

Redefining the Possibilities for Modern Foot and Ankle Care

By Ann Dosen, Marketing Partner, AIMx Podiatry



As regenerative medicine continues to evolve, podiatrists are increasingly seeking advanced tools that can both improve outcomes and adapt to the demands of modern private practice. For **AIMx Podiatry**, that pursuit is more than a trend, it's their mission. Launched with the goal of bringing high-performance biologic solutions to the podiatric community, AIMx is rapidly building a reputation for delivering accessible, in-office regenerative technologies that prioritize both clinical integrity and practical implementation. With a focus on education, compliance, and long-term value, AIMx is helping forward-thinking foot and ankle specialists integrate regenerative care in a way that works for both patients and practice operations.

Liposana®: Generating Buzz for Fat Pad Atrophy

Liposana® has quickly become a standout in AIMx's portfolio. As a distributor of Liposana® to the podiatric community, AIMx has helped bring attention to fat pad atrophy, a condition long overlooked despite its profound impact on patient comfort and function. Made from biologically intact human adipose tissue, Liposana® behaves like a "biological boot" when implanted subcutaneously, offering immediate cushioning, plantar pressure redistribution, and long-term soft tissue remodeling. "It's about addressing a structural deficiency in a meaningful way," says John Zagurasky, President of AIMx Podiatry. "Podiatrists have been hungry for a treatment like this." Used in-office as a cash-pay service, Liposana® supports clinicians seeking non-surgical options that can deliver comfort and performance with minimal recovery time. AIMx backs its distribution with robust practitioner education and training.

Not Just an Option—A New Baseline—DPMx

While the buzz may be growing around Liposana®, an adipose matrix designed for fat pad restoration, another flagship product in the AIMx portfolio is DPMx, an implantable umbilical cord allograft developed specifically for podiatric use. DPMx is processed from human birth tissue and contains key extracellular matrix components and growth factors that support natural tissue remodeling, making it a powerful tool in soft tissue management. Unlike some advanced modalities that are cumbersome or cost-prohibitive, DPMx is designed for straightforward integration into existing clinical protocols including cash-pay, non-reimbursed treatments. "In a market full of noise, our goal is simple: make it easier for podiatrists to access reliable, compliant tools," says Zagurasky. "With DPMx, providers can move forward with confidence."

A Commitment to Compliance and Product Integrity

In a time when regenerative products are under greater scrutiny, AIMx takes pride in sourcing from facilities that meet the highest regulatory standards.

Establishments that produce these products must be registered with the FDA's Center for Biologics Evaluation and Research (CBER) and adhere to current Good Tissue Practices (cGTPs) under 21 C.F.R. part 1271. Furthermore, facilities must be registered or accredited by a recognized body such as the American Association of Tissue Banks (AATB).

"All of our products are sourced through FDA-registered and AATB-accredited facilities," says Zagurasky.

"For us, compliance isn't a checkbox, it's the baseline. If we're offering products that go into patients' bodies, every step in the supply chain matters."

More Than a Distributor: A Clinical Partner

AIMx is thrilled to announce the addition of a Chief Medical Officer, marking an exciting new chapter as AIMx continues to push the boundaries of what is possible in podiatric regenerative care. "Regenerative medicine has breathed new life into the field of podiatry. It's not just the future; it's the spark our profession has been waiting for. It allows us to heal smarter, treat deeper, and move beyond the limitations of traditional care. I'm honored to join AIMx as Chief Medical Officer and help lead this powerful shift in how we care for the foot and ankle," says Dr. Thuy Ho-Ellsworth, Austin, Texas.

Dr. Ho-Ellsworth's appointment underscores AIMx's commitment to bringing together thought leaders who are advancing the practical application of regenerative medicine in podiatry. Clinicians like Dr. Kerry Zang, DPM (Scottsdale, Arizona), one of podiatry's most respected innovators, have partnered with AIMx to share regenerative insights with peers. "Now, with regenerative medicine, we can actually treat the problem that is causing the pain," says Dr. Zang.

Looking Ahead

With a growing presence and a strong foundation in both clinical science and compliance, AIMx Podiatry is positioned to be a trusted voice in podiatric regenerative care for years to come. "Our focus isn't just on products; it's on progress," says Zagurasky. "We're here to help podiatrists rethink what's possible."

Learn more: AIMxPodiatry.com (to access, scan the QR code at right) or click here | (512) 829-8221 | John@im-athletic.com



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