

Forward Motion: Quality Products, Great Customer Service, and Constant Innovation

By Gage Miller

Forward Motion Medical is an industry-leading custom orthotics and AFO lab based in St. George, Utah. Their goal is to provide the very best custom devices for every patient.

Originally known as JM orthotics, the company was founded in 2002 by Mike Rushton, DPM, and his engineer brother-in-law, John Ballantyne, C.Ped. After creating the industry's first heat-moldable prefabricated insole, JM orthotics moved to St. George, Utah and Forward Motion Medical was founded.

Forward Motion believes that they are only as good as their service.

By focusing on high quality products, customer service, and constant innovation, Forward Motion Medical quickly became one of the largest and highest-rated custom orthotics labs in the country. They are proud of the lab they have become and contribute their growth to three core values.

Quality

Led by lab manager Tracy Winchester and his 40 years of experience, they guarantee the very best custom orthotics in the industry. Their products range from performance sport devices to accommodative diabetic devices. All their orthotics and AFOs are completely custom-made. Additional accommodations, material upgrades and fit adjustments are free of charge, allowing doctors to order exactly what their patients need without worrying about added costs.

Customer Service

Forward Motion believes that they are only as good as their service. They know that the patient's needs come first, and a happy patient means a happy doctor. The account management team is focused on keeping patients happy, taking the stress out of orthotics prescriptions, and helping practices grow. Forward Motion offers free consultations with licensed C.Peds and prosthetists to ensure the product make and fit is perfect for each patient.

Forward Motion also offers a variety of free services which include free fit adjustments, accommodations,



shipping, and custom logo printing. They have even developed an online doctor dashboard to keep the doctor and their staff up to date with every order.

Innovations

Forward Motion believes that improvement is always possible through innovation and creative problem solving. Through this mindset they created two new shell materials that are thinner, stronger, and better than anything else offered on the market. The Performance RX material holds its shape over time and is five times stronger than Polypropylene. Then, by adding graphite to an engineered nylon material, they created the PRX Graphite shell, changing graphite orthotics forever. This shell is only 1.7mm thin, heat-adjustable, and available in 3 rigidities. The PRX Graphite is free to use when working with Forward Motion Medical and can be purchased from most major orthotic labs in America.

One of Forward Motion's biggest innovations was the introduction of the 3D Structure Scanner to podiatry. Built and maintained by an inhouse programming team, the Forward Motion scanning system is the most intuitive and user-friendly system on the market. It streamlines the entire casting and ordering process, allowing doctors to easily scan for custom orthotics and AFO's all from a single location. Everything is built into the app, including digital prescription form, an up-to-date product catalog and live order tracking updates.

The best part is that the app is completely free to use. Download it today by searching: "Forward Motion Medical" on the Apple app store!

Forward Motion Medical is here to help you care for your patients by focusing on high quality products, great customer service, and constant innovation.

Call today to learn more about what we can do for you and your patients. (435) 251-8500 sales@forwardmotion-medical.com. Click here for more information.

