Alyssa Shappee at info@dsmhi.com.

VeinOPlus Accelerates Ulcer Healing, Reduces Edema, Increases Walking Distance Without Pain

Are you open to prescribing a proven device for increasing circulation for diabetic foot ulcers, edema, venous stasis ulcers, and claudication limb pain?

The **VeinOPlus** vascular device utilizes neuromuscular electrical stimulation to recruit and stimulate in



nanoseconds the calf muscle fibers, leading to 3600 contractions in 60 minutes. Each contraction increases venous outflow 7 times and arterial inflow 5 times. The VeinOPlus accelerates ulcer healing, reduces edema, and increases walking distance without pain. The device is easy to use, and the therapy is pain-free. The VeinO-Plus is not a TENS unit. VeinOPlus is approved by Medicare and most insurance companies. Go to www.vasocare. com and download the clinical study by David G. Armstrong, DPM entitled "The Effectiveness of Calf Muscle Electrostimulation on Vascular Perfusion and Walking Capacity."

Continued on page 118



Diabetic Foot Ulcers: Accelerated Healing with Shock Wave Therapy

n recent years, there is a developing body of knowledge regarding the clinical applications of extracorporeal shock wave therapy (ESWT).

Understanding

that low intensity shock waves can help repair damaged tissue, researchers began to study ESWT as a first approach to wound healing with focus on complex soft tissue wounds both with and without underlying bone disruption. Clinical trials show that the regenerative properties of ESWT significantly accelerate the healing of complex soft tissue wounds in comparison to standard methods of treatment.

Unlike high energy shock wave treatments that



duction of angiogenesis-related growth factors, resulting in new vessel growth that improves blood supply, increases cell proliferation and accelerates tissue healing and regeneration.

In another study, researchers discovered that the disrupted bone and overlying soft tissue wounds healed rapidly. Further, researchers also found that ESWT offers antibacterial effects which helped to minimize risk of infection associated with non-healing wounds.

ESWT is routinely used by physicians to treat chronic non-healing soft tissue wounds in Europe, and now the FDA has approved the use of the STORZ DUOLITH[®] ESWT device for this specific application

destroy kidney Diabetic foot ulcer after 8 weeks treatment with ESWT twice a week before ESWT Diabetic foot ulcers existent for 2 years streptococcus & staphylococcus & ositiu shock wave therapy Left: diabetic foot ulcer before ESWT; Right: after 8 weeks treatment with ESWT

in the U.S.

To learn more *about the application* of shock wave therapy for wound healing and to review the sources of this article, visit info.kinasmedical.com/PM, email them at info@ kinasmedical.com, or click here.

stones, low energy shock wave therapy stimulates tissue regeneration as opposed to tissue destruction. In fact, studies

indicate that localized delivery of stimulates early pro- twice weekly

VeinOPlus improves perfusion 20% and reduces amputations in your diabetic population. VeinOPlus therapy stimulates and increases the body's endorphins 85%, which reduces musculoskeletal limb pain.

Email info@vasocare.com, call 800-256-9979 or click here and Vasocare will ship you a VeinOPlus unit for demo purposes.

APWH Is Cost-Effective Membership Organization for Wound Healing

Thought leaders such as James McGuire, DPM, FAP-WHc have stated that the APWH is the most cost-effective membership organization in the US for wound healing, providing superlative physician-oriented education and many other benefits. For a very modest membership fee one can obtain CME, an online review course with user-friendly controls, access to APWH's annual scientific symposium, monthly updates with newsletters, 24 + lectures online on-demand available 24/7 at no charge, and consultation services for complicated cases. The APWH online review and refresher course provides an additional 13 CME, excellent for certification prep and general review of the basic principles of wound healing for all clinicians. Printed material with information on wound healing and more are all important benefits. In addition, now that live meetings are resuming in 2022, the organization offers networking opportunities and discussion with colleagues.

The student/resident mentoring program allows free membership for students and residents with the same full benefits that are provided to practicing physicians until they finish the residency program. Certification is offered to residents at a significantly reduced fee.

Certification in wound healing is provided by the longest-running physician-specific wound healing certification organization in United States, Counsel for Medical Education and Testing. The exam is unique in that it provides the same certification for all physicians, MD, DPM and DO; podiatrists are thus awarded the same certificate as their allopathic colleagues

To learn more go to APWH.org today or click herequestions, info@apwh.org.

See the ad on pg 99 of this issue.