

## PediFix Promotes Podiatry, APMA Seal



By Christopher Case

The PediFix Footcare Company is stepping up its promotion of podiatry and podiatric care.

The 4th generation, family-owned and operated business founded in 1885, and widely respected for supporting the podiatry profession, podiatrists, their practices, and patients for more than a century is expanding two ‘Podiatry Positive’ consumer marketing efforts.

The company offers a unique assortment of high-performance medical foot treatment products that foot specialists and patients both appreciate.

Continuing its tradition of innovation, the firm is introducing 10 new products in its new 2024 catalog, including Full Length Arch Cradles® Orthotic Insoles, the Hammer ToeStrap™ for ‘floating toe’, Visco-GEL® V-Flange®



recognition of podiatrists as footcare experts, and genuine interest in podiatric care.” he adds. “Taken together, this should be another record year for our company, our customers and the profession we love and support.”

Unique to the industry, PediFix offers clinicians three ways to get patients its professional-grade products. Many practitioners stock and dispense their favorite PediFix products for best outcomes, patient compliance and convenience. Patients appreciate getting treat-

ment products from their doctor, and they’re more inclined to use them as instructed.

For next best compliance and convenience, doctors can refer patients to independent pharmacies and DME shops that are part of the firm’s nationwide retailer network. Entering your zip code in the firm’s website Store Locator yields lists of stores that stock PediFix and their distance from your practice.

As a third, and increasingly popular option, foot specialists can enable patient direct purchasing at [www.pedifix.com](http://www.pedifix.com), or via the firm’s popular Patient Brochures, which are provided free to any practice to distribute to patients.

Many experts use all three methods—stocking their favorite and most commonly dispensed products in their offices, referring patients to retailers or directly to PediFix for less frequently recommended items.

“We’re blessed with the opportunity to continue our family’s 139-year mission of developing great medical foot treatment products, supporting the podiatry profession and helping millions of people find relief for their foot pain, stay active and live comfortably,” adds Case.

Call 800-424-5561 or email [help@pedifix.com](mailto:help@pedifix.com) today to receive the new 2024 Clinician Catalog, patient brochures, to find retailers near you, order, or get more information about PediFix products and services. [Click here for more information.](#)



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and EuroFlange™ Toe Spacers, the Gel Protocrest® Toe Cap/Toe Crest combination, the BunionBoss™ HV Toe Splint for conservative or post-op use, bulk quantity Value Packs and more that clinicians and patients will find helpful.

The firm’s consumer marketing plans focus on 3 products granted the APMA Seal of Acceptance—SteriShoe® UVC Shoe Sanitizers, QuickTape® Heel Pain Relief Straps, and Visco-GEL® orthodigital devices.

“The American Podiatric Medical Association Seal of Approval on these key items provides us an opportunity to promote podiatry on every package, in every press release and all our advertising,” says Jon Case, CEO of the family business. “That’s great exposure for the profession.”

“It also supports a renewed emphasis on our ‘The Podiatrists’ Choice™’ branding campaign, which our research has shown generates

