

## A “Clinic-Exclusive” OTC Orthotic Dispensing System Designed for Patient Satisfaction and Practice Profitability

By **Stephanie Kloos Donoghue**

Podiatech, a worldwide leader in orthotics technology, has introduced a clinic-exclusive line of over-the-counter (OTC) orthotics that aims to strengthen the relationship between doctor and patient while providing a supplemental income stream.

Called 3Feet MOTION, the orthotics are fit using the FEETBOX EVO, an in-office 2/3D digital scanning device and insole dispensing system. “3Feet MOTION orthotics are not sold online,” says Nolan Dubord, sales manager

**“The system is very practice-based. We recognize that the doctor has fitting expertise that patients cannot get with an online purchase.”—Dubord**

and head of U.S. product development for parent company Sidas. “The system is very practice-based. We recognize that the doctor has fitting expertise that patients cannot get with an online purchase. This system ensures that the patient gets the proper fit and that the doctor is in control of the transaction.”



Marcia Graddon

That clinic-exclusive approach has paid off both in terms of patient satisfaction and practice revenue for Marcia Graddon, ATC, BOCPPD, a podiatrist and athletic trainer at The Orthopaedic Foot & Ankle Center in Falls Church, Virginia. The Center includes three orthopedic surgeons specializing in foot and ankle as well as two podiatrists, three physical therapists, two podiatrist/athletic trainers, a physician’s assistant and a nurse practitioner. “When patients come in and see any of us, we recommend the product that’s best for them,” she says. So when an OTC orthotic is appropriate, she uses the MOTION orthotic line. “As a facility, we are always looking for items that are not sold online because we don’t want that competition. We’re providing a *service* that they can’t get online. And patients love them.”

### Superior Construction and Materials

“The MOTION is an entirely new shape made from premium materials,” explains Dubord. Besides the three arch heights to meet a wide range of patient needs, MOTION orthotics offer other patient benefits, including:

- Breathability via a micro-perforated mesh top cover
- A soft EVA base for full-length comfort (20 percent EVA recycled)
- PU metatarsal pad for forefoot comfort
- Heel stability using EVA reinforcement
- A long-lasting, durable Poron XRD heel pad that provides cushioning for heel comfort
- A lightweight, trimmable profile appropriate for a variety of footwear and activities
- The ability to accommodate A-4E widths with an emphasis on the wide forefoot
- Impact and shock absorption for everyday comfort

Graddon says that MOTION orthotics are the only OTC orthotics the practice now dispenses, and that in her opinion, they “hold up better than other over-the-counter products on the market. The value and materials are superior.”

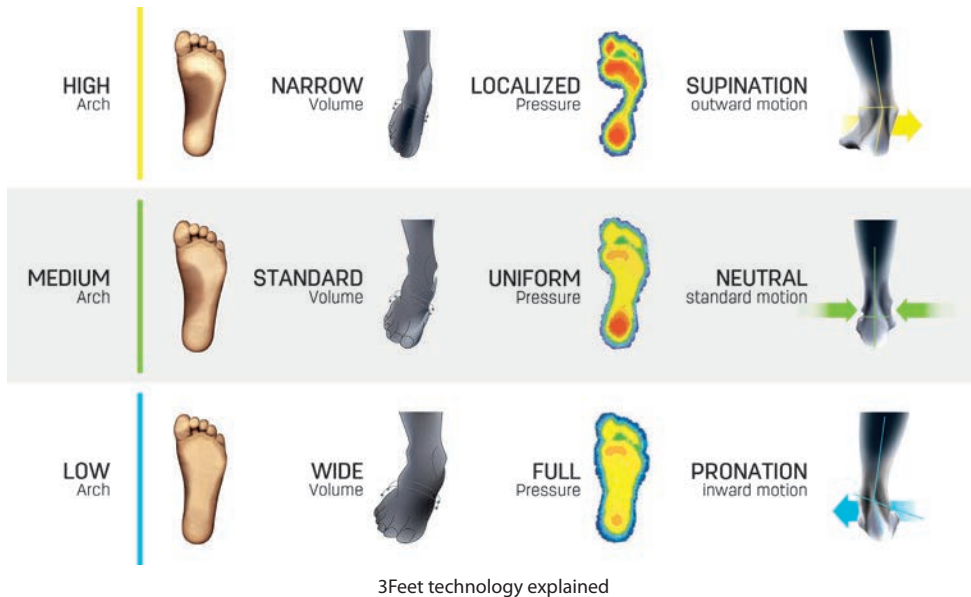
### Dispensing Made Easy

Dubord explains that practitioners can dispense MOTION orthotics in their practices off the shelf or counter, in a retail setting or waiting room, or using the EVO with its adjacent display.

“The EVO makes it very simple and intuitive,” says Dubord. “A patient can walk up and hit a ‘go’ button,

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3Feet technology explained

## “Clinic-Exclusive” OTC Orthotic *(continued)*

and the device will walk them through it. It will tell them their exact shoe width to the millimeter, it will tell them their exact shoe length, and it will tell them which insole will be appropriate for them. It also has a pressure plate, so it will show areas of heavy pressure.” Doctors or staff can take a picture of the result or export it as a .pdf file.

Graddon uses the EVO system, which is located in the retail department of the office called Remarkable Feet. “Most of the time, the physicians or I will direct people over to the FEETBOX, as we call it,” she says. “But it has its own appeal. People sitting in the waiting room want to see what it does. So they’ll ask us if they can go on it.”

While the orthotics are hanging near the scanner within reach of patients, Graddon emphasizes the staff interaction. “We want to make sure the patient experience is positive, so we try to help them through the whole process.” After patients have scanned their feet on the device and see the dimensions and insole recommendation displayed, for example, “we pull the right orthotic off the rack for them to be sure the size is correct.”

Dubord notes that another practice incorporates the EVO into its protocol for every patient. “It’s similar to the patient going in for his physical, and the doctor says, ‘Step on the scale,’” says Dubord. “The doctor can baseline everybody’s foot measurement—to the millimeter—in about 30 seconds.” The foot measurement is used as a patient education tool as well, he says, allowing doctors to talk about issues with the patient’s footwear. “The doctor can say, ‘It says here you’re an 8.5 wide, but it looks like you’re wearing a size 10. What’s going on?’”

The 63-inch-high rack contains three available arch

heights—high, medium and low—providing arch support for optimum control (see illustration) for every size. The EVO matches these orthotics to the needs of patients “very well,” says Graddon.

Podiatech provided The Orthopaedic Foot & Ankle Center with on-site cross-training on the EVO so that retail and front-office staff and some clinicians are able to answer patient questions or help in dispensing when the retail staff member is busy. “The machine is very user-friendly and easy,” she says. When

she or a staff member has had a question, she says that Podiatech’s customer service has been very responsive.

An added benefit, according to Dubord, is that Podiatech offers a 30-day comfort guarantee on its MOTION OTC orthotics.

### Profitability

The income stream from the sale of MOTION OTC orthotics “makes a difference to our revenue,” says Graddon, noting that the margins are better than from other OTC devices. In addition, repeat sales are common—another bottom-line benefit. “Once patients buy their first pair and see that it’s working for them, they’ll come back and buy additional pairs for other shoes,” she says.

Graddon emphasizes clinic-only distribution results in greater patient satisfaction, since patients need not struggle on their own to get the right OTC orthotic for their needs. “Anything that creates positive results for a patient is an added benefit, because that means you’re going to have return patients and a constant increase in revenue.”

The clinic-exclusive focus, patient satisfaction, economic benefits, and stellar customer service keep Graddon a loyal customer. MOTION orthotics offer “a custom appeal without the custom price,” she says.

Because of the success of the flagship MOTION model, Podiatech plans to release additional OTC lines in the future, including a sports line, a dress line, and a work line that can be used for boots.

*For more information about 3Feet MOTION OTC orthotics and the FEETBOX EVO, including EVO foot scanner specifications, available scanner and insole packages, and revenue forecasts, contact: [dubord@sidas.com](mailto:dubord@sidas.com) or click here.*