

Lower Extremity Review

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resource guide 2017

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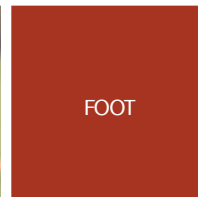
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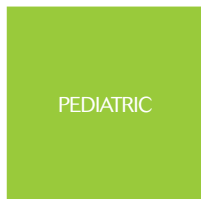
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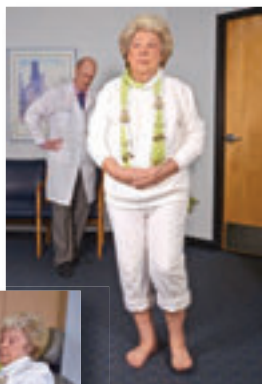
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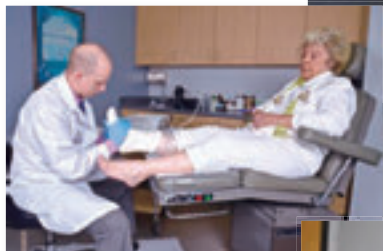
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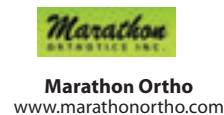
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Mission statement:

Lower Extremity Review informs healthcare practitioners on current developments in the diagnosis, treatment, and prevention of lower extremity injuries. LER encourages a collaborative multidisciplinary clinical approach with an emphasis on functional outcomes and evidence-based medicine.

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out on a limb: Hitting on all cylinders

Welcome to the 2017 LER Resource Guide. With a new president taking office shortly and a lot of uncertainty, it is imperative that you stay vigilant and focused on providing the best care for your patients. Finding the right fit is important, but no one product will be the best fit for every patient. That's why you need access to a wide range of options. With over 30 categories and indications, the Resource Guide once again hits on all cylinders, sourcing the information you need in your daily practice to produce the best outcome.

Our team of writers and editors work tirelessly to provide you the most comprehensive and accurate guide for products and service in the lower extremity market. The indication and product cataloging format makes looking for products that you may be interested easier than ever. In addition, we have profiled 18 companies that are on the cutting edge of lower extremity care. These company profiles will give you a better sense of each company and an understanding of who you are working with and if they fit your needs.

Thank you for making the LER Resource Guide you go-to for lower extremity products and services.

Rich Dubin, *Founder and CEO*

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Get involved





Esteemed German-based orthotic distributor expands product line to U.S. markets

BY ROBYN PARETS

If you're not already familiar with Bauerfeind AG, that may soon be about to change. The German-based orthotic powerhouse has spent more than 80 years growing its line of orthoses and medical compression stockings for the athletic market. It is now poised to become a household name at U.S. orthopedic clinics.

To back up a bit, European orthopedic doctors, clinicians and therapists have been recommending and prescribing Bauerfeind's braces and supports for years. "Our many years of experience and knowledge gained from supplying athletes and consumers alike are incorporated into the ongoing development of our products. At Bauerfeind, motion is life, the company stated.

Bauerfeind's 50 lower extremity orthotic devices are designed with German ingenuity with one primary goal in mind: Help patients regain their mobility and well being. At the same time, the devices help reduce pain, stimulate healing with medical grade compression, and help maximize range of motion.

"We design devices to be part of your life and increase your quality of life over time," said Scott Borjeson, U.S. Director of Marketing HCP. "Apart from the therapeutic effect, the devices are low profile and not bulky. We make it easy to put them on and take them off."

Building traction in the United States

Professional athletes already use Bauerfeind's devices to perform at the top of their game. In fact, the National Basketball Athletic Trainers Association (NBATA) has endorsed the company, and 27 NBA teams use Bauerfeind's supports and braces. With a stronghold in the sports market, Bauerfeind got another vote of confidence from the Arthritis Foundation in December 2016, which tested and approved Bauerfeind's knee orthotic devices for patients with arthritis.

With the support of both the NBATA and the Arthritis Foundation, Bauerfeind USA is expanding its brand awareness by moving into orthopedic, clinical and physical therapy centers. Based out of its new U.S. headquarters in Atlanta, GA,

the company and its sales team will focus on educating orthopedic doctors and therapists about Bauerfeind's orthoses. They also plan to increase their presence at major industry meetings and events, and deliver educational information via mailings, direct marketing campaigns and news articles, Borjeson said.

"It's important for the orthopedic community to understand that we're not a post-op company. Rather, Bauerfeind devices are an essential part of a comprehensive clinical approach to pain management and physical therapy," he said.

"Our many years of experience and knowledge gained from supplying athletes and consumers alike are incorporated into the ongoing development of our products."

—Scott Borjeson, U.S. Director of Marketing HCP

Bauerfeind has a 'leg up' on innovative orthoses

When it comes to developing top-notch orthoses—driven by technological innovation and an attention to detail—leave it to Bauerfeind.

Founded in 1929 by Bruno Bauerfeind, the textile company started with only one product category: medical compression stockings. Still run by the Bauerfeind family today, the company now uses computer-aided measurement and milling technology to fabricate the most effective and comfortable textile stabilization supports and braces in the industry.

Bauerfeind first widened its net to include orthoses in 1981, when it introduced its first GenuTrain knee support. Always looking to help athletes, this first knee device was a result of a request from the German soccer team. As the story goes, the team approached Bauerfeind and asked if it could manufacture a comfortable knitted knee brace that also offered compression technology, said Borjeson.

GenuTrain is now the company's top-selling line and includes a selection of

soft supports and hinged braces. Designed to provide pain relief and stabilization in the knees, the devices offer soothing support for muscles, joints and ligaments. All told, GenuTrain braces help many conditions, including knee pain and swelling caused by osteoarthritis, misalignment of the kneecap, and post-surgery rehabilitation.

If you're looking for braces and supports to help manage ankle pain and stabilization, Bauerfeind's AchilloTrain, MalleoTrain and MalleoLoc orthoses have you covered. The AchilloTrain and AchilloTrain Pro supports help relieve

pain and inflammation in the Achilles tendon while promoting mobility. With an integrated, removable heel wedge and a second wedge to keep leg lengths equal, a patient can adjust the brace to suit his or her comfort. The self-shaping MalleoLoc and MalleoTrain knit braces, on the other hand, can be used to support ankle sprains, ligament weakness or extreme sports overload injuries.

In addition to its knee and ankle devices, Bauerfeind touts its breathable and comfortable MyoTrain product line. Offering an alternative to physical therapy taping, MyoTrain braces and supports help heal and relieve pain for muscle injuries that include muscle tears, pulls and bruising to the thighs and hamstrings. The thigh braces use viscoelastic cushion pads for flexible stability. MyoTrain's knit and strap system, combined with two removable pressure cushions, also reduces swelling and accelerates healing.

Robyn Paretis is a freelance writer based in Boston.

Article sponsored by Bauerfeind.

FEATURED LISTINGS



AchilloTrain ankle support relieves pain from acute injury of the Achilles tendon and stabilizes without restricting mobility. Soft, moisture-wicking support ideal for postsurgical therapy, tendinitis, and pain in the back of the heel. AchilloTrain Pro is also available for Achilles pain relief to promote an active lifestyle.



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Toll Free: 800/423-3405
bauerfeindusa.com

Company Profile on p. 87



The patented Arizona Mezzo is the 'happy medium' between a UCBL and the standard Arizona Brace. The custom fabricated Arizona Mezzo provides support for a variety of mid-foot and hindfoot conditions requiring superior longitudinal arch support. Its low-profile design and soft leather lining mean easy shoe fit, exceptional comfort and greater patient compliance. Partial Foot Arizona Mezzo also available.



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■ Taking on a national health crisis

BY SUZANNE WRIGHT

Leaders lead. When your company is acknowledged by colleagues, competitors and patients as industry-leading, innovation is a given. So it's no surprise that Arizona AFO redoubled its efforts in 2016 to effectively address a growing national healthcare concern while also bringing to market a device that filled an industry-wide void and instantly struck a chord with practitioners and patients alike.

"Throughout the healthcare community and all the way up to the Centers for Disease Control, falls are now recognized as public health risk," said Jason Kraus, president and chief operating officer of Arizona AFO. "The American Podiatric Medical Association passed a resolution for the first time in 2016 stating that the podiatric physician is essential to addressing the public health problem represented by falls. Everyone focused on lower extremity health has an important role to play in prevention as well as treatment."

The costs related to falls, measured in both economic and human terms, are startling.

According to the Centers for Disease Control and Prevention, by the year 2030, 71 million Americans will be 65 or older. Every day, an estimated 10,000 people turn 65, and this trend is expected to continue for the next two decades. Fall-related injuries account for an estimated \$34 billion to the U.S. healthcare system each year. Falls are the leading cause of injury-related hospitalizations in those 65 or older. After a fall, nearly two-thirds of patients are discharged to nursing facilities, though half will not return to independent living. Falls also account for 40% of injury-related deaths.

Good for patients, good for business

"This is a complicated problem and there are many things we can and should be doing to mitigate the risk of falls in our elderly population," said Kraus. "Our Moore Balance Brace (MBB) has been prescribed to tens of thousands of patients across the U.S. who are now leading safer and more independent lives. The MBB is not a panacea, of course. It is best prescribed as part of a fall risk protocol that includes physical and occu-

pational therapy, strength training, regular eye and ear checkups."

Thanks in part to parent company OHI's fall risk advocacy, fall risk management has become a focus among both physicians and end users. The MBB is the only balance brace proven in a peer-reviewed clinical study to improve balance. According to the study, the MBB has "an immediate effect...on postural stability in older adults." Another study focusing on the MBB is ongoing at Baylor University.

To assist practitioners, Arizona AFO has created a free webinar that provides step-by-step instructions for adding a comprehensive balance program to their practice. This course is designed to

Arizona AFO redoubled its efforts in 2016 to effectively address a growing national healthcare concern while also bringing to market a device that filled an industry-wide void and instantly struck a chord with practitioners and patients alike.

teach healthcare professionals what they need to know about identifying patients who may be at risk for falls, administering a fall risk assessment, and developing a comprehensive treatment plan.

This kind of proactive approach is not just good for patients. It's good for the bottom line—especially at a time when changes to the Affordable Care Act (ACA) may emerge over the coming years.

"The ACA is still the law of the land," Kraus noted. "And the centerpiece is reducing costs of a bloated system and achieving quality outcomes that are proportional to healthcare spending. Medicare initiatives are pivoting away from a fee-for-treatment or transactional model, to a value-for-care model. Accessible and affordable solutions, such as assistive devices like braces and footwear, provide patients with solutions to prevent catastrophic problems. As a company, we are very much in sync with where healthcare is going."

A new brace solves old problems

That's why Kraus is excited about the

Arizona Mezzo, a patented, custom-fabricated brace designed by Dennis Janisse, CPed, an internationally known pedorthic educator exclusive to Arizona AFO. Released in July 2016, it is a "happy medium" between a UCBL and the company's namesake Arizona Brace.

Before licensing it, Kraus and his team took samples to trade shows and watched practitioner after practitioner pick it up and offer positive feedback. Kraus characterizes the Mezzo as one of those "why-didn't-we-think-of-it-sooner" types of products that ticks the aesthetics box and therefore increases patient compliance.

The Mezzo is an excellent option for patients who suffer from painful foot and ankle problems like arthritis, tendinitis,

and overuse injuries.

"Nobody wants to be in a brace," Kraus said. "Patients often refuse to use traditional bracing systems because they are bulky, hard to hide under clothes and draw unwanted attention to themselves. This brace helps to alleviate pain due to various hindfoot, midfoot and ankle conditions, while being streamlined, simple to use and easy to fit into virtually any shoe."

Sales have been brisk.

"The Mezzo has seemingly captured the attention and imagination of both prescribers and patients because it addresses pain points and it works well," said Kraus.

"All of our products are aligned to provide alternatives to expensive, invasive and risky procedures," said Kraus. "There's a business rationale to everything we bring to the brand and in turn, to our clients and their patients. We are white-hot focused on helping people live safer, more independent lives."

Article sponsored by Arizona AFO.

FEATURED LISTINGS

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A proud member of OHI's family of brands focused on treating conditions and diseases of the lower extremities, Arizona AFO has been the premiere fabricator of custom-made ankle foot orthoses since 2004. The company's namesake Arizona Brace not only invented a new product category, it pushed the industry in a whole new direction.



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Company Profile on p. 14



Custom, low-profile, extremely lightweight orthoses. We manufacture AFOs in three categories: energy return for patients with normal joint stability, rigid designs for immobilization, and hybrid designs for those patients that need midstance stability without interrupting the rockers of gait. We also provide two models for partial foot amputees.



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KeepingPace manufactures therapeutic footwear for children with cerebral palsy, Down syndrome, and other conditions that require adaptive footwear and seamless AFO socks. KeepingPace footwear integrates a wider, deeper heel and toe box for accommodating orthotic devices and three adjustable inner soles for a better fit. Styles include athletic and dress shoes, sandals, and boots. Available March 2017: heel-entry shoe.



KeepingPace
Children's Orthopedic Footwear
18 Sargent St., Suite F
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Phone: 978/526-0020
keepingpace.com

Company Profile on p. 99

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COMPANY LISTINGS

Acor Orthopaedic
18530 S. Miles Pkwy.
Cleveland, OH 44128
Toll Free: 800/237-2267
acor.com

Company Profile on p. 32

AliMed
297 High St.
Dedham, MA 02026
Toll Free: 800/225-2610
alimed.com

Allied OSI Labs
6299 Guion Road
Indianapolis, IN 46268
Toll Free: 800/444-3632
alliedosilabs.com

Becker Orthopedic
635 Executive Drive
Troy, MI 48083
Toll Free: 800/521-2192
beckerorthopedic.com

BMI International
9241 Lazy Lane
Tampa, FL 33614
Toll Free: 877/603-3737
orthobmi.com



COMPANY LISTINGS

Bolt Systems

1700 Silver Star Road
Orlando, FL 32804
Toll Free: 800/425-0012
boltsystems.com

Boston Brace International

20 Ledin Drive
Avon, MA 02322
Toll Free: 800/262-2235
bostonbrace.com

Brownmed

4435 Main Street
Suite 820
Kansas City, MO 51360
Phone: 816/581-7001
brownmed.com

Buffalo Brace

36 Mason St.
Buffalo, NY 14213
Toll Free: 800/435-0065
buffalobrace.net

Burns International

301 N. Hwy. 83
McCook, NE 69001
Toll Free: 800/262-8767
burnslab.com

Cascade Dafo

1360 Sunset Ave.
Ferndale, WA 98248
Toll Free: 800/848-7332
cascadedafo.com

Certified Orthopedics

1709 Heath Pkwy.
Fort Collins, CO 80524
Phone: 970/482-7116
certifiedortho.com

ComfortFit Orthotic Labs

246 Columbus Ave.
Roselle, NJ 07203
Toll Free: 888/523-1600
comfortfitlabs.com

DM Systems

1316 Sherman Ave.
Evanston, IL 60201
Toll Free: 800/254-5438
dmsystems.com

Earthwalk Orthotics

500 Vista Ave. SE
Massillon, OH 44648
Phone: 330/837-6569
earthwalkorthotics.com

Eastern Podiatry Lab

1702 Fifth St.
Trenton, NJ 08638
Toll Free: 800/327-8763

Footbon

227 Main St.
Huntington, NY 11743
Toll Free: 888/678-0682
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Footcare Express

18280 W. Dixie Hwy.
North Miami, FL 33160
Toll Free: 877/687-3338
footcareexpress.com

Footmaxx

518 Pocahontas Ave.
Roanoke, VA 24012
Toll Free: 800/779-3668
footmaxx.com

Hersco Ortho Labs

39-28 Crescent St.
Long Island City, NY 11101
Toll Free: 800/301-8275
hersco.com

Home Heart Beats

301 N. Harrison St. #455
Princeton, NJ 08540
Toll Free: 888/612-1696
afoassist.com

Insightful Products LLC

2 Lincoln Ave.
Suite 8
Scarborough, ME 04074
Phone: 207/885-0414
insightfulproducts.com

Integrated Orthotic Lab

1630 E. Northfield Drive
Suite 400
Brownsburg, IN 46112
Toll Free: 866/582-4640
io-lab.com

Integrity Orthotics

19113 63rd Ave. NE
Suite 4
Arlington, WA 98223
Toll Free: 866/678-4652
integrityortho.com

JSB Orthotics

509 Paul Morris Drive
Englewood, FL 34223
Phone: 941/473-0620
jsbinc.com

Kevin Orthotics

1119 Colorado Ave.
Suite 103
Santa Monica, CA 90401
Toll Free: 877/767-3338
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Kinetic Research

125 E. Chapman Road
Lutz, FL 33549
Phone: 813/962-6300
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Lord Custom Molded Shoes

1395 Lakeland Ave.
Suite 1
Bohemia, NY 11716
Toll Free: 800/746-3711
lordshoes.com

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Ellijay, GA 30536
Toll Free: 888/928-9322
fc2ankle.com

M.J. Markell Shoe Co.

504 Saw Mill River Road
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Phone: 914/963-2258
markellshoe.com

Maramed**Orthopedic Systems**

2480 W. 82nd St. #1
Hialeah, FL 33016
Phone: 305/823-8300
maramed.com

MD Orthopaedics

604 North Parkway St.
Wayland, IA 52654
Toll Free: 877/766-7384
mdorthopaedics.com

Company Profile on p. 94

medi USA

6481 Franz Warner Pkwy.
Whitsett, NC 27377
Toll Free: 800/633-6334
mediusa.com

Mile High Orthotics Lab

4970 Monaco St.
Suite A
Commerce City, CO 80022
Toll Free: 866/710-4880
mholabs.com

Motion Unlimited

4980 Hwy. 169 N.
New Hope, MN 55428
Phone: 763/316-6472
motion-unlimited.com

**New York Orthopedics
Manufacturing Corporation**

1118 Longwood Ave.
2nd Floor
Bronx, NY 10474
Phone: 718/618-7292
newyorkomc.com

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niagarabraces.com

On His Path

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Wayland, IA 52654
Toll Free: 877/766-7384
onhispath.org

Optec

975 Progress Circle
Lawrenceville, GA 30043
Toll Free: 888/982-8181
optecusa.com

Ortho-Craft Inc.

1 Action Blvd.
Unit 8
Londonderry, NH 03053
Toll Free: 800/436-7846
ocinh.com

Palumbo Orthopaedics

1916 Tiger Tail Blvd.
Bldg. 11
Dania Beach, FL 33004
Phone: 954/925-5806
palumbobracess.com

Pine Tree Orthopedic Lab

175 Park St.
Livermore Falls, ME 04254
Phone: 207/897-5558
pinetreeorthopedic.com

Pro-Tech Orthopedics

95 Ryan Drive
Unit 8
Raynham, MA 02767
Toll Free: 866/819-1157
protech-intl.com

COMPANY LISTINGS

Right Way**Custom Molded Shoes**

3825 Investment Lane
Suite 10
Riviera Beach, FL 33404
Phone: 561/840-6792
rightwaycms.com

Root Laboratory

16739 Placer Hills Road
Meadow Vista, CA 95722
Toll Free: 877/766-8522
root-lab.com

RYBO Medical

21302 Calle Horizonte
Lake Forest, CA 92630
Toll Free: 866/406-7926
rybomedical.com

SafeStep

2905 Veterans Memorial Hwy.
Ronkonkoma, NY 11779
Toll Free: 866/712-7837
safestep.net

Company Profile on p. 56

Solar System AFOS

1460 West 68 St.
Suite 101
Hialeah, FL 33014
Toll Free: 866/489-AFOS
solarsystemafo.com

South West Orthopedic Designs

36602 N. 16th St.
Phoenix, AZ 85086
Phone: 480/703-9433
pttd.com

Spinal Solutions

1971 Old Covington Road NE
Conyers, GA 30013
Toll Free: 800/922-5155
spinalsolution.net

Spinal Technology

191 Mid Tech Drive
West Yarmouth, MA 02673
Phone: 508/775-0990
spinaltech.com

Streifeneder USA

5906 Breckenridge Pkwy.
Suite G
Tampa, FL 33610
Toll Free: 800/378-2480
streifeneder-usa.com

Surestep

17530 Dugdale Drive
South Bend, IN 46635
Toll Free: 877/462-0711
surestep.net

Tidwell's Orthotics

4450 NW 126th Ave.
Suite 106
Coral Springs, FL 33065
Phone: 954/346-5402
tidwellsorthotics.com

Tower Orthopedic Designs

300 Alpha Drive
Pittsburgh, PA 15238
Toll Free: 866/412-2870
towerortho.com

Townsend Design

4615 Shepard St.
Bakersfield, CA 93313
Toll Free: 800/432-3466
townsenddesign.com

Company Profile on p. 80

Trulife

26296 Twelve Trees Lane NW
Poulsbo, WA 98370
Toll Free: 888/878-1238
trulife.com

Ultraflex Systems

237 South St.
Suite 200
Pottstown, PA 19464
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Advanced Orthopaedics
326 Main St.
Harleysville, PA 19438
Phone: 215/256-9000
advanced-orthopaedics.com

Aircast
1430 Decision St.
Vista, CA 92081
Toll Free: 800/336-6569
djoglobal.com

Allsport Dynamics
2724 SE Stallings Drive
Nacogdoches, TX 75961
Phone: 936-569-1003
allsportdynamics.com

Andante Medical Services
455 Hamilton Ave.
Suite 1102
White Plains, NY 10601
Phone: 914/694-2285
andantemedical.com

Baiwa
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Eustace, TX 75124
Phone: 903/425-0116
baiwa.com

COMPANY LISTINGS

Beiersdorf/Futuro
187 Danbury Road
Wilton, CT 06897
Phone: 203/563-5882
futurous.com

BetterBraces.com
541 Wind Sock Way
Carlsbad, CA 92011
Phone: 760/579-0214
betterbraces.com

Bilt-Rite/Mastex Health
200 Anthony Circle
Croydon, PA 19021
Phone: 215/785-6980
biltriteinc.com

Bioflex Medical Magnetics
3370 NE 5th Ave.
Oakland Park, FL 33334
Phone: 954/565-8500
bioflexmagnets.com

Bird & Cronin
1200 Trapp Road
Eagan, MN 55121
Toll Free: 800/328-1095
birdcronin.com

Bort-Swiss Orthopedic Supply
4533 N. Hwy. 81
Anderson, SC 29621
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bort-swissortho.com

Brace International, Inc
Box 19752
Atlanta, GA 30325
Toll Free: 800/545-1161
braceint.com

BRD Sport
7 Cook Road
East Brunswick, NJ 08816
Phone: 732/238-5479
brdsport.com

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Carlsbad, CA 92010
Toll Free: 800/897-BREG (2734)
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cajunsportscream.com

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Suite F
Hollister, CA 95023
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castcoverz.com

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Osceola, WI 54020
Phone: 715/294-2050
coreproducts.com

Cramer
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Akron, OH 44310
Toll Free: 800/321-2135
PerformanceHealth.com

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Richmond, VA 23228
Toll Free: 888/354-5515
dalcointernational.com

DARCO International
810 Memorial Blvd.
Huntington, WV 25701
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darcointernational.com

DeRoyal
200 Debusk Lane
Powell, TN 37849
Toll Free: 800/251-9864
deroyal.com

Ektio
220 Riverside Blvd.
Suite 6B
New York, NY 10069
Toll Free: 800/895-1814
ektio.com

Fabrifoam Products
900 Springdale Drive
Exton, PA 19341
Toll Free: 800/577-1077
fabrifoam.com

Foot Foundation
32 Aspen Village
Aspen, CO 81611
Phone: 970/948-6218
footfoundation.com



COMPANY LISTINGS

Freeman Manufacturing

Box J
900 W. Chicago Road
Sturgis, MI 49091
Phone: 269/651-2371
freemanmfg.com

Halco USA

2730 Cavanagh Court
Hayward, CA 94545
Toll Free: 877/532-1561
halcohookloop.com

Health Enterprises

90 George Leven Drive
North Attleboro, MA 02760
Toll Free: 800/633-4243
healthenterprises.com

ING Source

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Hickory, NC 28602
Phone: 828/855-0481
www.ingsource.com

Kevin Orthotics

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Suite 103
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Toll Free: 877/767-3338
kevinrx.com

La Pointique Int'l

Oppo Medical
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Toll Free: 800/979-1932
lp-support.com/oppomedical.com

Levy & Rappel

339 10th St.
Saddle Brook, NJ 07663
Toll Free: 800/564-5389
levyandrappel.com

Company Profile on p. 40

McDavid Sports

Medical Products
10305 Argonne Drive
Woodridge, IL 60517
Toll Free: 800/237-8254
mcdavidusa.com

Med Spec (ASO EVO)

4600-K Lebanon Road
Charlotte, NC 28227
Toll Free: 800/582-4040
medspec.com

Medical Sports, Inc.

Box 7187
Arlington, VA 22207
Phone: 703/241-9720
countforce.com

New Options Sports

2545 Merrell Road
Dallas, TX 75229
Toll Free: 800/872-5488
newoptionssports.com

New York Orthopedics

Manufacturing Corporation
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Bronx, NY 10474
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Ortho-Craft Inc.

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Toll Free: 800/436-7846
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Remington Products

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Phone: 330/335-1571
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Richie Brace

550 Pacific Coast Hwy.
Seal Beach, CA 90740
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richiebrace.com

SpiderTech

3370 Pharmacy Ave.
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Canada
Phone: 416/490-4000
nucapmedical.com

Swede-O, Inc.

6459 Ash St.
North Branch, MN 55056
Toll Free: 800/525-9339
swedeo.com

Tetra Medical Supply Corp.

6364 W. Gross Point Road
Niles, IL 60714
Toll Free: 800/621-4041
tetramed.com

Texas Orthopaedic Products and Services

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Fate, TX 75132
Toll Free: 888/373-4009
topproducts.com

Triple Inc.

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610 E. Bell Drive
Warsaw, IN 46581
Phone: 574/267-1450
deltai-medical.com

Ultra Ankle

12800 N. Meridian St.
Suite 125
Carmel, IN 46032
Phone: 317/520-9902
ultraankle.com

Vantage Orthopedics/Body Glove

41 Techview Drive
Cincinnati, OH 45215
Phone: 513/563-1690
vantageortho.com

X-Strap Systems

9 Stonegate Drive
Hyde Park, NY 12538
Phone: 845/233-4713
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COMPANY LISTINGS

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Toll Free: 888/678-6548
allardusa.com

CosySoles
1510 Stewart Crescent
Milton, ON L9T 6P8
Canada
Phone: 905/878-6682
cosysoles.com

Custom Composite Manufacturing
170 Macklin St.
Cranston, RI 02920
Toll Free: 866/273-2230
cc-mfg.com

Kinetic Research
125 E. Chapman Road
Lutz, FL 33549
Phone: 813/962-6300
kineticresearch.com

Motion Unlimited
4980 Hwy. 169 N.
New Hope, MN 55428
Phone: 763/316-6472
motion-unlimited.com

Richie Brace
550 Pacific Coast Hwy.
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Toll Free: 877/359-0009
richiebrace.com

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Turbo Med Orthotics
986 Emelie-Chamard
Quebec City, QC G1X 4V3
Canada
Phone: 418-563-8675
turbomedorthoics.com

X-Strap Systems
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Toll Free: 800/432-3466
townsenddesign.com

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COMPANY LISTINGS

Acor Orthopaedic
18530 S. Miles Pkwy.
Cleveland, OH 44128
Toll Free: 800/237-2267
acor.com

Company Profile on p. 32

Anatomical Concepts
1399 E. Western Reserve Road
Poland, OH 44514
Toll Free: 800/837-3888
anatomicalconceptsinc.com

Arizona AFO, INC.
4825 E. Ingram St.
Mesa, AZ 85205
Toll Free: 877/780-8382
arizonaafo.com

Company Profile on p. 14

Cascade Dafo
1360 Sunset Ave.
Ferndale, WA 98248
Toll Free: 800/848-7332
cascadedafocom

Custom Composite Manufacturing
170 Macklin St.
Cranston, RI 02920
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Company Profile on p. 99

Kinetic Research

125 E. Chapman Road
Lutz, FL 33549
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kineticresearch.com

KLM Orthotic Labs

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Valencia, CA 91355
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Levy & Rappel

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Saddle Brook, NJ 07663
Toll Free: 800/564-5389
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Motion Unlimited

4980 Hwy. 169 N.
New Hope, MN 55428
Phone: 763/316-6472
motion-unlimited.com

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Eponymous brace remains mainstay of evolving company

BY CARY GRONER

Douglas Richie, DPM, inventor of the Richie Brace, continues to push the boundaries of technology and design. He will soon add two pathology-specific braces to his existing line of ten models—one targeted to patients with Achilles pathology, another for those with diabetes who've had partial foot amputations.

"These patients have in common the loss of propulsive ability, and the new braces will seek to address that deficit while still providing protection," Richie said.

It's been an innovative twenty years for Richie. In 1996, after years of sports podiatry practice, he was frustrated by the challenge of fitting sport ankle braces to patients who also wore custom foot orthoses. The two products should have worked naturally together, but because neither was made with the other in mind, the result was often ungainly and uncomfortable.

"Podiatrists didn't know much about ankle-foot orthoses at the time," Richie said. "We weren't taught about the devices in school, and when we were in clinical practice we didn't have relationships with vendors who could supply them."

The situation has changed, obviously. According to Richie, roughly 40,000 custom AFOs are now prescribed annually. One reason for the increase, of course, is the Richie Brace itself, which he developed and launched in 1996. Another innovation was the distribution network of established foot orthotic labs he put together.

"Those labs compete fiercely with each other, but they like our products and trust me," Richie said. "The labs offer products and services I can't, too. For example, about eighty percent of our prescriptions are for a unilateral brace, but many patients require a foot orthotic on the contralateral side, and it's nice to have a distributor who can provide that"

The original Richie Brace, which still accounts for 85% of the company's sales, offers a nonoperative approach to pathologies such as chronic ankle instability and mild to moderate posterior tibial tendon dysfunction (PTTD).

"When doctors initially started saying they wanted to use the brace for PTTD and severe ankle deformities, I was skeptical, because I considered it a sport brace for athletes," Richie said. "But I kept hearing how effective the brace was for PTTD, so I worked with several people, including certified orthotists, to improve the original design and develop new models for specific problems."

The restricted-hinge variation of the basic brace is designed for patients with degenerative joint disease (DJD, typically osteoarthritis) of the ankle or rearfoot. It's also used to treat dropfoot as long as the

Richie offers Gauntlet and California AFO models for more severe problems such as severe joint disease, Charcot arthropathy, or Stage III and IV adult-acquired flatfoot. There are also two models that use straps to suspend the arch, medially or laterally, to provide support without bulk.

Richie sees two trends that may significantly affect how his braces, and similar products, are prescribed. The first is the ongoing development of foot and leg scanners that could make casting obsolete. Such devices are still prohibitive for podiatry practices, but Richie thinks that

Roughly 40,000 custom AFOs are now prescribed annually. One reason for the increase, of course, is the Richie Brace itself, which Richie developed in 1996.

patient has a stable knee.

"Patients who've had severe ankle fractures often progress to arthritis," Richie explained. "But for some patients, fusion isn't a great option, and many of our best testimonials come from those who've achieved significant pain relief with our braces."

Richie offers two other braces for dropfoot conditions: the Dynamic Assist (for patients with dropfoot without equinus, absent spasticity, with stable knees; as well as those with peroneal nerve injury, post-stroke, or post-CVA problems), and the Richie Solid AFO (for those with severe dropfoot with spasticity and/or unstable knees).

"In all bracing, the goal is to preserve joint motion," Richie said. "Any orthotist would rather treat dropfoot using a device with a dynamic hinge. But if the patient has an unstable knee, you can't let the ankle move; then you need a solid AFO. You also need a solid device in cases of spasticity or contracture, such as in MS or cerebral palsy"

within a year they may become affordable, which would be a game changer. One problem, however, is that casting offers clinicians an opportunity to make corrections before fabricating the AFO, but there's no equivalent in the new methodology yet.

"Fabricators or labs can correct varus and valgus easily if they have a plaster model," he said. "But when you go to CAD/CAM, you're no longer working with the three-dimensional model, so you have to find a way to balance for forefoot and rearfoot deformities."

The second trend is likely to be increased scrutiny of insurance and Medicare reimbursement rates for AFOs. In response, Richie may develop a "library system" of off-the-shelf devices to complement the two it now offers.

Cary Groner is a freelance writer in the San Francisco Bay Area.

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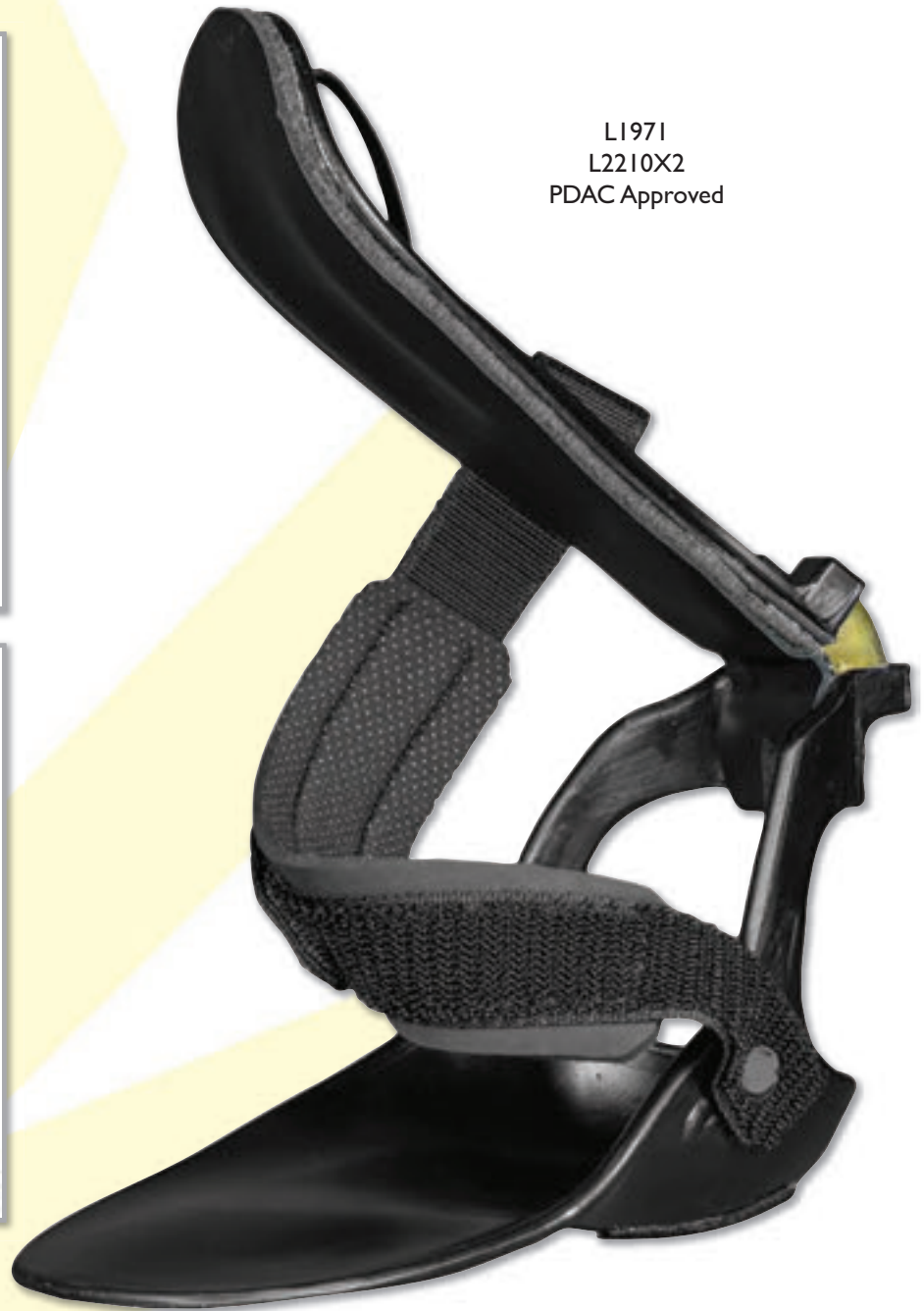
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New program Acor PRIME streamlines the ordering process for custom products

BY LER STAFF

Acor PRIME, which launched in August, is a new program that offers free shipping both ways, free modifications on arch supports, and a free roll of fiberglass casting tape for gauntlet and Richie Brace orders. PRIME simplifies the ordering process and addresses the pricing issue as an all-inclusive program for custom products.

According to Jeffrey Alaimo, Acor CPO and president, "We looked at the vast majority of what customers were ordering and included those items in PRIME," he said. "Customers will now know exactly what their order will cost upfront with no sticker shock, and so far people have been identifying well with a controlled cost that keeps their gross profit consistent across multiple product configurations."

Acor's manufacturing plant and central fabrication services are located in Cleveland, OH, where it processes and produces its entire product line: fabrication materials, custom foot orthoses, leather gauntlets, Charcot restraint orthotic walkers (CROWS), QuikFit Pro prefabricated foot orthoses, Richie Braces, and stock therapeutic footwear such as Drew, Orthofeet, and Oasis.

"Other recent improvements in our systems include the Acor Central Fabrication services," said Joseph Merolla, Acor director of sales. "All custom orthotic orders are now processed through our EZ-Fab Fabrication and Order Management Service. This allows companies to see where their orders are in production in real-time, so they always know exactly when they can expect to receive them."

In addition, said Merolla, the system integrates with Acor's new digital scanning technology, making it possible to scan the patient, enter the order online, and track the entire production process. This eliminates the time lag of shipping the negative to Acor, since the order and the impression are all sent electronically.

"The ordering system is part of Acor's commitment to meeting its customers' ever-changing needs," he said. "Our goal is to eliminate guessing and provide our

customers with a seamless experience that starts from the moment they place an order and continues until the item has been shipped on time and received."

As part of Acor's continued focus on customer service and delivery, same-day shipment of more material products has been expanded, Merolla said. Acor has increased the level of in-stock converted materials by 20%, which will allow the company to ship a higher percentage of material orders on the day they are received.

Added materials, colors

A recent addition to Acor's orthotic materials line is high-density DuraForm EVA

PRIME simplifies the ordering process and addresses the pricing issue as an all-inclusive program for custom products.

(ethylene vinyl acetate). Produced as a closed-cell structure, DuraForm will not absorb perspiration and is easily cleaned. Customers can choose from various colors, densities, and materials.

Acor has also expanded the range of colors available for some products. P-Cell, a closed-cell EVA foam orthotic material, is now available in silver, light blue, black, and traditional pink. The Multicork material is now available in black or tan, and Plastazote is now offered in pink, white, blue, green, yellow, black, and red.

Acor continues to stand behind all its products and services: "We have always fully supported and warrantied our products," Merolla said. "This is the guarantee that you get with Acor products that is not found with many others in our industry. Acor's continued emphasis on guaranteed quality is really starting to show, since some of our customers come to us with stories of failed products from competitors that the manufacturers wouldn't stand behind. We want the experience at Acor to always be a good one, and are committed to back that up by standing behind any product issue."

Durable laminates

Listening to its customers has paid dividends for Acor. When customers asked for more durable laminates, Acor responded in 2014 by updating its manufacturing processes to supply them.

"Acor changed its materials handling processes, and the way we manufacture products has improved dramatically," Merolla said. "The industry demanded a better product, a better quality of lamination—that was the overwhelming request. They wanted better-quality laminates that would not fall apart, even under extreme circumstances. This could include competitive biking, running, and other activi-

ties that can stress the materials beyond the parameters of what one would consider normal use."

The company took ownership of an automated laminating machine in 2013. For the next six months, company technicians and engineers tested the machine to work out all possible issues. "We didn't put it into production until we had a full understanding of it," Merolla explained.

Alaimo and his brother Greg, CP, who together own Acor, have built a team of practitioners and engineers who know the needs of the market, and design and make products to fill those needs. Acor started in 1972 as a patient care company, expanded into wholesale products, and now concentrates on manufacturing and wholesaling products to the O&P industry.

"You have to be able to adapt," Merolla said. "We're always looking to make changes, and we're always looking for ways to upgrade our processes. We are very proud of the products we provide to the industry and are committed to being the number-one manufacturer in our industry."

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Scarborough, ME 04074
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insightfulproducts.com

JMMR Inc.
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Toll Free: 800/236-5166
blountsdisease.net

Langer Biomechanics
2905 Veterans Memorial Hwy.
Ronkonkoma, NY 11779
Toll Free: 800/645-5520
langerbiomechanics.com

[Company Profile on p. 56](#)

Levy & Rappel
339 10th St.
Saddle Brook, NJ 07663
Toll Free: 800/564-5389
levyandrappel.com

Marathon Orthotics, Inc.
7176 Shady Oak Road
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Pro-Tech Orthopedics
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Raynham, MA 02767
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protech-intl.com

Riecken's Orthotic Laboratory
5115 Oak Grove Road
Evansville, IN 47715
Toll Free: 800/331-8040
footcomfortworld.net

South West Orthopedic Designs
36602 N. 16th St.
Phoenix, AZ 85086
Phone: 480/703-9433
pttd.com

Spinal Solutions
1971 Old Covington Road NE
Conyers, GA 30013
Toll Free: 800/922-5155
spinalsolution.net

Spinal Technology
191 Mid Tech Drive
West Yarmouth, MA 02673
Phone: 508/775-0990
spinaltech.com

Surestep
17530 Dugdale Drive
South Bend, IN 46635
Toll Free: 877/462-0711
surestep.net

The Orthotic Group
160 Markland St.
Markham, ON L6C 0C6
Canada
Toll Free: 800/551-3008
theorthoticgroup.com

[Company Profile on p. 56](#)

Tidwell's Orthotics
4450 NW 126th Ave.
Suite 106
Coral Springs, FL 33065
Phone: 954/346-5402
tidwellsorthotics.com

UCO International
225 Larkin Drive
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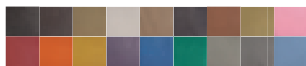
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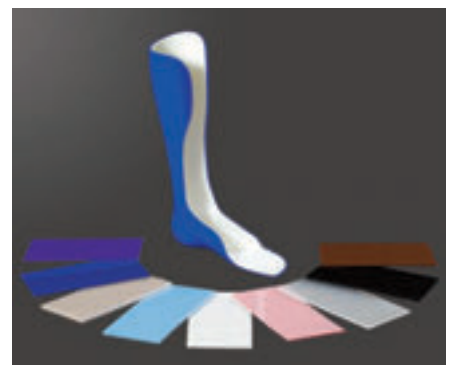
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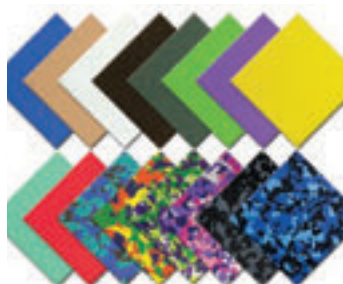


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Company Profile on p. 32



Langer offers practitioners a wide range of soft tissue supplementation materials featuring PPT. This open-cell polyurethane foam provides unparalleled shock absorption and shear-reducing capability. When combined with Plastazote and other foams, a protective liner is created that is particularly helpful in offloading problem areas in diabetic patients.



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langerbiomechanics.com

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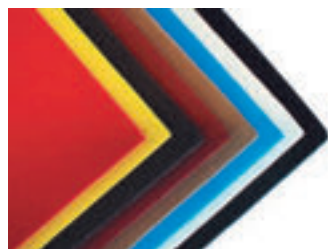


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Algeos USA
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Suite A
Santa Monica, CA 90404
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algeos.us

Allied Plastics Supply
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Suite B
Rancho Cordova, CA 95742
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atlasortho.com

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8171 Redwood Blvd.
Novato, CA 94945
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birkenstockusa.com

Burten Distribution
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burtendistribution.com

Cascade Orthopedic Supply
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cascade-usa.com

COL International
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Canada
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canadianorthotics.com

Comfort Products
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Croydon, PA 19021
Toll Free: 800/822-7500
comfortoandp.com

Emsold Footcare USA
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Box 93
Lititz, PA 17543
Phone: 717/951-0276
emsoldfootcareusa.com

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Products (ESP)**
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Newton, NJ 07860
Toll Free: 888/932-7377
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Vancouver, BC V6P 6R5
Canada
Phone: 604/323-9922
excelbiomechanicslab.com

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Exton, PA 19341
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fabrifoam.com

Fastech Labs
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Foot Foundation
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Matplus

76 Burton St.
Painesville, OH 44077
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matplusinc.com

nora Systems

9 Northeastern Blvd.
Salem, NH 03079
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nora-shoe.com

Orfit Industries America

350 Jericho Turnpike
Suite 302
Jericho, NY 11753
Phone: 516/935-8500
orfit.com

Paceline, Inc.

10737 Independence Pointe Pkwy.
Matthews, NC 28105
Toll Free: 800/443-1827
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poronmedical.com

Sergeant Corporation

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shocktec.com

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Fabrication

■ Materials

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Waco, TX 76702
Toll Free: 800/877-3626
spenco.com

SPS Orthotic Prosthetic Supplies

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Suite A
Alpharetta, GA 30005
Toll Free: 800/767-7776
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Three-Sixty Solutions

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LeRoy, NY 14482
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Phone: 212/922-3761
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Veterans in orthotics industry remain dedicated to hand craftsmanship while also embracing new-age technology

BY P.K. DANIEL

For more than 85 years, Saddle Brook, NJ-based Levy & Rappel has set the standard in the orthotics industry with a commitment to individual attention and ensuring high-quality products. In 1930, it was the first company to develop a soft and supportive orthosis, raising the industry yardstick.

Levy & Rappel continues that tradition with the completion in September 2015 of its end-to-end redesign, plant renovation, and technology upgrades that began in 2014.

"Our completed plant renovation and technology upgrades are ensuring high quality while making our processes seamless—and fast," said David Kramer, CPed, Levy & Rappel owner and president. "It has accomplished all that we wanted and needed it to."

As a result, Levy & Rappel has enjoyed increased volume while decreasing turnaround times by 18%. The renovation included a total update to equipment and workflow processes that has made the process extremely worthwhile, Kramer said.

But what really sets Levy & Rappel apart is its dedication to hand craftsmanship and its long-held traditions, along with its embrace of new-age technology. "We develop and change with the times, but we still go to what our core is: individual attention and a hands-on approach," he said.

The established company has been family-operated since Kramer's uncle owned Levy & Rappel before selling it to his father, Bob, in 1993. After Bob Kramer died in 2010, his son David took over.

Always looking ahead, Levy & Rappel capitalized on its recent renovation effort as an opportunity to implement lean manufacturing principles that will enable the company to continue improving workflow and efficiency. A streamlined fabrication process has also allowed Levy & Rappel to increase its manpower.

The renovation included a complete IT update, which meant upgrading all of the company's servers and computers. They converted to an Autodesk Footwear computer-assisted design (CAD) system in 2014, fully implementing workflow software that allows clients to upload patients' foot scans. The company released

the second, more user-friendly version of this ordering system in early 2015.

Online ordering and real-time order tracking now allow clinicians to upload orders and follow them through the process so they know when to expect it. With some of the most favorable turnaround times in the industry, clinicians can usually expect products within 5-7 days.

As Kramer said, "Clinicians are always looking for ways to be more efficient."

For clients who are thinking of making the switch to digital orthotic prescription, Levy & Rappel provides loaner iQube 3D foot scanners that allow them to access

The portable Levy iPad scanner offers a quick, easy and accurate scanning method for foot orthotics. The intuitive software gives the power, precision and control to include modifications and select a device to prescribe from their complete catalog of products.

the faster flow and streamlined experience of up-to-the-minute technology.

"They can scan a foot in their office, log into their account, and enter their orders, along with whatever adjustments they want," Kramer said.

The portable Levy iPad scanner also offers a quick, easy and accurate scanning method for foot orthotics. The intuitive software gives the power, precision and control to include modifications and select a device to prescribe from their complete catalog of products.

In addition to the overhaul, Levy & Rappel has introduced new products, including the Econ line of cost-effective diabetic custom foot orthoses. Like all of their custom orthoses, the Econ I and Econ II are both manufactured from plaster casts, foam impressions, or 3D scans of the patient's foot.

The Levy Econ I is a two-layer orthosis featuring a tan 35-durometer EVA (ethylene vinyl acetate) base layer and blue Plastazote top cover.

The Levy Econ II is a three-layer orthosis featuring a tan 35-durometer EVA base layer, 1/16" PPT mid-layer, and blue Plastazote top cover, which is delivered in seven days.

A mainstay of Levy & Rappel's line of

custom orthoses is the Pro-Walker for management of common foot issues and support for everyday activities. It comes in two models, both of which combine polyethylene thermoplastic with a cushioning top layer. "These are hybrids of a fully functional and an accommodative device," Kramer said.

Levy & Rappel also offers three-quarter length functional orthoses made of either ortholen or graphite, which can be made in a range of rigidities and designs.

The company's Bio-Sport line features full-length custom orthoses, also available in ortholen or graphite. "The Bio-Sport line is for more athletic, active people,"

Kramer said. "It's for common foot ailments in these patients—anything from nonspecific pain to plantar fasciitis to pes planus."

Levy & Rappel is one of the few companies that still make all-leather custom foot orthoses. Levy uses a tough, flexible leather called Sole-Bends, which comes from the thick parts of the hide that runs down the sides of the cow's spine. The company's line includes several three-quarter length styles: one for arch support, one for rearfoot control, and one for fashion footwear.

While Kramer strives to strike a balance between tradition and innovation, the company still offers techniques and products that have been around for decades for clients who prefer traditional methods. "In other words," said Kramer, "old-world craftsmanship meets new-world technology."

Two of the time-honored principles that benefit all Levy & Rappel customers are individual attention and a continued commitment to exceptional service. That service includes a five-day turnaround, frequent buyer discounts, and a foam replacement program for when Levy & Rappel receives an order with a foam impression box.

Article sponsored by Levy & Rappel.

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Company Profile on p. 46



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Levy⁺Rappel

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Levy and Rappel introduces the Levy Econ I and Econ II. These diabetic custom foot orthoses are manufactured using plaster cast, foam impressions or a 3D scan. The Levy Econ I is a bilaminar custom orthoses featuring a tan 35-durometer EVA (ethylene vinyl acetate) base layer and blue Plastazote top cover. The Levy Econ II is a trilaminar custom orthoses featuring a tan 35-durometer EVA base layer, 1/16" PPT mid-layer and blue Plastazote top cover. Always known for fast turnaround, this product is delivered to your office in seven days.



Levy & Rappel
339 10th St.
Saddle Brook, NJ 07663
Toll Free: 800/564-5389
levyandrappel.com

Levy⁺Rappel

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The Levy-Diabetic insole is a custom-molded product that is machine-milled for added efficiency and cost savings that are passed on to the practitioner. The patient's custom-molded full-contact diabetic inserts are 100% manufactured from your patient cast or foam impression. The 35-durometer EVA (ethylene vinyl acetate) base layer provides superior balance and support while the 3/16" soft pink Plastazote top cover offers complete protection and comfort. The Levy-Diabetic insole is fully Medicare-compliant and reimbursable, and received Pricing, Data Analysis, and Coding approval under billing code A5513.



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Company Profile on p. 40



SoleTech's dual density diabetic insoles are heat-moldable and used by practitioners throughout the country. All SoleTech insoles are approved according to SADMERC (statistical analysis durable medical equipment regional carrier).



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Cleveland, OH 44128
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acorum.com

Advantage Orthotics Lab
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Suite 17
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Vancouver, WA 98661
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amfit.com

Atlantic Footcare
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North Smithfield, RI 02896
Phone: 401/568-4918
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Anodyne: Diabetic footwear company focuses on win-win for providers and patients

BY LER STAFF

Building a brand

"The solution," according to Bobby Kanter, CEO of Anodyne, "is to find the right partner."

There is no question that, over the years, the diabetic footwear market has evolved. For many, dispensing shoes and inserts has become more difficult; however, the solution for providers is not to stop dispensing.

With only a small percentage of at-risk diabetic patients receiving shoes in the first place, putting an end to dispensing will only result in fewer patients being treated properly and more suppliers missing out on an added revenue opportunity.

Having launched the company in spring of 2015, Anodyne's founders Bobby Kanter, Billy Kanter, Brian O'Reilly, and Justin Polikowski are continuing to provide a much-needed shake-up to the diabetic footwear marketplace. Although it's only been a year and a half, "Feedback from both patients and suppliers has been overwhelmingly positive," said Kanter.

As a young, entrepreneurial company, the Anodyne team is excited about the progress they've made, but is by no means satisfied.

"I know it may sound grandiose and perhaps even ridiculous to some, but in all honesty, we fully intend on becoming the best diabetic footwear brand in the history of this industry," Kanter said. "For us, it's never been about just starting a business, competing with a few other companies, and being content eating our slice of the pie. We started Anodyne to make sure that diabetic patients are getting the best therapeutic shoes that they've ever been able to receive, and to make sure that on the service side, suppliers are having the absolute best possible experience they've ever had with a diabetic footwear partner."

Lofty goals are nothing new to the founding team. Bobby and Billy's father, Rick Kanter, launched the highly successful diabetic footwear company, Dr. Comfort, in 2002, in which O'Reilly and

Polikowski were both integral parts of the company's eventual success. With Anodyne, this team has a blank slate to incorporate their immense depth of knowledge and understanding of the products, services, and pain points associated with dispensing therapeutic shoes. Incorporating all of these meticulous details on both the front and back-ends of their business has allowed them to create a new diabetic shoe brand that they feel is second to none.

Time is money

By acknowledging the problems and opportunities that exist within the industry, Anodyne has taken it upon itself to re-

spent on dispensing.

"In years past, orthotists, physicians, pedorthists and office staff have spent countless hours on the phone, rescheduling patients, waiting on backordered shoes, sending returns back and forth, and the list goes on," O'Reilly said. "We're giving that time back to our providers, so that they can spend it with patients, addressing their needs correctly, on the first go-around, with no hoops to jump through."

Anodyne is making the dispensing experience seamless for the physician and, ultimately, for the patients who need the products most. With industry-best pro-

With a significantly lower return rate than industry standard, and industry-leading turnaround times on both standard and custom orders, Anodyne has made it a point to reduce office time spent on dispensing.

vamp and reenergize provider expectations by delivering on the profits and product quality that they have long yearned for.

When providers consider the profitability of their shoe programs, there are a number of underlying costs that can be eliminated or substantially decreased, depending on the company they decide to partner with. Anodyne has made it a point to highlight and minimize these often unforeseen costs. The result has been increased profitability for its partners.

"It's easy to become short-sighted and fall into a rut of looking strictly at your per pair product cost rather than the overall, end of year profit," said Kanter. "When you avoid the hassles and turnaround, the profits you generate will be measured not only in shoes sold, but in the time saved and patients served."

With a significantly lower return rate than industry standard, and industry-leading turnaround times on both standard and custom orders, Anodyne has made it a point to reduce office time

duction times, a proprietary iPad scanner app in place of traditional foams or casts, 24-48 hour order turnaround times, and service-oriented attention to detail and resolution, Anodyne has found itself on the forefront of a diabetic industry desperately in need of a makeover.

Win-win

In 2017, the team plans to expand their distribution, optimize their iPad scanning app, launch more shoe styles, and introduce a line of slippers. Most of all, the company will aim to continue to build awareness for the brand while expanding distribution into offices across the U.S., and beyond.

"Our goal is 'improvement.' As individuals, as a team, and as a brand, we're committed to adapting and evolving. Based on the environment that we're in, we are and will continue to do absolutely everything we can, to make sure that the shoe program is a win-win for both our providers and their patients," exclaimed Kanter.

Article sponsored by Anodyne.

FEATURED LISTINGS



At Anodyne, we've avoided the commercial vision of quick and easy comfort. Instead, we've returned to the fundamental roots of footwear: meticulous design, quality craftsmanship, and rigorous attention to detail. From a product and service standpoint, we're the absolute best at what we do. We run a full-service operation and are there for you every step of the way.



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reverere Comfort Shoes: Functional footwear that doesn't skimp on style

BY SHALMALI PAL

One of Australia's favorite sayings is "no worries," meaning that something is hassle-free or simply not a problem. "No worries" is an apt description for reverere Comfort Shoes: lower extremity practitioners don't have TO worry about wrangling a necessary orthosis into a shoe that cannot accommodate it; retailers don't have to be concerned about taking a chance on a new footwear line; and, perhaps most important of all, patients don't have to fret about giving up style for the sake of their foot health, thereby increasing the chances that they will actually wear the prescribed footwear.

This is because when it comes to designing their line of sandals, closed-toe shoes, and boots, reverere Comfort Shoes first looks at fashion, then focuses on how to make it functional for optimal foot health.

"Style is where we start," said Craig Truscott, reverere Comfort Shoes co-founder and CEO. "Our objective is to create stylish footwear that has functionality, rather than building functional shoes, and then trying to give them some style. We challenge our product development team to look at what's really happening in current fashions in terms of trends, colors, etc. Then we determine if we can incorporate the DNA of reverere Comfort Shoes into that."

reverere Comfort Shoes was founded in Australia and New Zealand, and introduced its line in the U.S. in 2016. They have a domestic base in Santa Monica, CA.

When Truscott, his wife Annie, and business partner Jeffrey Coombridge started out in 2008, they had an eye to fill the gap they saw in the comfort shoe market. The result was reverere Comfort Shoes, a line that carries sandals, slip-ons, lace-ups, and ankle boots (booties) for women, and sandals for men.

"We saw a gap in the market in terms of stylish comfort footwear that had the function that foot health professionals are looking for, such as adjustable uppers and the ability to use their own orthotics,"

Craig explained. "Consumers, and women in particular, have much higher ex-

pectations in terms of what they're looking for in this category of shoes. At the same time, we had to balance that with the needs of the foot health experts to create a safe environment with the shoes."

Besides the interesting design elements—bright colors, interesting details, and eye-catching textures—what really sets reverere Comfort Shoes apart is its Personalized Fitting System (PFS).

The PFS includes either a comfort foam or PU footbed that is removable for those who require a separate orthotic device. Also, reverere Comfort Shoes shoes' extra depth unit allows for a variety of custom orthotics to be inserted without taking away from the style of the shoes.

"We saw a gap in the market in terms of stylish comfort footwear that had the function that foot health professionals are looking for..."

—Cofounder/CEO Craig Truscott

But the biggest hit with customers is the matching strap extensions, which bring an additional 15 mm of width to the sandals and are included with every pair.

"The strap extensions allow foot health specialists to ensure the best fit, particularly for those with difficult-to-fit feet. For shoe distributors, the extensions mean not having to carry multiple widths because the straps serve that purpose, Craig pointed out.

For the closed-toe shoes and boots, the focus is on the design of the uppers to enhance the wearer's experience, and give practitioners flexibility to manipulate the shoe. For instance, the slip-on "Charlotte" features a padded mesh upper for breathability while the lace-up "Seattle," has a full-grain leather upper that gives it some malleability.

Annie pointed out that the "Toronto Twin Zip" bootie is designed with medial and lateral zippers so the shoe can be easily

donned and doffed, while inserts or orthoses can easily be taken in and out.

"In the footbeds of our closed shoes, we have an additional shim, so that if someone is looking to take up a little volume in the shoe, they can modify the footbed to fit into the shoe," Craig added.

Now that reverere Comfort Shoes has officially launched in the U.S., they are ready to help practitioners and retailers introduce the line to their patients and customers with two business models.

"For the smaller office that doesn't have a lot of room, we provide a table top, in-clinic display for \$199. It includes nine of our best selling sandals from sizes 6-11.

That can be used as the fitting kit," Craig said. "Shoes can be ordered from the company warehouse in Boise, ID (shipping takes 3-4 business days) without a minimum order requirement, and shoes can also be returned to reverere Comfort Shoes without penalty," he added.

"This model has worked very well because it gives small offices the ability to dispense footwear with minimal outlay, but very good cash-flow opportunities," he said.

For bigger retail outlets, reverere Comfort Shoes offers an open-stock model, and carries its stock all year round. "So they can order as they see fit from our open-stock model," he explained. "In independent retailing, there's an emphasis now on minimizing expenses, and maximizing cash flow and stock turn. This is a model that gives these retailers the ability to do that with a great range of products."

Article sponsored by reverere Comfort Shoes.



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palumbobraces.com

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Phone: 219/756-0901
pedlite.com

Pedi Foot

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San Antonio, TX 78216
Toll Free: 877/590-8774
pedifoot.com

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pedors.com

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Samuel Hubbard

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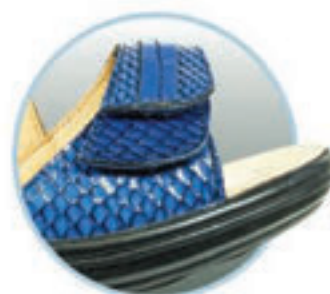


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Focused young company grows closer to becoming internationally recognized footwear brand

BY ROBYN PARETS

Ten years ago, the U.S. orthopedic medical community had never heard of Vionic shoes. That's no surprise, as Vionic's fashion-forward line of orthotic footwear marched into the market in 2007. Since then, the groundbreaking shoes for men and women have taken the orthotic and comfort shoe markets by storm. Indeed, Vionic shoes are now synonymous with stylish and supportive footwear for every occasion—from sandals to sneakers, and from boots to high heels.

"We're a young brand, and in just nine years we've gone from a single flip-flop to becoming one of the foremost leaders in comfort footwear when it comes to function and fashion," said Brandon Noble, the company's director of medical sales and marketing.

Vionic's vision is now even more focused: It aims to become the world's favorite footwear brand. It looks like this goal may be achievable, especially after the company's Relax Slippers were named one of "Oprah's Favorite Things" in 2016.

To understand Vionic's meteoric growth in the past decade, it's important to understand the company's knowledgeable roots in the medical orthotic field. Australia-based Vionic Group LLC—with U.S. headquarters in San Rafael, Ca.—markets and sells its popular orthotic footwear brand through medical clinics, specialty shoe stores, and mass market retailers. Its full line is sold on its website, vionicshoes.com, and regardless of whether an orthotic clinic recommends the shoes or consumers purchase them on their own accord, Vionic stands alone in its mission to incorporate superior orthotic support in every pair of shoes.

The company's dedication to biomechanics science is echoed by its sister business, Vasyli Medical. Founded in 1979, Vasyli introduced custom heat-moldable orthotics in 1987. Designed by some of the world's foremost biome-

chanics experts, these medical orthotics were a game-changer for doctors and podiatrists who treated lower-limb disorders. Just a few years later, Vasyli rolled out over-the-counter, prefabricated orthotics. It seems only natural that shoes would come next, and they did. Vasyli's technology around built-in orthotics for natural alignment is now known as Vionic with Orthaheel Technology.

Healthcare professionals trust proven orthotic footwear

It's not hard to understand why doctors and podiatrists alike continue to recommend Vionic footwear for patients suffering from plantar fasciitis, Achilles tendinitis, Morton's neuroma, and other conditions causing foot discomfort. Even Vionic slippers and sandals are effective

grative medicine expert Andrew Weil, MD, Jackie Sutera, DPM, and David G. Armstrong, DPM, MD, PhD, a recognized leader in diabetic foot care. The Vionic Innovation Lab experts work to advance new orthotic technology through foot health research and education. According to the company, part of their shared vision is to enhance foot health and promote a vibrant, active lifestyle.

Vionic Group: The 'proud parent' of complementary medical and retail brands

Indeed, the shoe powerhouse's success in the clinical field and consumer market is driven by its proven Vionic with Orthaheel Technology. Satisfied customers spread the good word fast and the footwear brand now has a rapidly-grow-

"We're a young brand, and in just nine years we've gone from a single flip-flop to becoming one of the foremost leaders in comfort footwear when it comes to function and fashion."

for alleviating pain.

According to a recent peer-reviewed study, Vionic contoured sandals are comparable in effectiveness to the company's best-selling prefabricated orthotics in the short-term treatment of heel pain. The 150-person study targeted heel pain sufferers averaging more than 50 years old. After a trial period of 12 weeks, patients wearing the Vionic contoured sandal were 68% more likely to report improvement in symptoms when compared to those wearing flat flip-flops. According to Vionic, the company's shoes give plantar fasciitis patients "the confidence to walk, move, and live free from pain."

Today, the Vionic Innovation Lab harnesses the knowledge of some of the world's foremost experts in health and lower limb biomechanics, including inte-

ing fan base among doctors, therapists, retailers, patients and consumers.

In 2017, Vionic plans to forge ahead with its brand expansion. This will include the introduction of its latest footwear innovations: A cutting-edge block heel women's shoe design and a new athletic shoe. Both new styles infuse the company's orthotic technology right into the fashionable designs. To boot, the comfortable Elation 1.0 and Ngage 1.0 athletic shoes will be revolutionary for the company and its customers. These shoes include non-removable orthotics, integrated right into the outside soles.

"We're pushing the envelope here," Noble said. "We're really excited."

Robyn Parets is a freelance writer based in Boston.

Article sponsored by Vionic.

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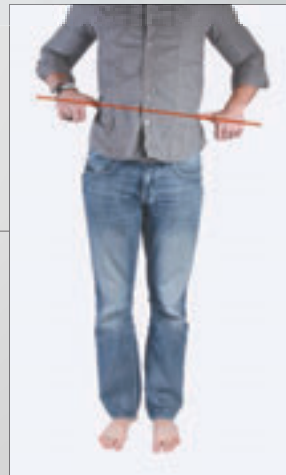
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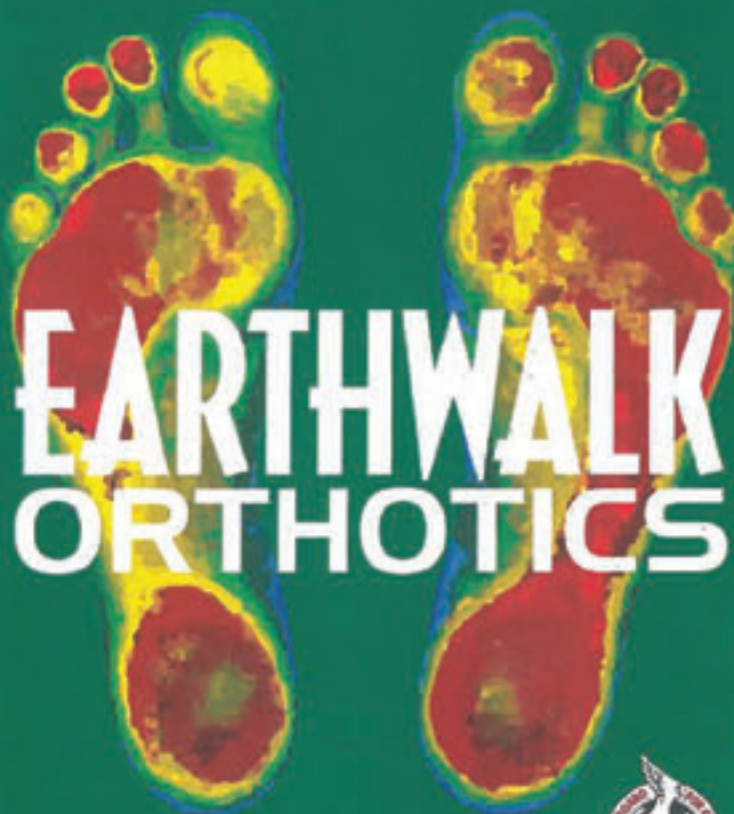
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Apex paces other companies with innovative footwear offerings that are both functional and—finally!—stylish

BY SUZANNE WRIGHT

Jason Kraus, president and chief operating officer of Apex Foot Health Industries, doesn't mince words when describing the aesthetics of therapeutic footwear.

"They have looked stodgy and clunky..." he paused, then added, "We have to create universally attractive shoes that people want to wear."

Apex aims to be not just the performance leader, but also the style leader in the category.

To that end, the 70-year old brand that OHI acquired in 2015 has been experiencing a considerable makeover. Kraus said that after getting a handle on service and supply chain issues, this was a major step in repositioning the company.

"Our legacy has been in therapeutic shoes for diabetics," Kraus explained. "And that's still important. But let's face it: we are all getting older. If we don't wear the proper shoes, we are inviting future problems. We want to appeal to those interested in wellness, even if their health is not currently compromised."

So Apex is building shoes that anyone would want to wear: great looking, good for you, and well constructed with high-performance materials.

In April 2016, Apex rolled out a collection of six new styles of footwear, including boat shoes and hiking boots with a contemporary look, as well as colorful and attractive knit shoes. (All meet requirements for diabetic footwear.)

"These are styles for more active consumers, which is a great compliment to our traditional therapeutic footwear," said Kraus. "And because sizing is critical, three layers of removable insoles help enormously with getting a customized fit."

The customer response has been gratifying.

"Our new styles, along with our significantly refreshed marketing materials, have been well received," said Kraus. "Sales are the measure we use for ac-

ceptance, and some styles have been virtually flying off the shelves. We can't keep them in inventory."

Bolstered by the initial success, Kraus said the trend of adding a half dozen or more styles each year will continue through 2017.

Building innovation into inserts, shoes and socks

Medical literature is replete with studies that identify characteristics of footwear for people with balance deficiencies. Some features should be avoided, while others can enhance stability. In June

"It's both a radical approach and a radical look that provides people with a dynamic solution to a dynamic problem," said Kraus. "DynaFlange controls foot motion, offers energy return, increases postural efficiency, enhances shock absorption and reduces impact forces. Patients have responded very favorably."

The company is also pumped that units of the military's Special Forces is testing another prefabricated device with proprietary technology for field and combat usage.

"You can adjust the comfort level via

"Our new styles, along with our significantly refreshed marketing materials, have been well received. Sales are the measure we use for acceptance, and some styles have been virtually flying off the shelves."

— Jason Kraus, Apex president and COO

2017, Apex will roll out the Moore Balance Shoe, designed by Apex with input from Moore Balance Brace developer Jonathon Moore, DPM. It is exclusive to Apex and echoes parent company OHI's overall commitment to fall risk mitigation.

Kraus is excited as he describes the impact that this shoe can have in terms of patient compliance, since the shoe can easily accommodate the volume of a brace. He noted, though, that the Moore Balance Shoe can be worn with or without the Moore Balance Brace.

"This is a massive opportunity for our market," Kraus said. "Not everyone with a balance deficit needs a brace, but lots of people can benefit from a shoe like this."

2016 also saw the launch of DynaFlange, a patented, prefabricated orthotic designed by Jay Segel, DPM, which features an extraordinarily unique design.

tension in the arch, which makes it ideal when carrying, or offloading a massively heavy pack," said Kraus.

In addition, Apex will be introducing a new sock program in April that will be helpful for at-risk diabetic patients. Copper Cloud socks offer a host of features proven to be beneficial to the foot health of diabetic patients, including moisture wicking, a cushioned sole and a cushioned and reinforced arch. The addition of copper into the fibers is said to improve circulation and promote softer skin. Copper also possesses antimicrobial qualities that reduce foot odor.

A great deal of planning and development has paved the way for Apex in 2017, and Kraus is bullish on the opportunities this offers practitioners and patients alike.

Article sponsored by Apex Foot Health Industries.

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New Step Orthotics Lab: Family-Owned and Operated into the Future

BY SHALMALI PAL

Amazon, Apple, Microsoft, Nike. These are all multinational, billion-dollar corporations that, according to legend, began in their respective founders' garages. New Step Orthotic Lab of Glen Carbon, IL, is also a member of that club.

"We started out in my dad's garage in 2005 and then grew from there," explained New Step owner and president Josh Allison, CPed, IPed. "Then when my dad retired, he decided to work for me full time [at New Step]."

After retiring from his primary occupation in law enforcement, Winston Montgomery stepped in to work at New Step full time, and is currently the company's CFO.

The similarities between those beehemoth businesses and New Step end at the garage door, because it's a safe bet that if you called the Nike headquarters, Phil Knight would not answer the phone. The same would likely go for the late Steve Jobs at Apple. But customers who call New Step will often have the opportunity to actually speak with the company president.

"I'm there [at the lab] and active every day, still involved in the manufacturing process," Allison said. "That's what separates our business from others, because how often do you get to talk to the owner of a company on a daily basis?"

As the current head of New Step, Allison has plenty to oversee: the lab's line of custom orthoses (sport-casual, diabetic, multi-density, to name a few); ankle-foot orthoses, including the New Step Dynamic AFO; custom shoes (from sneakers to work boots); over-the-counter (OTC) orthoses; and foam box impressions. The company also sells two different types of 3D foot scanners.

The Allisons decided to start New Step to fill what they saw as a gap in the orthotics fabrication market. "I just saw a lack of orthotics being made that actually matched the patient's foot," Allison explained. "What we do is a total-contact insert. A lot of orthotics are manufactured with a Root-style method, which we still

offer," he said, referring to the principles of fabrication taught by Merton Root, DPM, in the 1960s.

"But we saw a need for a total-contact insert, whether it was functional or accommodative," Allison added.

He stressed that New Step's forte is handcrafted Root-style orthotics and total-contact orthotics (TCOs), which sets it apart from other labs. "Unlike most labs that have used technology to get away from handcrafted TCOs, we have used it to grow the handcrafted TCOs business," he said.

That focus on achieving total contact

Step will take advantage of new technology, such as 3D printing. Allison said the lab has contracted with a local 3D printer to produce custom orthoses.

"The advantage of 3D printing is that there is much less waste," he said. "It's a very efficient way for us to continue to make our total-contact orthotics, as we are able to use a 3D scan of the patient's foot and then make a true TCO with any material the practitioner chooses, instead of the 'cookie-cutter' orthotics that never match the foot and are limited by the material that will fit into the machine."

"We also do 3D scanning with the iPad,"

"Unlike most labs that have used technology to get away from handcrafted TCOs, we have used it to grow the handcrafted TCOs business." —Josh Allison, CPed, IPed

has been a great success for New Step — enough that the company recently built a new plant in nearby Maryville, IL. The 5,000-square foot facility will allow New Step to expand their line of custom AFOs as well as introduce more products to the line of OTC orthotics.

Allison pointed out that the company puts as much craftsmanship into its OTC orthoses as it does its custom ones, including multi-density materials, deeper heel cups, and quality top covers.

For instance, in the Elite OTC line, the heat-moldable and reheat-formable insert offers 1.3 mm 3/4 semirigid arch support, a 12-mm heel cup, and a thin profile to fit any shoe. It's also suitable for dispensing straight from the package, according to the company.

The addition of personnel at the new lab will mean a faster throughput, potentially cutting in half the manufacturing time for custom orthoses, which currently stands at 5-7 days.

As part of its continued growth, New

Allison said, adding that New Step has the ability to create a thermal form and obtain a total-contact insert from a digital image. "That requires a lot higher skill level that we've got because we are smaller, hands-on operation," he said.

Even as they grow, New Step plans to keep it in the family—Allison's brother Guy also works in the lab fabricating orthotics. Though Montgomery is now CFO, Allison noted that his father is quick to help out wherever he's needed. "Yesterday, it was janitor, last week it was operations manager, and today it is trade show rep. In other words, he steps up and does whatever is needed aside from his main role. I will say it is a blessing to have my 'retired' dad working full-time."

It's also an opportunity for a little payback. "Sometimes I have to get after him to do some of his paperwork," Allison joked. "I think it makes up for all the times he had to get after me to put away my laundry when I was teen."

Article sponsored by New Step.



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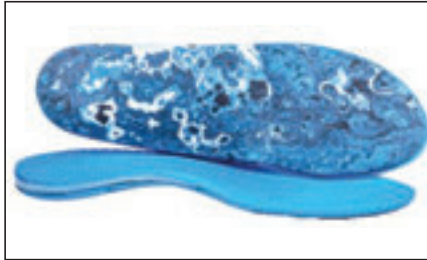
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Innovation helps company remain at forefront of industry with several new products

ROBYN PARETS

Staying on the cutting edge of orthotic devices has been the top priority at Orthomerica since 1989, when the company opened its doors with its first custom orthoses.

Founder and CEO David C. Kerr launched Orlando-based Orthomerica Products Inc. with the goal of manufacturing prefabricated, semi-custom and custom orthotic and prosthetic devices.

"Orthomerica's custom lower extremity division can help in any disease process that affects the stability, strength, alignment, or motion of the lower extremity," said Kerr. "These include diabetic wound care, neuromuscular related diagnoses, Charcot deformities, posterior tibial tendon dysfunction, degenerative joint disease, and contracture management."

Flash forward to today: Orthomerica carries more than 2,400 orthotic and prosthetic devices for the lower extremity market. Using new technology, the innovative company continues to roll out new products, enhance its clinical education and offer unsurpassed customer service. Marketed directly to practitioners, therapists and wound care centers, Orthomerica's offerings include its OWLS (Orthomerica Whole Limb Solutions) Program, Fuzion Family, and Spectrum AFO system.

Helping patients 'adjust' to CROW orthotics

Released in 2014, Orthomerica's OWLS Program features the innovative new "shark-o" line of orthoses, which Orthomerica calls a "challenge to the gold standard" CROW (Charcot Restraint Orthotic Walker). With the goal of developing the most effective orthoses on the market, Orthomerica unveiled its shark-o design CROW at the AAOP Annual Meeting in March 2016. First discovered in clinical testing of the OWLS mid-foot model in October 2015, the shark-o CROWs allows patients the ability to adjust the pressure on the calf to accommodate edema changes while leaving the foot at a set pressure volume.

Patients, doctors and physical therapists can control the volume by overlapping the anterior plastic portion over the dorsum of the foot just like a traditional CROW format. The difference: The anterior portion is able to open and close as

the patient experiences edema changes in the leg.

"This feature creates better hydrostatic lift to the calf and leg, reducing the plantar surface pressure at the Charcot site by 72% versus the conventional CROW Boot design," said Kerr.

With this design feature, the orthotist does not need to constantly add and subtract padding. "The patient leg is held much better than the conventional CROW Boot, providing better plantar foot relief and reduced shear forces throughout the foot," said Kerr.

In addition to the new shark-o CROW, the OWLS family includes a wide array of walkers for patients with amputations, as well as diabetic neuropathy leading to foot

own joint to help with contracture management for the Fuzion devices. "Once released, this joint will allow for both dynamic and static progressive function for contracture management of the ankle, knee and elbow," said Kerr.

Full spectrum of AFOs

Do you have a patient with a particular need? If so, chances are strong that Orthomerica has the right orthotic device for them. In addition to its full line of innovative OWLS and Fuzion devices, Orthomerica also offers its Spectrum line of custom lace-up leather and synthetic ankle gauntlets, including products designed for patients with edema and those in need of a slim design. Included in the Spectrum line: a custom leather articulating ankle

Orthomerica calls the new "shark-o" line of orthoses, unveiled in March 2016, a "challenge to the gold standard."

ulcers and lower extremity deformities.

Lisa D. Rubrich, MS, CO at Wisconsin-based Mercy Health System Orthotic and Prosthetic Center, said in a statement that her second OWLS patient healed from his wounds in two months and 20 days. The OWLS boots are "changing how we manage our wound care patients and truly saving limbs," she said. "Wounds are healing faster than expected and patients are tolerating the AFOs well."

No patient left behind

When it comes to finding the right orthoses, it's not always easy. Orthomerica is hoping to change this with its Fuzion line, the first lower extremity devices that use compression therapy to assist with spasticity.

All told, the Fuzion line offers a new treatment option for patients that haven't been candidates for orthotic management in the past, according to Orthomerica. This is possible due to the product design, which features a proprietary soft foam, offering greater comfort and control due to its circumferential wrap design. Compared to standard thermoplastic AFOs, Fuzion devices allow for volume fluctuation simply by adjusting the Velcro straps.

Next up: Orthomerica is developing its

gauntlet and a mid-calf AFO with semi-rigid uprights and custom footplates.

The next step: Educate physical therapists

Each patient is unique and Orthomerica prides itself on its ability to custom fit every patient for his or her particular need. Whereas the company's devices are gaining traction every day among practitioners, there is yet another potentially untapped market: physical therapy centers.

Over the next several months, Orthomerica will be creating more brand awareness for its lower extremity products by hosting clinical education programs for physical therapists. This includes partnering therapists with the company's O&P customers, said Kerr.

"Physical therapists are influential in driving the prescription process for key lower extremity products and we believe these referral sources will continue to play an important role in the provision of O&P services in the future," he said.

Robyn Parets is a freelance writer based in Boston.

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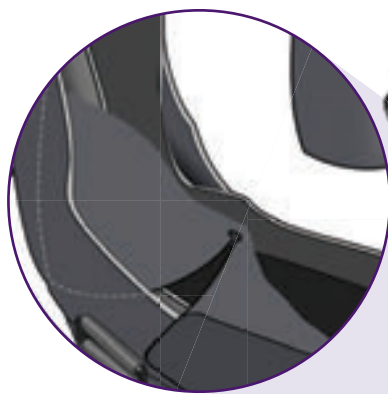
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Education and innovation playing key roles in company's continued success

BY CARY GRONER

medi USA, the U.S. subsidiary of the German company medi, is continuing to bring innovations to its igli line of carbon fiber insole products, with a particular emphasis on the brand's roots in pediatric orthoses.

2016 has proven to be yet another standout year as medi USA pursues its ongoing mission to bring new, technologically innovative products to the market through continuing education and content that helps practitioners provide better and more comprehensive solutions to their patients.

Ed Wilbourne, senior category manager in the Footcare Division for the Whitsett, NC-based company, has acknowledged the importance of focusing on education in addition to product development. This has led to a marketing campaign that ran a special section regularly in LER, as well as additional expansion of materials on its standalone website, igliusa.com.

"The website is a source of information and education for both clinicians and patients," Wilbourne said. "People go there to learn about different conditions and igli products that have worked well for others. Every other month, the site features a new video in case study format that teaches clinicians and patients about common conditions, such as plantar fasciitis, hallux rigidus, and adult-acquired flatfoot, and demonstrates how igli carbon orthoses are used to correct the problem or alleviate pain."

The other part of this recent effort consisted of creating a continuing education materials library, which was accomplished with a medi USA grant. This allowed sponsored content to be published monthly in LER throughout 2016 in a special "Orthotics for the Win" section (lermagazine.com/forthewin), which investigated and reported on important topics like excessive pronation, metatarsalgia and sport-specific applications.

The igli line comprises a series of advanced, easily customizable carbon fiber insoles designed to be quickly adaptable in a clinician's office to accommodate a patient's activities and expectations. A unique aspect of the igli insoles is their carbon "clip," which is roughly three-quarter length and features thin incisions that allow a balance of control and flexibility. The clips are heat-moldable at temperatures from 200-220° F.

"The strategic incisions allow the clini-

cian to control the elements of foot motion without having to put the patient into a restrictive or difficult-to-wear product," Wilbourne explained.

Several circular pads of varying densities are adhered to the bottom of the insole with Velcro; these can be repositioned in the clinic to optimize biomechanics.

As noted, Wilbourne is particularly enthusiastic about the changes in the pediatric line, which have improved and expanded upon the igli Junior model.

"The product's adaptability is even more important for young patients, because they're growing rapidly," he said. "You want to allow their foot to function in

model, will start at European size 19 and top out at 34 (fits children aged about 2-8 years). The igli Junior Blue C+ is a heavier-duty model with stiffer carbon that runs from sizes 25-40 (fits children aged about 3-12 years), and is intended for bigger children or special applications requiring a more rigid platform.

"We've made the changes for a variety of reasons," Wilbourne said. "One is durability; we want them to withstand the abuse kids give them."

In the adult arena, the igli Active is now as popular as the Allround, and the two products are the company's best sellers, both in Europe and the US.

"The Active is similar to the Allround in

medi USA continues to pursue its ongoing mission to bring new, technologically innovative products to the market through continuing education and content that helps practitioners provide better and more comprehensive solutions to their patients.

a normal pattern while controlling other factors such as pediatric flatfoot."

The emphasis on pediatrics reflects the foundation of the igli line, Wilbourne said.

"The ability to have a foot diagnosed and a need addressed instantly, with postings that are easily adjusted at the patient's first visit, is the core idea behind igli products," he said. "We are giving clinicians something they can easily customize, without having to take tests and scans, and have the patient walk out with the product. These new insoles take the current model to the next evolutionary stage."

The pediatric products will now be identified by color; for example, the new igli Junior Orange is similar to the original Junior model, including the same deep heel cup, but features a slight recess under the hallux for comfort. It also has a 1-mm layer of EVA (ethylene vinyl acetate) that covers the bottom of the carbon fiber clip and protects it from dirt, sand, and other abrasive substances kids get into that can damage carbon. The new models also feature polyurethane postings, which provide better cushion and resilience than the earlier EVA versions.

The igli Junior Orange, designed to be functionally equivalent to the existing

that it is easy to adjust," said Wilbourne.

The big difference is that the Active has a foot-orthotic interface of softer, trilaminate PPT that's more accommodating, whereas the Allround is firmer."

The other igli product that's done particularly well since its introduction is the Heel Spur Light, which uses a dual-durometer insole and a soft silicone insert under the sensitive area of the calcaneus, and has shown particular appeal for patients dealing with plantar fasciitis and related conditions involving heel pain.

Additional models in the line include the Control, for those with hallux rigidus and other arthritic conditions; the Comfort, which offers extra padding under the metatarsals and is targeted at those who spend a lot of time on their feet; and the Hardboot, for rigid sports applications such as ski boots. For situations requiring tighter-fitting shoes, such as soccer or business use, there are the igli Slim and Business models.

Cary Groner is a freelance writer in the San Francisco Bay Area.

Article sponsored by medi USA.

FEATURED LISTINGS



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Company Profile on p. 87



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Cluffy Institute

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Corflex

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Corganics

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Cox Orthotics

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Creative Orthotic Lab

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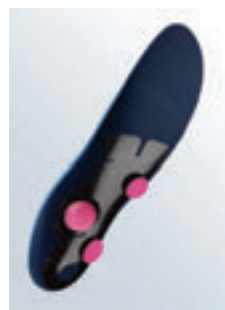
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Cleveland, OH 44128
Toll Free: 800/237-2267
acor.com

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AGS Footwear Group
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alimed.com

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Phone: 978/526-0020
keepingpace.com

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Phone: 615/771-5900
mephisto.com

Orthofeet
152 Veterans Drive
Suite A
Northvale, NJ 07647
Toll Free: 800/524-2845
orthofeet.com

Orthozone
2951 100th Court NE
Suite 140
Blaine, MN 55449
Phone: 844/656-5500
orthozone.com

P.W. Minor
3 Tredeasy Ave.
Batavia, NY 14020
Toll Free: 800/828-8157
pwminor.com

Prizm Medical
Box 40
Oakwood, GA 30566
Phone: 770/622-0933
legandfootpain.com

Reflexa Socks by Doc's Socks
1325 South Congress Ave.
Suite 108
Boynton Beach, FL 33426
Phone: 561/369-3300
agreatsock.com

Roomy Socks
237 Oxmoor Circle #108
Birmingham, AL 35209
Toll Free: 877/860-6948
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The Original Foot Alignment Socks by Rite Sprouts
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Toll Free: 866/217-9900
advtis.com

Ambra Le Roy Medical Products

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Charlotte, NC 28227
Toll Free: 866/203-4760
ambraleroy.com

Amerx Health Care (Amerigel)

1300 S. Highland Ave.
Clearwater, FL 33756
Toll Free: 800/448-9599
amerxhc.com

Anacapa Technologies

301 East Arrow Hwy.
San Dimas, CA 91773
Toll Free: 800/489-2591
anacapa-tech.net

Anastasia Marie Laboratories

6520 N. Western Ave.
Suite 100
Oklahoma City, OK 73116
Phone: 405/840-0123
amlab.com

Anatomical Concepts

1399 E. Western Reserve Road
Poland, OH 44514
Toll Free: 800/837-3888
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Anodyne Therapy

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Toll Free: 800/338-8512
aquashieldusa.com

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Toll Free: 877/376-7284
BakoCTS.com

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biocompression.com

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Suite 820
Kansas City, MO 51360
Phone: 816/581-7001
brownmed.com

CastCooler

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Colorado Springs, CO 80919
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DARCO International

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349 Military Cutoff Road
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Phone: 910/791-0009
drycorp.com

Farrow Medical Innovations

801 N. Bryan Ave.
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PO Box 6000
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Trademark Medical

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St. Louis, MO 63011
Toll Free: 800/325-9044
trademarkmedical.com

Clinical study confirms benefits of Townsend's OA bracing technology

BY LER STAFF

For any medical professional who questions whether or not osteoarthritis (OA) braces work, a study published in two respected O&P journals proves Townsend's OA bracing technology achieves substantial mechanical unloading, statistically significant pain reduction, and significant improvements in activity level and overall quality of life.

Original research published in the *Journal of Prosthetics and Orthotics* and *Prosthetics and Orthotics International* described outcomes in patients who wore the Rebel Reliever at least six hours a day for six months. A multitude of benefits began as early as two weeks after fitting, increased after two months, and continued to produce significant results throughout the six months the patients were tracked.

Conducted by independent researchers at Stony Brook University in New York, the study tracked a group of patients with Kellgren-Lawrence scale classification of 2, 3 or 4, and a body mass index ranging from 24-49 (average 35). As such, these patients had significant deterioration of bone and tissues inside the knee, and were overweight. The resulting pain caused by compartment compression and malalignment of the leg substantially impacted their mobility and quality of life.

"This was an independent clinical study. Townsend provided funding, but our company was not involved in patient recruitment, had no role in the testing, and we never had access to the data. The researchers enrolled patients who had significant OA and daily pain," said Rick Riley, Townsend's CEO. "The Rebel Reliever wasn't a new brace. We had sold it for nearly a decade and had great testimonials from hundreds of patients, orthotists and physicians about the benefits achieved by the brace. But some doctors and medical professionals want clinical evidence."

Patients were initially put through a series of tests without the brace. They also completed a baseline survey of their existing pain and functionality using the Knee Injury and Osteoarthritis Outcome Score (KOOS). Each patient was fit by a certified prosthetist/orthotist selected by the researchers, who adjusted the brace

and instructed patients on how to put it on correctly. The patients repeated the same testing procedures after two weeks and two months of daily use.

The primary testing included instrumented gait analysis using a 12-camera motion capture system, with patients walking at a self-selected pace over floor-mounted force plates with reflective markers attached to their leg and the brace. Secondary tests included a walking distance assessment, comparing how far each patient walked in six minutes without the brace, and then when wearing the brace. There was also a balance assessment with and without the brace,

"This clinical study demonstrated the Rebel Reliever achieved, on average, a remarkable 36% unloading effect during the gait cycle. Patients also reported a significant decrease in pain at the same time their activity level and daily walking distance were increasing." —CEO Rick Riley

and testing of muscle performance of the knee flexor and extensors on the osteoarthritic side of the knee. Additionally, each brace was retrofitted with a distance-measuring device to determine how far the patient walked each day while wearing the brace. Patients were asked to complete a daily log to record the distance. Patients also completed the KOOS survey at set intervals to determine their perception of how the brace was contributing to a reduction in pain and improvements to their activity level and overall quality of life.

"This clinical study demonstrated the Rebel Reliever achieved, on average, a remarkable 36% unloading effect during the gait cycle. Patients also reported a significant decrease in pain at the same time their activity level and daily walking distance were increasing," said Riley.

To address each patient's individual needs, body type and age, Townsend offers an industry-leading range of OA braces. The same core concepts and technology utilized in the fabrication of the Rebel Reliever are incorporated into the design and construction of Townsend's Reliever Series, which includes nine

different OA brace designs. These unloading-type braces all feature adjustable corrective force, proprietary hinge motion, and exclusive brace suspension technology. All of Townsend's OA braces are made in the U.S.

The company's newest OA braces, the Active Reliever and the Dynamic Reliever, are designed for older patients with features like quick-release buckles that make the brace easier to put on. These braces also feature a semi-rigid single-hinge construction that makes the braces more comfortable and lower profile.

"I think it is generally known, especially among O&P professionals, that Townsend

is the go-to company that can handle extremely obese patients and severe varus or valgus deformities. We excel at finding solutions for the most challenging physical anomalies and mobility issues," said James Cobb, CPO, who directs Townsend's Specialty Bracing Department.

In addition to having the industry's most extensive custom fabrication capabilities, Townsend is the only manufacturer that makes "customized" off-the-shelf (OTS) aluminum knee braces from three leg measurements instead of just a thigh circumference measurement.

"A lot of patients don't have proportionally-sized legs, especially OA patients. That's why we allow our customers to provide three leg measurements so we can individually make each brace to intimately fit the thigh, knee and calf," said Joe Hernandez, a fabrication director at Townsend with nearly 20 years on the job. "Our Rebel Reliever OA brace, and our Rebel ACL brace, are the best-fitting OTS braces on the market, because they are essentially a custom brace at a presized price."

Article sponsored by Townsend Design.

FEATURED LISTINGS



GenuTrain knee supports provide pain relief, stability, and joint protection without limiting mobility. Soft, moisture-wicking fabric is durable and machine-washable, and provides medical-grade compression to reduce pain and swelling and increase proprioception for greater confidence. For treatment of sprains, strains, swelling, tendinitis, feelings of instability, and knee pain.



Bauerfeind USA
1230 Peachtree St. NE
Suite 1000
Atlanta, GA 30309
Toll Free: 800/423-3405
bauerfeindusa.com

Company Profile on p. 87



Townsend Design's roll-and-glide hinges and patented anti-migration technology optimize functional support and brace suspension. Townsend has the industry's most extensive fabrication capabilities and widest range of custom, custom-assembled, and presized ligament instability braces, all made in the U.S.



Townsend Design
4615 Shepard St.
Bakersfield, CA 93313
Toll Free: 800/432-3466
townsenddesign.com

Company Profile on p. 80



VQ OrthoCare's line of functional knee ligament braces includes the Catalyst line, which meets the specific needs of patients. The Catalyst line comes in a rigid as well as the patented Active Thigh Cuff (ATC), preventing migration enabling in a system that adapts to thigh volume changes during flexion and extension.



VQ Orthocare
18011 Mitchell South, Suite A
Irvine, CA 92614
Toll Free: 800/652-1135
vqorthocare.com

COMPANY LISTINGS

Armor Sports Holdings
8912 E. Pinnacle Peak Road
Suite F9-623
Scottsdale, AZ 85255
Phone: 480/513-1049
airarmor.com

Baiwa
13020 FM 2709
Eustace, TX 75124
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www.townsenddesign.com / www.thuasne.com

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If you are experiencing pain, swelling and stiffness in your knee then chances are you have osteoarthritis. V-VAS Orthosis is a unique offloading/realigning brace. Its polycentric adjustable hinge design creates an ideal bending moment that results in the precise offloading/realigning experience. It doesn't need to be removed to adjust offloading.



Anatomical Concepts
1399 E. Western Reserve Road
Poland, OH 44514
Toll Free: 800/837-3888
anatomicalconceptsinc.com



GenuTrain A3 knee support helps treat complex, chronic knee pain due to degenerative conditions, including osteoarthritis, early arthritis, and medial meniscus tear. Soft, moisture-wicking 3D knit conforms to natural knee shape and allows for mobility while providing increased stability. Viscoelastic patella insert stabilizes and supports. Durable and machine washable.



Bauerfeind USA
1230 Peachtree St. NE
Suite 1000
Atlanta, GA 30309
Toll Free: 800/423-3405
bauerfeindusa.com

Company Profile on p. 87



The AirShift OA knee brace uses an air bladder system to comfortably unload the opposite knee compartment with a three-point leverage system. The AirShift is easy to apply due to its wraparound design and has a single hinge that is placed opposite the knee compartment being treated for unicompartmental osteoarthritis.



Med Spec (ASO EVO)
4600-K Lebanon Road
Charlotte, NC 28227
Toll Free: 800/582-4040
medspec.com



Townsend Design's Reliever Series includes the industry's most diverse range of osteoarthritis knee braces: custom, custom-assembled, and presized. New braces include the Active Reliever and Dynamic Reliever. All braces include adjustable corrective force and anti-migration technology to optimize compartment unloading and patient compliance. Try our number one selling osteoarthritis brace, the Rebel Reliever, which is clinically proven to dramatically reduce pain and increase activity level and leg muscle strength.



Townsend Design
4615 Shepard St.
Bakersfield, CA 93313
Toll Free: 800/432-3466
townsenddesign.com

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VQ OrthoCare's line of osteoarthritis knee braces includes the Catalyst Propel OA with dual Q-hinges, changing the overall varus/valgus angle of the brace, the OActive 2 (shown here), a universally sized single-hinge brace that unloads either medial or lateral compartment, and the FreeFlex OA, a wrap-style brace for mild osteoarthritis.



VQ OrthoCare
18011 Mitchell S.
Irvine, CA 92614
Toll Free: 800/266-6969
vqorthocare.com

COMPANY LISTINGS

Allard USA
300 Forge Way
Suite 3
Rockaway, NJ 07866
Toll Free: 888/678-6548
allardusa.com

Bledsoe Brace Systems
2601 Pinewood Drive
Grand Prairie, TX 75051
Toll Free: 888/253-3763
bledsoebrace.com

BRD Sport
7 Cook Road
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Phone: 732/238-5479
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Elite Seat
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Noblesville, IN 46060
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FLA Orthopedics
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Toll Free: 800/327-4110
flaorthopedics.com

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Medical Fitness Solutions
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Phone: 760/451-3445
medicalfitsolutions.com

New Options Sports
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Toll Free: 800/872-5488
newoptionssports.com

Ongoing Care Solutions
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Unit 4007
Pinellas Park, FL 33781
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ongoingcare.com

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Toll Free: 888/882-7954
vasylimedical.com



FEATURED LISTINGS



GenuTrain P3 knee support relieves patellofemoral pain and inflammation caused by misalignment of the patella and pain radiating from muscles, tendons, and joints around the knees. Together with a corrective strap, a viscoelastic patella pad holds the kneecap securely in a natural, central position and prevents drifting.



Bauerfeind USA
1230 Peachtree St. NE
Suite 1000
Atlanta, GA 30309
Toll Free: 800/423-3405
bauerfeindusa.com

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The DynaTrack Plus Patella Stabilizer by Med Spec aids in the treatment of patellofemoral dysfunction. Its patented design applies continuous pressure to the patella during full range of motion. In addition, removable plastic hinges enhance the brace's ability to conform to the knee during flexion and provide a stable base for the dynamic buttress.



Med Spec (ASO EVO)
4600-K Lebanon Road
Charlotte, NC 28227
Toll Free: 800/582-4040
medspec.com

COMPANY LISTINGS

Alpha Medical Brace
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Toll Free: 866/547-3897
alphamedicalproducts.com

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Toll Free: 800/541-2455
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inthegroovebrace.com

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ontrackbrace.com

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Phone: 954/925-5806
palumbobraces.com

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128 Oberholtzer Road
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Toll Free: 800/603-5107
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Canada
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bauerfeindusa.com

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COMPANY LISTINGS

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Toll Free: 800/800-2896
activeankle.com

AquaJogger
4660 Main St.
Unit B270
Springfield, OR 97478
Phone: 541/484-2454
aquajogger.com

Bioflex Medical Magnetics
3370 NE 5th Ave.
Oakland Park, FL 33334
954/565-8500
bioflexmagnets.com

COMPANY LISTINGS

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240 E. Hersey St.
Suite 2
Ashland, OR 97520
Toll Free: 800/541-2455
bioskin.com

Bledsoe Brace Systems
2601 Pinewood Drive
Grand Prairie, TX 75051
Toll Free: 888/253-3763
bledsoebrace.com

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cascade-usa.com

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Phone: 574/267-1450
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Industry leader continues to push forward with expanded line of products and services

BY P.K. DANIEL

For the past 16 years, Surestep has been a stalwart in the O&P industry, improving many lives by providing stability to children with hypotonia who pronate with its patented, dynamic bracing system. Since the development of the Surestep SMO, Surestep has evolved to become a leader in the industry as it provides solutions for all children, regardless of diagnosis. The company offers a full line of products, capable of treating deficits at the foot and ankle, knee, trunk and head.

An area of focus for Surestep is its central fabrication services. According to Bernie Veldman, CO, Surestep's CEO, it's becoming more and more critical that O&P practitioners consider using outside services for timesaving central fabrication.

"As a manufacturer, it's important to stay ahead of the curve when it comes to innovation and product development," he said. "Allowing clinicians to tap into our knowledge and resources with our central fabrication could be a game-changer for their businesses. Instead of spending valuable time fabricating, now they can spend time helping those in need."

Central fabrication increases practitioner productivity by keeping practitioners out of the lab and with patients. Subsequently, this means an increase in revenue, as clinicians are the only revenue generators in an O&P practice. Using Surestep central fabrication will allow clinicians to manage profitability, time, and costs easily and more effectively, Veldman said.

Surestep recently introduced its custom dynamic cervical orthosis (DCO), which features a HCPCS code that is covered by most insurers. The device is designed for patients with mild to moderate head ptosis (head drop). On the heels of its success, Surestep presented several more products, including one to treat pediatric torticollis.

"We have had really good response on the DCO," said Suzi Klimek, Surestep's executive director of corporate marketing. "It's a product that's been very well

received, and we're trying to now build on varying product offerings that relate to the DCO."

At AOPA 2016, Surestep debuted its brand-new course, Navigating New Pathways: Orthotic Tools for Maximizing Therapeutic Outcomes in Neuromuscular Pediatric Populations. For more than a decade, Surestep has presented free continuing education courses all across the United States. But rather than tweaking or updating a past course, Surestep created completely original content for its most recent development.

"Instead of trying to remodel a house, we decided to tear it down and start

gait pattern while treating toe walking at the source.

Traditionally, these patients would be fit with an AFO that stops plantar flexion, which inhibits proper gait and gross motor skill development. The Surestep Toe Walking SMO does not completely block plantar flexion and does not need a full footplate. This design allows patients to develop proper gait mechanics and gross motor skills that require plantar flexion, such as running and jumping. Rather than blocking plantar flexion to stop toe walking, the goal of the Surestep Toe Walking SMO is to treat the primary source of toe walking, whether it

"Allowing clinicians to tap into our knowledge and resources with our central fabrication could be a game-changer for their businesses. Instead of spending valuable time fabricating, now they can spend time helping those in need."

— Bernie Veldman, CO, Surestep CEO

from scratch," said Klimek. "We find it extremely important to offer quality education throughout the industry."

The new course compares traditional bracing solutions with the new pathways, which allows professionals to think outside the box with outcome-based solutions. The presentation focuses on typical pediatric development through key stages: 0-3 years, 3-6 years, and 6 and older. The course provides orthotic solutions for children who present with atypical development and offers great visual and objective data comparing Surestep products to competitor products.

Also at AOPA, Surestep introduced the Surestep Toe Walking SMO, a modification of its standard SMO. This innovative solution is intended for patients with low tone who toe walk due to sensory or stability concerns. The posterior extension provides a kinesthetic reminder for the patient to come down off his or her toes. It also helps facilitate a heel-toe

is sensory and/or stability, and eventually graduate the child from the orthoses.

Surestep also offers a Product Navigation Tool to assist orthotists, physical therapists and parents who are unsure about the device that would be best for their child. Visit the products page at surestep.net/products and click on the "let us help" button to get started. While it doesn't take the place of a professional evaluation from a certified clinician, it can help educate and guide parents, and can aid professionals.

"This tool is helpful to those people who are able to answer a few basic questions about the child's presentation," said Megan Smith, CO, director of clinical research for Surestep. "As questions are being answered, the program is designed to then pull potential orthotic solutions for that patient. If anything, it guides professionals in the proper clinical direction."

Article sponsored by Surestep.



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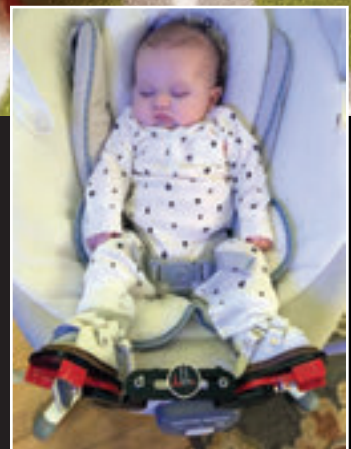
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The Surestep core product—the Surestep SMO system—continues to revolutionize orthotic management for children with hypotonia. It has become the mandated method of treatment for this population in many areas of the world. As Surestep continues to grow, so does its product line. In the past year, Surestep has introduced new products that include the Criss Crossers and the Dynamic Cervical Orthosis (DCO). The company has also launched Surestep Academy, its education division. For detailed information regarding the newest developments with Surestep, visit surestep.net.



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A global mission to spread clubfoot treatment, training to those in need

BY SAMANTHA ROSENBLUM

More than 50 years ago, orthopedic surgeon Ignacio V. Ponseti, MD, developed a technique to correct congenital clubfoot. The Ponseti method corrects the deformity through the use of serial casts followed by application of a specialized brace, and is now the preferred method of treatment worldwide.

In 1995, Ponseti, professor of orthopedics at University of Iowa in Iowa City, recruited John Mitchell, who had experience making anatomical foot models, to create clubfoot models. Mitchell's interest in the procedure grew, and he decided to independently design a device to be a more comfortable and effective brace than the current models.

Mitchell had had no previous experience designing braces, but during his work creating clubfoot models, he realized the braces used by patients were far from flawless.

"The babies had blisters and sores on their feet when they were only six months old," he remembers. "I turned to Ponseti and I said, 'Why don't you call the company and have them fix the braces so they don't hurt the babies?' He said they wouldn't, then asked, 'Why don't you do something about it?'"

So Mitchell did.

In 2003, he established MD Orthopaedics to manufacture and distribute the product. The company, located in Wayland, IA, is about 50 miles from the University of Iowa, which allowed Mitchell to maintain close contact with Ponseti during the brace's development.

Mitchell spent two and a half years working in his garage to develop a brace, sending more than 25 prototypes to Ponseti to evaluate until the design was just right. The Mitchell brace features two ankle foot orthoses (AFOs) connected by an abduction bar, each with a rubber inner lining and soft synthetic leather body that adapt readily to the foot and contribute to patient comfort. Additionally, the AFOs are fastened with a patented Quick Clip model that snaps on and off of the bar and has

viewing holes at the heel to allow the patient's parents or caregiver to verify proper placement.

The improvements developed by Mitchell allow for increased compliance with the Ponseti method and help correct clubfoot more effectively.

Mitchell credits a meaningful conversation with God for his pursuit of a better brace and the formation of MD Orthopaedics.

"The thing that's amazing to me is I think back now and I almost didn't do it," he said. "I had a good job and I had

according to Emily Ferguson, business manager of MD Orthopaedics and executive director of On His Path.

"All our MD Orthopaedics employees volunteer hours of their personal time helping with On His Path projects," Ferguson said. "Employees also perform all administrative and operational tasks for On His Path."

This set-up ensures every dollar donated goes directly and fully to the project or program it's meant for, she said.

The group supports clubfoot treatment and clinics around the globe. For example,

To spread clubfoot care around the world, Mitchell and his wife founded On His Path, a nonprofit extension of MD Orthopaedics that supports international missions and donations.

friends. And I heard the Lord tell me, 'Leave this job and your friends. Come on, I have something else for you to do.' It was scary. And I look back now and think, I was obedient, and I've changed so many people's lives."

In efforts to spread clubfoot care to the rest of the world, Mitchell and his wife Jean founded On His Path, a nonprofit extension of MD Orthopaedics that supports international missions and donations. The program also provides for handicapped individuals, widows, orphans, and those in need of clean water and nutrition programs.

"I knew I wanted to help [children with clubfoot and handicapped people and people who are in the third world and have issues like water [supply] and education," Mitchell said. "So it's kind of a broad scope. It covers a lot of things."

Mission trips have included visits to India, El Salvador, and Haiti, among others, with volunteers including MD Orthopaedics staff and community members as well as area pastors and ministers,

On His Path and Ponseti International, an association that advocates for use of a method, helped coordinate the second annual Ponseti Method Training Course in El Salvador. About 39 orthopedic surgeons, physiotherapists, nurses, and residents underwent training. Since 2012, On His Path has identified and treated hundreds of patients in El Salvador. Through training of local physicians, they hope to continue reaching more patients with treatment, she said.

Mitchell is thankful for the risk he took and the results he's influenced.

"Our product is made here in the U.S.," Mitchell said. "And I know it helps kids all over the world, and it's neat that you can do that from a little town like ours in the middle of Iowa, which has less than a thousand people. It's a little town, and we're affecting the world. That's neat."

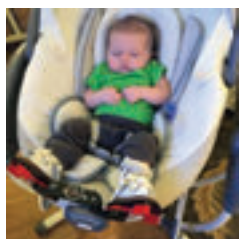
Samantha Rosenblum is a freelance writer in Boston, MA.

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For KeepingPace's new owner, a bookkeeping job led to a career—and a passion

BY NANCY SHOHET WEST

With a strong professional background in bookkeeping, accounting and office management, Erin Lewis knew there were any number of businesses that could use her skills. But she wanted to find work in an industry that felt meaningful to her.

"I floated around for a while, trying everything from yacht interiors to craft stores," Lewis recalled. "But none of them felt like just the right fit."

It turned out that "the right fit" would be more than just a figure of speech. Lewis knew she'd made a match when she found work through a friend at KeepingPace, a Massachusetts-based footwear sales and manufacturing company devoted to producing shoes for children with disabilities who wear braces, inserts or other corrective orthopedic equipment.

At the time Lewis came aboard, KeepingPace was run by its founder, Lori Watson, who launched the company in 2004 because she was not able to find a well-fitting shoe for her son, who has cerebral palsy. Lewis joined the company as an order processor in 2006 while earning her accounting degree, then took over the bookkeeping in 2009.

She worked with Watson for the next six years, and in that time, despite having little previous exposure to the needs of children with disabilities, "Fell in love with the industry," she said. "Lori taught me everything I know. She instructed me about shoe manufacturing, about braces, and about the specific needs of the kids who make up our clientele."

KeepingPace serves the orthopedic footwear needs of children with many chronic conditions, including cerebral palsy, Down syndrome, and spina bifida, as well as temporary conditions like club foot and toe walking.

After establishing herself at KeepingPace in bookkeeping, Lewis branched out under Watson's tutelage into production and materials purchasing. "The more I got

involved, the more I enjoyed learning about the industry," she said.

So when Watson expressed the urge to sell the company, Lewis knew she was ready for the big step of taking it over. Lewis and her mother together bought KeepingPace, closing on ownership at the end of 2015.

The first challenge for the new owners was a significant one: finding a new production factory. Transitioning operations to the new manufacturer took 90 days longer than originally planned, but the de-

regularly as well, since many children buy all their shoes from KeepingPace and don't want the same shoe year after year.

Watson, meanwhile, stayed on after selling the company to focus on the research and development side of the business. She now works with Lewis to find ways for the business to expand into new products for their clientele.

KeepingPace has expanded in another direction, as well, with a corporate social responsibility mission. The company has recently sent employees to Jamaica,

Lewis is committed to updating styles regularly as well, since many children buy all their shoes from KeepingPace and don't want the same shoe year after year.

lay demonstrated to Lewis just how devoted KeepingPace's clients were to their product.

"We have such loyal customers that they were willing to wait for their shoes," Lewis said, giving Watson credit for establishing such a committed clientele. "Customer loyalty is our greatest asset."

The new factory also allows KeepingPace to work with upgraded materials and styles.

"It's a premium factory that produces a better-looking and better-performing product," Lewis said. This is essential, since a key to meeting the needs of their clients is understanding that fashion is important to young people with disabilities.

"They like the fact that we have shoes that look just like the shoes any other kid is wearing, not like they came from a doctor's office," she said.

Lewis is committed to updating styles

where they set up mobile clinics so that local children with disabilities may be matched with appropriate footwear. Industry peers have helped out by donating braces and walkers.

As Lewis establishes herself as new owner of the company, her next challenge is to get the word out to a wider audience.

"We're primarily word of mouth," she said. "There are still orthotists and podiatrists who don't fully recognize the potential of properly fitted footwear for children who wear braces. They instruct parents to simply buy a shoe two sizes bigger than their child's foot size. That's finally starting to change, and testimonials from our customers show how much it means to them to be able to come to us to find a shoe that actually helps their brace work better, rather than just adequately fitting over it."

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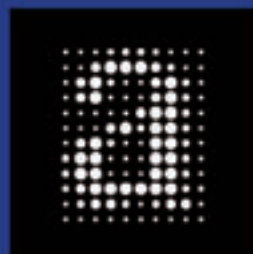
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Leading innovation in gait and balance measurement

BY LER STAFF

"Managing and synthesizing accurate gait data is essential to outcomes-driven healthcare, however, every successful system purchase demands an equally successful system implementation," said ProtoKinetics co-founder Michael Rowling. "ProtoKinetics promotes our products based on exceptional quality, support and services. That's why in 2016, hospitals, universities, private clinics, device manufacturers and several pharmaceutical companies acquired our products."

Their support team includes: Rowling, BS (Kinesiology) with a global view of healthcare and attention to researchers' and clinicians' requirements, Youan Chang, PhD (Computer Science & Applied Mathematics) a leading innovator in statistics and signal processing, Patrick Roscher, MS (Biomechanics), and Arnaud Gouelle, PhD (Motor Control). Their combined clinical and research experience makes them uniquely qualified to guide their clients through all the steps necessary for a successful system implementation.

Rowling and Chang, former management employees of CIR Systems Inc., acquired the GAITRite™ technology from CIR Systems and formed ProtoKinetics in April 2012. In less than five years, their best-in-class product and product knowledge, combined with expert customer service, have produced the most popular "gait mat" technology in the world, said Rowling.

ProtoKinetics engaged ZenoMetrics, headed by Constantin Trantzas, inventor and manufacturer of the GAITRite™ System, to create a new generation of walkways, conceptually based on the GAITRite™. The Zeno Walkway has upgraded electronics and sensing technology that achieve superior sensitivity and linearity. The two- or three-layer portable low-profile housing reduces sensor damage and prevents the edges from curling. This facilitates a smooth transition onto the surface for both assisted and unassisted walking. The Zeno is available in 2-, 3-, and 4-foot widths and 8- to 52-foot lengths.

"Teaming up with Zenometrics to re-name and improve the GAITRite™ has allowed ProtoKinetics to maintain complete continuity in producing our validated Zeno

Walkway," stressed Rowling. "Customers are thrilled with the improved look and versatility of the Zeno and can't believe that PKMAS (ProtoKinetics Movement Analysis Software) is so powerful, easy-to-use, and graphically-pleasing."

"The groundbreaking measurements that Chang has already implemented into PKMAS are, according to our customers, 'revolutionary' and 'game-changers,'" Rowling said. It allows unlimited collection of multiple passes on the Zeno Walkway. Trials can be started when the patient is standing or in flight, enabling assessment of balance, walking, running, and jumping.

In addition to the standard temporal spatial parameters, there are five unique measurements within PKMAS: Symmetry of Propulsion (SoP), Multiple Footfall Com-

putations (MFC), center of mass estimated (COMe), PKMAS Primary Gait Screen (PGS) and the Gait Variability Index (GVI).

SoP illustrates the relationship between single- and double-leg support. A graphical display of typical SoP performance looks like an hourglass, while pathological gaits present asymmetric patterns. These elegant graphical displays and quantitative metrics offer tremendous insight into the complexity of walking.

The MFC offers a visual and quantitative measurement of stance phase performance. Consistent, stable gait should exhibit overlapping smooth curves, whereas instability or variable gait look quite different.

Control of the center of mass is fundamental to proper walking and balance; when compromised, this may lead to falls and decreased mobility. Gait lab equipment, such as high-speed cameras, reflective markers and force plates, are impractical for clinical use. PKMAS/Zeno, however, instantaneously calculates COMe, allowing clinicians to make more informed decisions by comparing data between sessions or even within a single session.

"Postural control, dynamic balance, and transitional gait performance are critical components to quantify in clinical prac-

tice, because the literature indicates more falls occur during transitional movements than straight-line walking," said Rowling. "The PKMAS PGS addresses transitional movements in a single test, is easy to administer (+/- 1 minute), and requires no editing. Gait efficiency, symmetry, speed, and balance measures are reported immediately upon saving the trial."

The GVI is a conglomerate measure derived from spatiotemporal parameters, and was developed to improve objective quantification of gait variability. Previous publications demonstrate validity for use in both pediatric and adult populations. New papers using the GVI are currently in press, and its clinical utility is expected to increase in the near future.

ProtoKinetics' new education division,

ProtoKinetics promotes their products based on exceptional quality, support and services.

the Gait and Balance Academy (GaBA; gaitandbalanceacademy.com), is a web portal that offers clear and objective information about gait and balance. Gouelle, GaBA's executive director, is facilitating the brainstorming and collaboration with internationally recognized experts to offer access to classical educational resources and new innovative content. These materials, including pictures, presentations and videos, are based on validated scientific protocols and are updated regularly.

"Validation and verification are vitally important steps in our development and production processes," stressed Rowling. "ZenoMetrics uses quality manufacturing practices, including ISO 13485, FDA compliant processes, and IEC 62304 standards for the software life cycle. Our products can be easily implemented to meet 21CFR11 compliancy."

"ProtoKinetics values our clients' time and money; we are extremely confident that our elegant, easy to-use, and cost-effective gait assessment solution, coupled with our best-in class support team, will continue to enable our customers to meet or exceed their goals," said Rowling.

Article sponsored by ProtoKinetics.

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ProtoKinetics' movement analysis systems incorporate pressure-sensing hardware with innovative, user-friendly software required for human performance research and clinical evaluations. The movement analysis system, consisting of the Zeno Walkway and PKMAS software, yields optimal footfall identification and an ample selection of output parameters for your nontraditional gait, turning, and standing studies.



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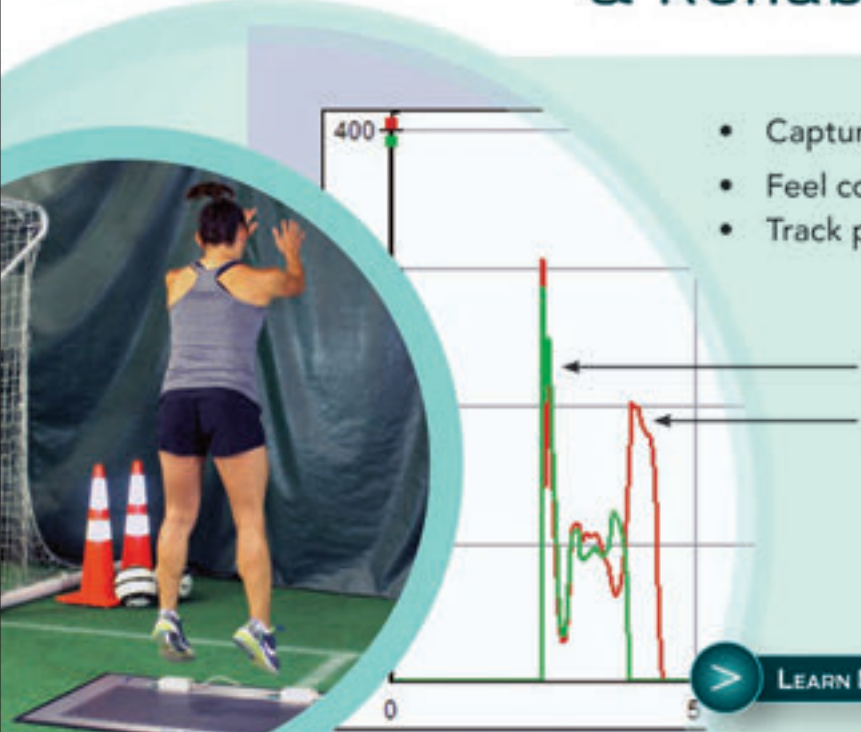
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Tekscan leaps to the future with a focus on tablet-based apps to improve mobility and enhance user experience

BY LER STAFF

Tekscan, the Boston-based developer of tactile pressure measurement systems and software, is building on its user-friendly technology with a new focus on freeing its practitioner-users from their desks and laptops with seamless interfaces between mobile devices and the company's sensors and software.

"What's resonating with clinicians is mobility, and being able to use a single device for multiple tasks," said Peter Gantchev, Tekscan's medical product manager.

Tekscan is responding to this need by developing tablet applications for its In-Shoe and MobileMat Systems.

As part of this transition into the mobile domain, Tekscan will be making most of its new software available for the tablet. This starts with the launch of RetailPRO, a tablet-based retail application that's designed specifically for shoe, orthotic, insole and footwear accessory vendors. It will eventually be followed by the Clinical In-Shoe, another tablet-based system that will expand the market for InShoe measurement systems currently served by the company's F-Scan system.

These improvements are accompanied by other innovative developments in Tekscan's product line. In August 2016, it launched the SB Mat, a new platform product that features a wider active sensing area that is capable of accommodating actions like squats, lunges and other functional tests.

"We think this new platform will become an essential tool for athletic trainers and physical therapists to perform various assessments of their patients to evaluate the effectiveness of rehabilitation or strength and conditioning programs," Gantchev said.

In the near future, Tekscan also plans to roll out a new walkway system. This product is similar to the company's existing walkway that uses pressure measurement for gait analysis, but it will be much easier to use and transport. The new walkway's unique design and improved mobility, Gantchev notes, will make it a

"game-changer" for the company and the industry.

In its continued shift toward mobility, Tekscan will introduce several major updates in 2017. The company is looking to launch new protocol-driven SportsAT software that will allow users to fully leverage the SB Mat Platform. The software will recognize lunge tests, squat tests and other functional tests while automatically generating reports on subjects' performance.

Tekscan's F-Scan, an in-shoe pressure measurement and analysis system de-

process to ensure all customers expectations are completely met. Today, the team stands at over 100 employees strong.

Tekscan's patented tactile force and pressure sensing solutions provide customers with the actionable information they need to optimize product design and improve clinical and research outcomes. Its sensors and systems are used across a wide range of applications within test and measurement, medical, dental, and retail; as stand-alone solutions or as embedded technology to cre-

"What's resonating with clinicians is mobility, and being able to use a single device for multiple tasks."

— Peter Gantchev, Tekscan's medical product manager

signed to capture timing and pressure information for foot function and gait analysis, will also receive attention this year. Simplification, Gantchev hopes, will boost F-Scan's presence in clinical offices.

"Toward the end of 2017, we're looking to redo our F-Scan product with a more clinically-focused system," Gantchev said. "This will make In-Shoe Measurement Systems more accessible to the clinical space by simplifying its overall usage. The new system will be easy to set up and will come equipped with tablet-based, protocol-driven software."

User experience remains top-of-mind as the company moves into the New Year. Tekscan's dedication to enhancing product mobility and ease of use will not only significantly influence its market penetration over the coming years, but it will also continue to foster interdependent customer relationships across the globe.

About Tekscan Inc.

Located in the Innovation District of Boston, Tekscan has been in business since 1987. During that time, the company has perfected its product, team and

ate better and differentiated products.

Tekscan is and has always been committed to quality. Sensor design, manufacturing, and production happen at its company-owned ISO 9001 & 13485-certified facility. Its technical team is made up of electrical and mechanical engineers who consult directly with customers throughout each step of the sensor design process, from conception through production.

Continuous innovation drives Tekscan forward and concretizes its world-leading position in the area of tactile sensing. The company invests over 14% of revenues in R&D and Innovation, which is similar to Google and Microsoft, higher than the industry averages of Health & Medical (12%) and Computer & Electronics (8.8%), and much higher than the average U.S. company (under 5%).

Tekscan's passion for innovation, broad expertise and commitment to quality help turn your vision into reality.

Article sponsored by Tekscan.

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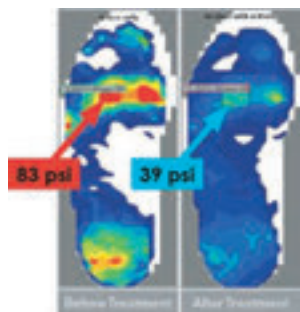
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Tekscan's F-Scan system gives you a view from inside the shoe, providing valuable information on the relationship between the foot and footwear. Pressure distribution data are captured throughout the gait cycle to help you find the root cause of foot and gait dysfunctions and objectively evaluate treatment effectiveness.



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Phone: 757/497-3668
digi-gait.com

footscan USA
4010 Commons Drive W.
Suite 116
Destin, FL 32541
Phone: 850/460-2200
footscanusa.com

Noraxon USA
15770 N. Greenway-Hayden Loop
Suite 100
Scottsdale, AZ 85260
Phone: 480/443-3413
noraxon.com

Novel Electronics
964 Grand Ave.
St. Paul, MN 55105
Phone: 651/221-0505
novelusa.com

Orpyx Medical Technologies
307-1235 26th Ave. SE
Calgary, AB T2G 1R7
Canada
Phone: 403/709-0129
orpyx.com

RS Print
De Weven 7
3583 Paal-Beringen
Belgium
Phone: 405/406-1441
phitsinsoles.com

The Orthotic Group
160 Markland St.
Markham, ON L6C 0C6
Canada
Toll Free: 800/551-3008
theorthoticgroup.com

Company Profile on p. 56

Tillges Technologies
1570 Beam Ave.
Maplewood, MN 55109
Phone: 855/484-5832
pressureguardian.com

Vertical Foot Alignment System
46 Sydney St.
Marrickville, 2204
Australia
Toll Free: 800/824-4655
verticalfas.com

Visual Footcare Technologies
The Kennedy Center
39 Lindeman Drive
Trumbull, CT 06611
Toll Free: 866/385-6442
visualfootcare.com

zFlo Motion
Box 990065
Boston, MA 02119
Phone: 207/887-9011
zflomotion.com

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Apex Foot Health Industries
414 Alfred Ave.
Teaneck, NJ 07666
Toll Free: 800-252-2739
apexfoot.com



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ComfortFit Orthotic Labs
246 Columbus Ave.
Roselle, NJ 07203
Toll Free: 888/523-1600
comfortfitlabs.com



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Langer Biomechanics
2905 Veterans Memorial Hwy.
Ronkonkoma, NY 11779
Toll Free: 800/645-5520
langerbiomechanics.com

[Company Profile on p. 56](#)



CUSTOM ORTHOTICS SINCE 1930

The portable Levy iPad scanner offers clinicians a quick, easy and accurate scanning method for foot orthotics. The intuitive software gives you the power, precision and control to include modifications and select the device you prescribe from our complete catalog of products.



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339 10th St.
Saddle Brook, NJ 07663
Toll Free: 800/564-5389
levyandrappel.com



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Levy & Rappel is offering a free Delcam iQube mini scanner to practitioners who dispense a high volume of custom orthotic devices. Weighing only 14 g, the portable and versatile 3D scanner can be used to capture data directly from the patient's foot in non-, semi-, or weight-bearing modes, or to scan traditional plaster casts or foam-box impressions. The scanners will increase practitioners' efficiency and save them time and money.



Levy & Rappel
339 10th St.
Saddle Brook, NJ 07663
Toll Free: 800/564-5389
levyandrappel.com

[Company Profiles on pps. 40](#)

COMPANY LISTINGS

Advantage Lab
130 East Jefryn Blvd.
Suite B
Deer Park, NY 11729
Toll Free: 866/548-3668
advantagelab.org

Amfit
3611 NE 68th St.
Vancouver, WA 98661
Phone: 360/573-9100
amfit.com

Bergmann Orthotic Lab
1730 Holder Lane
Northfield, IL 60093
Toll Free: 800/323-8267
bergmannlab.com

Biosculptor
2480 W. 82nd St. #1
Hialeah, FL 33016
Phone: 305/556-5815
biosculptor.com

CurveBeam

175 Titus Ave.
Suite 300
Warrington, PA 18976
Toll Free: 866/400-0035
curvebeam.com

Dr. Comfort

10300 N. Enterprise Drive
Mequon, WI 53092
Toll Free: 800/556-5572
drcomfort.com

Dr. Zen

501 Gordon St.
Sanford, FL 32771
Toll Free: 800/682-8367
drzen.com

Edser Orthotic Labs

200 S. Biscayne Blvd.
Suite 3810
Miami, FL 33131
Phone: 786/206-6117
edserlabs.com

Ever-Flex

12505 Universal Drive
Taylor, MI 48180
Phone: 734/947-2060
ever-flex.com

Footbon

227 Main St.
Huntington, NY 11743
Toll Free: 888/678-0682
footbon.com

Footech

60 King St.
Moncton, NB E1C 4M2
Canada
Phone: 506/854-7339
footech.ca

Footmaxx

518 Pocahontas Ave.
Roanoke, VA 24012
Toll Free: 800/779-3668
footmaxx.com

Integrity Orthotics

19113 63rd Ave. NE
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Arlington, VA 98223
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Beloeil, QC J3G 4J1
Canada
Toll Free: 877/708-0762
llcustom.ca

Mile High Orthotics Lab

4970 Monaco St.
Suite A
Commerce City, CO 80022
Toll Free: 866/710-4880
mholabs.com

Northwest Podiatric Laboratory

1091 Fir Ave.
Blaine, WA 98230
Toll Free: 800/675-1766
nwpodiatric.com

PedAlign

9528 Miramar Road
San Diego, CA 92126
Toll Free: 866/733-2544
pedalign.com

Performance Orthotics

291 Clements Road W.
Ajax, ON L1S 3W7
Canada
Phone: 905/428-2692
performanceorthotics.com

Piedmont Orthotic Lab

240 Demos Drive
Roebuck, SC 29376
Toll Free: 800/359-0483
pol-inc.com

Sharp Shape

12891 Lantana Ave.
Saratoga, CA 95070
Phone: 408/871-1798
sharpshape.com

SOLO Laboratories

415 S. Laurel St.
Kutztown, PA 19530
Toll Free: 800/765-6522
sololabs.com

TechMed 3D

750 Chemin Olivier
Suite 101
St-Nicolas, QC G7A 2P7
Canada
Phone: 418/836-8100
techmed3d.com

Tom-Cat Solutions

911 Vine St.
Perkasie, PA 18944
Phone: 215/443-9220
tom-catsolutions.com

Varifit Orthotics

492 North 1100 West
Payson, UT 84651
Toll Free: 877/796-7496
varifitorthotics.com

Vorum

8765 Ash St.
Suite 6
Vancouver, BC V6P 6T3
Canada
Toll Free: 800/461-4353
vorum.com

VtechLab

123 Industriel Blvd.
Repentigny, QC J6A 7K4
Canada
Phone: 450/581-0140
vtechlab.com



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American Association of Diabetes Educators
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Chicago, IL 60606
Toll Free: 800/338-3633
diabeteseducator.org

AAOP

American Academy of Orthotists and Prosthetists
1331 H St. NW, #501
Washington, DC 20005
Phone: 202/380-3663
oandp.org

AAOS

American Academy of Orthopaedic Surgeons
6300 N. River Road
Rosemont, IL 60018
Phone: 847/823-7186
aaos.org

AAPM&R

American Academy of Physical Medicine & Rehabilitation
9700 West Bryn Mawr Ave., #200
Rosemont, IL 60018
Phone: 847/737-6000
aapmr.org

ABC

American Board for Certification in Orthotics, Prosthetics and Pedorthics
330 John Carlyle St., #210
Alexandria, VA 22314
Phone: 703/836-7114
abcop.org

ACFAOM

American College of Foot & Ankle Orthopedics & Medicine
5272 River Road, #630
Bethesda, MD 20816
Phone: 301/718-6505
acfaom.org

ACFAS

American College of Foot & Ankle Surgeons
8725 W. Higgins Road, #555
Chicago, IL 60631
Toll Free: 800/421-2237
acfas.org

ACPOC

Association of Children's Prosthetic-Orthotic Clinics
6300 N. River Road, #727
Rosemont, IL 60018
Phone: 847/698-1637
acpoc.org

ACR

American College of Rheumatology
2200 Lake Blvd. NE
Atlanta, GA 30319
Phone: 404/633-3777
rheumatology.org

ACSM

American College of Sports Medicine
401 W. Michigan St.
Indianapolis, IN 46202
Phone: 317/637-9200
acsm.org

ADA

American Diabetes Association
1701 N. Beauregard St.
Alexandria, VA 22311
Toll Free: 800/DIABETES (342-2383)
diabetes.org

AMSSM

American Medical Society for Sports Medicine
400 W. 114th St., #100
Leawood, KS 66211
Phone: 913/327-1491
amssm.org

AOFAS

American Orthopaedic Foot & Ankle Society
6300 N. River Road, #510
Rosemont, IL 60018
Toll Free: 800/235-4855
aofas.org

AOPA

American Orthotic & Prosthetic Association
330 John Carlyle St., #200
Alexandria, VA 22314
Phone: 571/431-0876
aopanet.org

AOSSM

American Orthopaedic Society for Sports Medicine
6300 N. River Road, #500
Rosemont, IL 60018
Phone: 847/292-4900
sportsmed.org

APMA

American Podiatric Medical Association
9312 Old Georgetown Road
Bethesda, MD 20814
Phone: 301/581-9200
apma.org

APTA

American Physical Therapy Association
1111 N. Fairfax St.
Alexandria, VA 22314
Toll Free: 800/999-2782
apta.org

ASOP

American Society of Orthopedic Professionals
Box 7440
Seminole, FL 33775
Phone: 727/394-1700
asop.org

BOC

Board of Certification
10451 Mill Run Circle, #200
Owings Mills, MD 21117
Toll Free: 877/776-2200
www.bocusa.org

CMTA

Charcot-Marie-Tooth Association
Box 105
Glenolden, PA 19036
Toll Free: 800/606-2682
cmtausa.org

CPMA

California Podiatric Medical Association
2430 K St., #200
Sacramento, CA 95816
Phone: 916/448-0248
calpma.org

ISAKOS

International Society of Arthroscopy, Knee Surgery, and Orthopaedic Sports Medicine
2410 Camino Ramon, #215
San Ramon, CA 94583
Phone: 925/807-1197
isakos.com

NAOT

National Association of Orthopaedic Technologists
8365 Keystone Crossing, #107
Indianapolis, IN 46240
Phone: 317/205-9484
naot.org

NATA

National Athletic Trainers' Association
2952 Stemmons Freeway
Dallas, TX 75247
Phone: 214/637-6282
nata.org

NSRA

National Shoe Retailers Association
7386 N. La Cholla Blvd.
Tucson, AZ 85741
Toll Free: 800/673-8446
nsra.org

OARSI

Osteoarthritis Research Society International
15000 Commerce Pkwy.
Mount Laurel, NJ 08054
Phone: 856/642-4215
oarsi.org

On His Path

604 N. Parkway St.
Wayland, IA 52654
Toll Free: 877/766-7384
onhispath.com

PAC

Pedorthic Association of Canada
386 Broadway, #503
Winnipeg, MB R3C 3R6
Canada
Toll Free: 888/268-4404
pedorthic.ca

PFA

Pedorthic Footcare Association
2025 M St. NW, #800
Washington, DC 20036
Phone: 202/367-1145
pedorthics.org

PFOA

Prescription Foot Orthotic Laboratory Association
International Association Office
1383 Homer St.
Vancouver, BC V6B 5M9
Canada
Toll Free: 800/347-6585
pfoa.org

Alphabetical Company Listings

■ **3-Point Products**
Phone: 888/378-7763
3pointproducts.com

■ **32 North**
Phone: 207/284-5010
32north.com

■ **3M**
Phone: 800/413-1795
3m.com/tegaderm/matrix

■ **5280 Prosthetics**
Phone: 800/460-0288
5280prosthetics.com



■ **A-Pear Biometric Replications**
Phone: 415/952-7327
a-pear.net

■ **AADE**
American Association of Diabetes Educators
Phone: 800/338-3633
diabeteseducator.org

■ **AAOP**
American Academy of Orthotists and Prosthetists
Phone: 202/380-3663
oandp.org

■ **AAOS**
American Academy of Orthopaedic Surgeons
Phone: 847/823-7186
aaos.org

■ **AAPM&R**
American Academy of Physical Medicine & Rehabilitation
Phone: 847/737-6000
aapmr.org

■ **ABC**
American Board for Certification in Orthotics, Prosthetics and Pedorthics
Phone: 703/836-7114
abcop.org

■ **Ability Dynamics**
Phone: 855/450-7300
abilitydynamics.com

■ **ACFAOM**
American College of Foot & Ankle Orthopedics & Medicine
Phone: 301/718-6505
acfaom.org

■ **ACFAS**
American College of Foot & Ankle Surgeons
Phone: 800/421-2237
acfas.org

■ **ACI Medical**
Phone: 760/744-4400
artassist.com

See ad on p. 35, company profile on p. 32
■ **Acor Orthopaedic**
Phone: 800/237-2267
acor.com

■ **ACR**
American College of Rheumatology
Phone: 404/633-3777
rheumatology.org

■ **ACSM**
American College of Sports Medicine
Phone: 317/637-9200
acsm.org

■ **Acsys Orthopedic**
Phone: 760/598-8191
acsysortho.com

■ **Active Ankle Systems**
Phone: 800/800-2896
activeankle.com

■ **AcuStep**
Phone: 785/826-2500
acustep.com

■ **ADA**
American Diabetes Association
Phone: 800/DIABETES
diabetes.org

■ **Advanced Casting Technology**
Phone: 866/999-4338
advcasting.com

■ **Advanced Motion Measurement**
Phone: 602/263-8657
ammsensor.com

■ **Advanced O&P Solutions**
Phone: 866/914-2677
aopsolutions.com

■ **Advanced Orthopaedics**
Phone: 215/256-9000
advanced-orthopaedics.com

■ **Advanced Tissue**
Phone: 866/217-9900
advtis.com

■ **Advantage Lab**
Phone: 866/548-3668
advantagelab.org

■ **Advantage Orthotics Lab**
Phone: 800/374-2021

■ **Aetna Felt**
Phone: 800/390-3668
aetnafootproducts.com

■ **Aetrex Worldwide**
Phone: 800/252-2739
aetrex.com

■ **AFX Ankle Foot maXimizer**
Phone: 604/644-9971
afx-online.com

■ **AGS Footwear Group**
Phone: 800/446-3820
agsfootweargroup.com

■ **Aircast**
Phone: 800/336-6569
djoglobal.com

■ **Akaishi**
Phone: 310/538-5522
akaishiusa.com

■ **Alatheia Prosthetics**
Phone: 601/919-2112
alatheia.com

■ **Alcis Health**
Phone: 408/437-1060
alcis.com

■ **Algeos USA**
Phone: 800/496-0987
algeos.us

■ **Alice Alan**
Phone: 626/202-3830
alicealan.com

■ **Aligned**
Phone: 800/916-2544
alignmed.com

■ **AliMed**
Phone: 800/225-2610
alimed.com

■ **Aline Systems**
Phone: 800/736-9005
aline.com

See ad on p. 30, 85
■ **Allard USA**
Phone: 888/678-6548
allardusa.com

■ **Allied OSI Labs**
Phone: 800/444-3632
alliedosilabs.com

■ **Allied Plastics Supply**
Phone: 888/838-2287
alliedoandpsupply.com

■ **Allsport Dynamics**
Phone: 936-569-1003
allsportdynamics.com

■ **Alltech O&P Services**
Phone: 817/484-9699
alltechop.com

■ **Alpha Medical Brace**
Phone: 866/547-3897
alphamedicalproducts.com

■ **Alpha Orthotics**
Phone: 415/389-8980
alphaorthotics.com

■ **Alps**
Phone: 800/574-5426
easyliner.com

■ **Alterna**
Phone: 973/946-7551
alternallc.com

■ **Ambra Le Roy Medical Products**
Phone: 866/203-4760
ambraleroy.com

■ **American Anatomical**
Phone: 319/723-4545
americananatomical.com

■ **American Plastics, A Division of Curbell Plastics**
Phone: 800/772-7401
americanaoandp.com

■ **Amerx Health Care (Amerigel)**
Phone: 800/448-9599
amerxhc.com

See ad on p. 110
■ **Amfit**
Phone: 360/573-9100
amfit.com

■ **Amniot Medical**
Phone: 888/709-2140
amniotmedical.com

■ **AMSSM**
American Medical Society for Sports Medicine
Phone: 913/327-1491
amssm.org

■ **AMTI**
Phone: 617/926-6700
amti.biz

■ **Anastasia Marie Laboratories**
Phone: 405/840-0123
amlab.com

See ad on p. 17, 100
■ **Anatomical Concepts**
Phone: 800/837-3888
anatomicalconceptsinc.com

See ad on p. 4, 5 company profile on p. 46
■ **Anodyne**
844/637-4637
anodyneshoes.com

See ad on p. 4, 5
■ **Anodyne Therapy**
Phone: 800/521-6664
anodynetherapy.com

■ **AOFAS**
American Orthopaedic Foot & Ankle Society
Phone: 800/235-4855
aofas.org

■ **AOPA**
American Orthotic & Prosthetic Association
Phone: 571/431-0876
aopanet.org

■ **AOSSM**
American Orthopaedic Society for Sports Medicine
Phone: 847/292-4900
sportsmed.org

■ **Apex**
800/526-2739
apexfoot.com

See ad on p. 62
■ **Apis Footwear**
Phone: 626/448-8905
apisfootwear.com

■ **APMA**
American Podiatric Medical Association
Phone: 301/581-9200
apma.org

■ **APTA**
American Physical Therapy Association
Phone: 800/999-2782
apta.org

■ **AquaJogger**
Phone: 541/484-2454
aquajogger.com

■ **Aqualeg**
Phone: 855/955-2782
aqualeg.com

■ **Aqua-ShieldUSA/Orthomed Products**
Phone: 800/338-8512
aquashieldusa.com

■ **Aquatic Access**
Phone: 502/425-5817
aquaticaccess.com

■ **Aranz Medical**
Phone: +64-3-374-6120
aranzmedical.com

■ **Aravon Comfort Performance Footwear**
Phone: 866/627-2866
aravonshoes.com

■ **Archmolds/Powerstep**
Phone: 888/237-3668
powerstep.com

■ **Arcopedico**
Phone: 800/536-5938
arcopedicousa.com

■ **Areni One by Pilgrim Shoe Factory**
Phone: 888/493-2859
arenioneshoes.com

■ **Ari-Med Pharmaceuticals (Flexall)**
Phone: 800/527-4923
ari-med.com

See ad on back cover, company profile on p. 14
■ **Arizona AFO**
Phone: 877/780-8382
arizonaafo.com

■ **Armor Sports Holdings**
Phone: 480/513-1049
airarmor.com

■ **Arobella Medical**
Phone: 952/345-6840
arobella.com

■ **ARTech Laboratory**
Phone: 888/775-5501
artechlab-prosthetics.com

■ **Arthur Finnieston Prosthetics**
Phone: 305/233-9195
extremeprosthetics.com

■ **ASOP**
American Society of Orthopedic Professionals
Phone: 727/394-1700
asop.org

■ **Atlantic Footcare**
Phone: 401/568-4918
prothotics.com

■ **Atlas International**
Phone: 800/545-6287
atlasortho.com

■ **Aulie Prosthetic Devices**
Phone: 541/548-7355
auliedevices.com

■ **Autodesk Footwear**
Phone: 877/335-2261
autodesk.com/footwear



■ **Baiwa**
Phone: 903/425-0116
baiwa.com

See ad on p. 74
■ **Baker College of Flint**
Phone: 810/766-4359
baker.edu

See ad on p. 8
■ **BAKO Integrated Physician Solutions**
Phone: 877/376-7284
bakocots.com

■ **Battle Creek Equipment**
Phone: 269/962-6181
battlecreekequipment.com

Alphabetical Company Listings

*See ad on p. 86,
company profile on p. 12*
■ **Bauerfeind USA**
Phone: 800/423-3405
bauerfeindusa.com

■ **Becker Orthopedic**
Phone: 800/521-2192
beckerorthopedic.com

■ **Beiersdorf/Futuro**
Phone: 203/563-5882
futurous.com

■ **Bergmann Orthotic Lab**
Phone: 800/323-8267
bergmannlab.com

■ **Best Fit Ortho Labs**
Phone: 323/850-0578
bestfitortho.com

■ **BetterBraces.com**
Phone: 760/579-0214
betterbraces.com

■ **Betterform**
Phone: 800/955-FOOT
(3668)
betterforminc.com

■ **Bilt-Rite/Mastex Health**
Phone: 215/785-6980
biltriteinc.com

■ **Bintz**
Phone: 800/235-8458
bintzco.com

■ **Bio Compression Systems**
Phone: 201/939-0716
biocompression.com

■ **Bio Orthotics International**
Phone: 972/422-6388
bioorthotics.com

■ **Bio Skin/Cropper Medical**
Phone: 800/541-2455
bioskin.com

■ **biO2 Cosmeceuticals**
Phone: 916/721-4667
oxymist.com

■ **Biocorrect Orthotics Lab**
Phone: 800/840-1487
biocorrect.com

■ **biodesigns**
Phone: 800/775-2870
biodesigns.com

■ **Bioflex Medical Magnetics**
Phone: 954/565-8500
bioflexmagnets.com

■ **Biofreeze/Performance Health**
Phone: 800/246-3733
biofreeze.com

■ **Biomechanical Services**
Phone: 800/942-2272
biomechanical.com

■ **BioMedix**
Phone: 877/854-0012
biomedix.com

■ **Biomet Bracing**
Phone: 973/299-9300
biomet.com

■ **Bioness**
Phone: 800/211-9136
bioness.com

■ **BionX Medical Technologies**
Phone: 800/989-9998
bionxmed.com

■ **Bioped Franchising**
Phone: 866/424-6733
bioped.com

■ **BioQuest Prosthetics**
Phone: 661/325-3338
bioquestpros.com

■ **Biosculptor**
Phone: 305/556-5815
biosculptor.com

■ **Biowave**
Phone: 877/BIOWAVE
(246-9283)
biowave.com

■ **Bird & Cronin**
Phone: 800/328-1095
birdcronin.com

■ **Birkenstock USA**
Phone: 800/949-7301
birkenstockusa.com

■ **Bledsoe Brace Systems**
Phone: 888/253-3763
bledsoebrace.com

■ **BMI International**
Phone: 877/603-3737
orthobmi.com

■ **BOC**
Board of Certification
Phone: 877/776-2200
bocusa.org

■ **BodhiFab**
Phone: 954/762-3152
bodhifab.com

■ **Bodyglide**
Phone: 888/263-9454
bodyglide.com

■ **Boll Medical**
Phone: 800/287-2944
bollmedical.com

■ **Bolt Systems**
Phone: 800/425-0012
boltsystems.com

■ **BordaMed**
Phone: 757/272-2824
bordamed.com

■ **Bort-Swiss Orthopedic Supply**
Phone: 864/231-9144
bort-swissortho.com

■ **Boston Brace International**
Phone: 800/262-2235
bostonbrace.com

■ **Bracemasters International**
Phone: 888/790-6880
bracemasters.com

■ **BRD Sport**
Phone: 732/238-5479
brdsport.com

■ **Breg**
Phone: 800/897-BREG
(2734)
breg.com

■ **Brooks Sports**
Phone: 800/227-6657
brooksrnning.com

■ **Brownmed**
Phone: 816/581-7001
brownmed.com

■ **Bruder Healthcare**
Phone: 888/827-8337
bruder.com

■ **BSN-Jobst**
Phone: 800/537-1063
jobst-usa.com

■ **BTE**
Phone: 800/331-8845
btetech.com

■ **Buffalo Brace**
Phone: 800/435-0065
buffalobrace.net

■ **Bunion Bootie**
Phone: 877/208-4540
bunionbootie.com

■ **Burns International**
Phone: 800/262-8767
burnslab.com

■ **Burten Distribution**
Phone: 323/221-7300
burtendistribution.com



■ **Cadence Insoles**
Phone: 805/458-0567
cadenceinsoles.com

■ **Cajun Sports Cream**
Phone: 877/441-9555
cajunsportscream.com

■ **California Orthopaedic Lab**
Signal Hill, CA 90755
Phone: 562/985-9924

■ **Carbon Express**
Phone: 813/948-9406
mycarbonexpress.com

■ **Carpal Therapy**
Phone: 317/313-0680
sastm.com

See ad on p. 93
■ **Cascade Dafo**
Phone: 800/848-7332
cascadedafco.com

■ **Cascade Orthopedic Supply**
Phone: 800/888-0865
cascade-usa.com

■ **CastCooler**
Phone: 888/422-7882
castcooler.com

■ **CastCoverz!**
Phone: 800/CASTCOVER
(227-8268)
castcoverz.com

■ **Center for Orthotics Design**
Phone: 800/346-4746
centerfororthoticsdesign.com

■ **Certified Orthopedics**
Phone: 970/482-7116
certifiedortho.com

■ **China-Gel**
Phone: 800/898-4435
chinagel.com

■ **Chung Shi North America**
Phone: 704/991-2285
chung-shi-shop.com

■ **CIR Systems/GAITrite**
Phone: 888/482-2362
gaitrite.com

■ **CircAid**
Phone: 800/247-2243
circaid.com

■ **Cluffy Institute**
Phone: 888/761-3668
cluffy.com

■ **CMTA**
Charcot-Marie
Tooth Association
Phone: 800/606-2682
cmtausa.org

■ **COL International**
Phone: 877/265-2248
canadianorthotics.com

■ **College Park Industries**
Phone: 800/728-7950
college-park.com

■ **Comfort Products**
Phone: 800/822-7500
comfortoandp.com

■ **Comfort Rite Footwear**
Phone: 800/898-5556
comfortrite.com

See ad on p. 18
■ **ComfortFit Orthotic Labs**
Phone: 888/523-1600
comfortfitlabs.com

■ **Coppi Therapeutic Footwear**
Phone: 561/577-1240
coppimft.com

■ **Core Products International**
Phone: 715/294-2050
coreproducts.com

■ **Corflex**
Phone: 800/426-7353
corflex.com

■ **Corganics**
Phone: 866/939-9541
reliefcream.com

■ **CosySoles**
Phone: 905/878-4093
cosysoles.com

■ **Cox Orthotics**
Phone: 877/270-8015
coxorthotics.com

■ **Coyote Design**
Phone: 800/819-5980
coyotedesign.com

■ **CPMA**
California Podiatric
Medical Association
Phone: 916/448-0248
calpma.org

■ **Cramer Products**
Phone: 800/345-2231
cramersportsmed.com

■ **Creative Orthotic Lab**
Phone: 800/279-2724
creativeorthotic.com

■ **CrocsRx**
Phone: 877/238-4404
crocsrx.com

■ **CuraMedix**
Phone: 877/699-8399
curamedix.com

■ **CurveBeam**
Phone: 866/400-0035
curvebeam.com

See ad on p. 22
■ **Custom Composite Manufacturing**
Phone: 866/273-2230
cc-mfg.com

■ **Custom Fit Foot Orthotics**
Phone: 877/346-1024
cfororthotics.com

■ **Custom Foot Inserts**
Phone: 631/567-1515

■ **CyberKinetics**
Phone: 360/692-2500
cyberkinetics.us.com

■ **Cybertech Medical**
Phone: 800/220-4224
cybertechmedical.com



■ **Dalco International**
Phone: 888/354-5515
dalcointernational.com

■ **Darco International**
Phone: 800/999-8866
darcointernational.com

■ **DavMar**
Phone: 855/284-3544
davmarshoes.com

■ **DAW Industries**
Phone: 800/252-2828
daw-usa.com

■ **DDS**
Phone: 888/495-7440
discdiseasesolutions.com

■ **Dermal Therapy Research**
Phone: 800/668-8000
dermaltherapy.com

■ **DeRoyal**
Phone: 800/251-9864
deroyal.com

■ **Dia-Foot**
Phone: 877/405-3668
dia-foot.com

■ **Diabetic Foot Global Conference**
Phone: 337/235-6606
dfcon.com

LEResourceguide.com

■ **Diabetic Limb Salvage**
Phone: 337/235-6606
disconference.com

■ **Diabetic Solutions**
Phone: 877/686-3600

■ **Digital Support Systems**
Phone: 757/497-3668
digi-gait.com

■ **DJO Global**
Phone: 800/336-6569
djoglobal.com

■ **DM Systems**
Phone: 800/254-5438
dmsystems.com

■ **Doctor Specified**
Phone: 888/350-0001
doctorspecified.com

■ **DOLA Orthotics Lab**
Phone: 800/350-0720
dolaorthotics.com

■ **Dome Industries**
Phone: 800/432-4352
domeproducts.com

■ **Dr. Brooks Innovations**
Phone: 866/576-7034
drbrooks.com

See ad on p. 2,3

■ **Dr. Comfort**
Phone: 800/556-5572
drcomfort.com

■ **Dr. Jill's Foot Pads**
Phone: 866/366-8723
drjillsfootpads.com

■ **Dr. Sam's Diabetic Shoes**
Phone: 877/379-3674
drsamsshoes.com

■ **Dr. Swaim's Natural Skin Care**
Phone: 530/527-7584
drswaims.com

■ **Dr. Todd's Foot Care Products**
Phone: 877/758-3338
drtodds.com

■ **Dr. Zen**
Phone: 800/682-8367
drzen.com

■ **Drew Shoe**
Phone: 800/837-3739
drewshoe.com

■ **Dry Corp**
Phone: 910/791-0009
drycorp.com

■ **Dycor**
Phone: 281/403-0117
dycormfg.com

LEResourceguide.com

■ **Dynasplint Systems**
Phone: 800/638-6771
dynasplint.com



See ad on p. 55

■ **Earthwalk Orthotics**
Phone: 330/837-6569
earthwalkorthotics.com

■ **Eastern Podiatry Lab**
Phone: 800/327-8763

■ **Edser Orthotic Labs**
Phone: 786/206-6117
edserlabs.com

■ **Ektio**
Phone: 800/895-1814
ektio.com

■ **Elite Orthopaedics**
Phone: 800/284-1688
elite-ortho.com

■ **Elite Seat**
Phone: 866/756-3706
eliteseat.com

■ **Empi**
Phone: 800/328-2536
empi.com

■ **Emsold Footcare USA**
Phone: 717/951-0276
emsoldfootcareusa.com

■ **Endolite**
Phone: 800/548-3534
endolite.com

■ **Engineered Silicone Products (ESP)**
Phone: 888/932-7377
wearesp.com

■ **Eppointments**
Phone: 281/218-6286
eppointments.com

■ **Ergo Research**
Phone: 450/973-6700
ergoresearch.com

■ **Eschen Prosthetic and Orthotic Laboratories**
Phone: 212/606-1262
eschenpo.com

■ **eSoles Custom Footbeds**
Phone: 480/222-7333
esoles.com

■ **Eurosocks Compression Socks**
Phone: 520/584-8001
eurosock.com

■ **Evenup**
Phone: 800/334-1906
evenupcorp.com

■ **Ever-Flex**
Phone: 734/947-2060
ever-flex.com

■ **Ever-Safe**
Phone: 877/721-5227
ever-safe-products.com

■ **Evolution Industries**
Phone: 888/839-6213
evoii.com

■ **eWellness**
Phone: 800/872-3633
ewellness.com

■ **Exact Metrology**
Phone: 513/831-6620
exactmetrology.com

■ **Excel Biomechanics Lab**
Phone: 604/323-9922
excelbiomechanicslab.com

■ **Exerstrider Products**
Phone: 608/223-9321
exerstrider.com



■ **Fabrifoam Products**
Phone: 800/577-1077
fabrifoam.com

■ **Faretec**
Phone: 800/322-3273
faretec.com

■ **Farrow Medical Innovations**
Phone: 877/417-5187
farrowmedical.com

■ **Fastech Pedorthic Services**
Phone: 800/351-3668
fastechlabs.net

■ **Ferrier-Coupler**
Phone: 810/688-4292
ferrier.coupler.com

See ad on p. 78

■ **Ferris Mfg. Corp.**
Phone: 800/765-9636
polymem.com

■ **Fiber Foot Appliances**
Phone: 800/451-1719
fiberorthotics.com

■ **Fillauer**
Phone: 423/624-0946
fillauer.com

■ **Finn Comfort Kanner Corporation**
Phone: 800/361-3466
finncomfort.com

■ **Firstcare Orthopaedics**
Phone: 540/341-7758
firstcareortho.com

■ **Fix Feet First**
Phone: 905/334-1811
fixfeetfirst.com

■ **FLA Orthopedics**
Phone: 800/327-4110
flaorthopedics.com

■ **FLO-TECH Q&P Systems**
Phone: 800/FLO-TECH
(356-8324)
1800flo-tech.com

■ **Foot Control & Support Systems**
Phone: 855/652-7081
wyfield.com

■ **Foot Dynamics**
Phone: 770/582-1122
footdynamicsatl.com

■ **Foot Dynamics**
Phone: 888/477-0282
footdynamics.com

■ **Foot Fitness**
Phone: 520/327-3166
wedofeet.com

■ **Foot Foundation**
Phone: 970/948-6218
footfoundation.com

■ **Foot Function Lab**
Phone: 800/785-FOOT
(3668)
orthotics.net

■ **Foot Levelers**
Phone: 800/553-4860
footlevelers.com

■ **Footbon**
Phone: 888/678-0682
footbon.com

■ **Footcare Express**
Phone: 877/687-3338
footcareexpress.com

■ **Footech**
Phone: 506/854-7339
footech.ca

■ **Footguru**
Phone: 415/464-9577
footguru.com

■ **Foothelpers Lab**
Phone: 212/420-7475
foothelpers.com

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■ **Footmaxx**
Phone: 800/779-3668
footmaxx.com

■ **footscan USA**
Phone: 850/460-2200
footscanusa.com

■ **FootStride Technology**
Phone: 425/486-6934
footstride.com

■ **Frankford Leather**
Phone: 800/245-5555
frankfordleather.com

■ **Freedom Fabrication**
Phone: 850/539-4194
freedomfabrication.com

■ **Freedom Innovations**
Phone: 888/818-6777
freedom-innovations.com

■ **Freeman Manufacturing**
Phone: 269/651-2371
freemanmfg.com



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■ **G&W Heel Lift**
Phone: 800/235-4387
gwheelift.com

■ **Gadean Footwear**
Phone: 08-9208-1000
gadeanfootwear.com

See ad on p. 120

■ **GaitRite**
Phone: 888/482-2362
gaitrite.com

■ **Gehring Textiles (Millitex Division)**
Phone: 516/747-4555
gehringtextiles.com

■ **Gehwol Foot Care**
Phone: 203/541-8940
gehwol-usa.com

■ **General Orthopedic**
Phone: 518/869-0021

■ **Gersh Day Splint**
Phone: 877/329-7754
gershdaysplint.com

■ **Giesswein/M. Leonard International**
Phone: 207/344-6656
wooliscool.com

■ **Goodhew/Sockwell**
Phone: 423/643-0821
sockwell.us.com

■ **Grace Prosthetic Fabrication**
Phone: 727/842-2265
gpfinc.com

■ **Graston Technique**
Phone: 888/926-2727
grastontechnique.com

■ **Gravity Defyer**
Phone: 800/429-0039
gravitydefyer.com

■ **Griswold Corporation**
Phone: 800/472-8788
griswoldcorp.com

■ **Guard Industries**
Phone: 800/535-3508
guardmfg.com

■ **Gurnick Podiatry Supply**
Phone: 888/854-5526
gurnickpodiatrysupply.com



■ **Haflinger**
Phone: 212/949-6767
haflinger-usa.com

■ **Halco USA**
Phone: 877/532-1561
halcohookloop.com

■ **Hames Ortho Tech**
Phone: 855/899-3332
hamesorthotech.com

■ **Handler Manufacturing**
Phone: 800/274-2635
handlermfg.com

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■ **Hapad**
Phone: 800/544-2723
hapad.com

■ **Hatchbacks**
Phone: 800/936-0511
hatchbacksfootwear.com

■ **Hatfield Strap**
Phone: 904/625-2416
hatfieldstrap.com

■ **Hausmann Industries**
Phone: 201/767-0255
hausmann.com

■ **Health Enterprises**
Phone: 800/633-4243
healthenterprises.com

■ **Healthy Feet Store**
Phone: 866/324-3338
healthyfeetstore.com

■ **Hely & Weber**
Phone: 800/654-3241
hely-weber.com

Alphabetical Company Listings

■ **Hersco Ortho Labs**
Phone: 800/301-8275
hersco.com

■ **Hickory Brands**
Phone: 828/322-2600
tenseconds.com

■ **Home Heart Beats**
Phone: 888/612-1696
afoassist.com

■ **Hosmer Dorrance**
Phone: 800/827-0070
hosmer.com

■ **Hydro-Tone Fitness Systems**
Phone: 714/998-9595
hydrotone.com



■ **I-Runner Diabetic Shoes**
Phone: 866/LOW-LIMB (569-5462)
facebook.com/i.runnersshoes

■ **Ice It USA**
Phone: 781/727-5501
iceitusa.net

■ **Icy Feet**
Phone: 877/938-8805
icyfeet.com

■ **In the Groove**
Phone: 517/781-6030
inthegroovebrace.com

■ **Inbalance Orthotics**
Phone: 800/301-5835
inorthotics.com

■ **Incedo Orthopedics**
Phone: 855/246-2336
optogait.net

■ **Independent Brace**
Phone: 888/858-4558
independentbrace.com

■ **Infracare**
Phone: 416/305 6592
infracare.ca

■ **ING Source**
Phone: 828/855-0481
ingsource.com

■ **Injinji Performance Toesocks**
Phone: 858/270-3811
injinji.com

■ **Innovative Neurotronics**
Phone: 512/721-1900
walkaide.com

■ **Innovision Systems**
Phone: 810/793-5530
innovision-systems.com

See ad on p. 28
■ **Insightful Products**
Phone: 207/885-0414
insightfulproducts.com

■ **Insole Innovations**
Phone: 800/603-7099

■ **Institute for Preventive Foot Health**
Phone: 877/777-4734
ipfh.org

■ **InStride**
Phone: 866/969-3338
instrideshoes.com

■ **Integrated Orthotic Lab**
Phone: 866/582-4640
io-lab.com

See ad on p. 29
■ **Integrity Orthotics**
Phone: 866/678-4652
integrityortho.com

■ **Invel USA**
Phone: 305/772-8868
invel-usa.com

■ **ISAKOS**
International Society of Arthroscopy, Knee Surgery, and Orthopaedic Sports Medicine
Phone: 925/807-1197
isakos.com

■ **isurply**
Phone: 516/596-8806
isurply.com



■ **Jerry Miller Shoes**
Phone: 800/435-0065
jerrymillershoes.com

■ **JM Orthotics**
Phone: 800/804-3910
jorthotics.com

See ad on p. 98
■ **JMMR**
Phone: 800/236-5166
blountsdisease.net

See ad on p. 36
■ **JMS Plastics Supply**
Phone: 800/342-2602
jmsplastics.com

■ **Join USA**
Phone: 800/589-6010
joinusa.net

■ **Joint Active Systems**
Phone: 800/879-0017
jointactivesystems.com

See ad on p. 10
■ **JSB Orthotics**
Phone: 941/473-0620
jsbinc.com

See ad on p. 39
■ **Justin Blair & Company**
Phone: 800/566-0664
justinblairco.com

■ **Juzo**
Phone: 800/222-4999
juzousa.com



■ **Kano Labs**
Phone: 208/254-0019
kano-labs.com

See ad on p. 92
company profile on p. 99
■ **KeepingPace Children's Orthopedic Footwear**
Phone: 978/526-0020
keepingpace.com

■ **Kevin Orthotics**
Phone: 877/767-3338
kevinrx.com

■ **Kinesio USA**
Phone: 505/856-2029
kinesiotaping.com

See ad on p. 24
■ **Kinetic Research**
Phone: 813/962-6300
kineticresearch.com

■ **Kingsley Manufacturing**
Phone: 800/854-3479
kingsleymfg.com

■ **Kiss Technologies**
Phone: 410/663-5477
kiss-suspension.com

■ **KLM Orthotic Labs**
Phone: 800/556-3668
klmlabs.com

■ **Klogs**
Phone: 888/388-5564
klogs.com

■ **Knit-Rite**
Phone: 800/821-3094
knitrite.com



■ **La Pointique Int'l/Oppo Medical**
Phone: 800/979-1932
lpsupport.com/oppomedical.com

■ **Langer Biomechanics**
Phone: 800/645-5520
langerbiomechanics.com

■ **Leedergroup.com**
Phone: 305/436-5030

■ **Levelast**
Phone: 760/585-9555
levelast.com

See ad on p. 118,
company profile on p. 40
■ **Levy & Rappel**
Phone: 800/564-5389
levyandrappel.com

■ **Liberating Technologies**
Phone: 508/893-6363
liberatingtechnologies.com

■ **Life-Like Laboratory**
Phone: 972/620-0203
lifelikelab.com

■ **littleSTEPS/Nolara24**
Phone: 877/792-4669
littlestepsfootorthotics.com

■ **LL Custom**
Phone: 877/708-0762
llcustom.ca

■ **Lord Custom Molded Shoes**
Phone: 800/746-3711
lordshoes.com

■ **Lower Extremity Technology**
Phone: 888/928-9322
fc2ankle.com

See ad on p. 25, 102
■ **Lower Limb Technology**
Phone: 800/253-7868
spinaltech.com



■ **M-F Athletic**
Phone: 800/556-7464
performbetter.com

■ **M-Tech Lab**
Phone: 888/484-9445
mtechlab.com

See ad on p. 101
■ **M.J. Markell Shoe**
Phone: 914/963-2258
markellshoe.com

■ **Mach 1 Medical**
Phone: 877/462-2416

■ **Mad Dogg Athletics**
Phone: 310/740-7008
maddogg.com

■ **Maramed Orthopedic Systems**
Phone: 305/823-8300
maramed.com

■ **Marathon Orthotics**
Phone: 866/402-3668
marathonortho.com

■ **Mark Fugit Orthotic Laboratory**
Glendale, AZ 85308
Phone: 800/888-3759

■ **Matplus**
Phone: 877/628-7587
matplusinc.com

■ **Matrix**
Phone: 949/394-0374
matrixbracing.com

■ **Matrix Medical**
Phone: 877/853-5518
matrixmedkc.com

■ **MaxiBrace Orthopedic Supports**
Phone: 516/484-0055
maxibrace.com

■ **McCarty's Sacro Ease**
Phone: 208/765-8408
mccartys.com

■ **McDavid Sports Medical Products**
Phone: 800/237-8254
mcdavidusa.com

See ad on p. 97
company profile on p. 94
■ **MD Orthopaedics**
Phone: 877/766-7384
mdorthopaedics.com

See ad on p. 21
■ **Med Spec**
Phone: 800/582-4040
medspec.com

See ad on p. 69
company profile on p. 99
■ **medi USA**
Phone: 800/633-6334
mediusa.com

■ **Medi-Dyne**
Phone: 817/251-8660
medi-dyne.com

■ **Medi-Dyne Healthcare Products**
Phone: 817/251-8660
medi-dyne.com

■ **Medical Resources Limited**
Phone: 800/998-4199
medicalresourceslimited.com

■ **Medical Sports**
Phone: 800/783-2240
countforce.com

■ **MediCordz by NZ Manufacturing**
Phone: 330/634-0271
nzmfg.com

■ **Medispec**
Phone: 888/663-3477
medispec.com

■ **MegaComfort**
Phone: 877/634-2266
megacomfort.com

■ **Mephisto**
Phone: 615/771-5900
mephisto.com

■ **Merrithew Health & Fitness**
Phone: 416/482-4050
merrithew.com

■ **Mettler Electronics**
Phone: 714/533-2221
mettlerelectronics.com

■ **Micromedical Technologies**
Phone: 800/334-4154
micromedical.com

■ **Midwest Podiatry Conference**
Phone: 312/427-5810
midwestpodconf.org

■ **MIH International**
Phone: 866/374-4050
m-brace.com

■ **Mile High Orthotics Lab**
Phone: 866/710-4880
mholabs.com

■ **Milsport Medical Products**
Phone: 877/341-6494
milsportmedical.com

■ **MMar Medical**
Phone: 800/662-7633
mmarmedical.com

■ **Mobility Research**
Phone: 480/829-1727
litegait.com

■ **ModulaRx Orthotics**
Phone: 888/853-3388
mxpress.com

■ **Molnlycke Health Care US**
Phone: 800/882-4582
molnlycke.com/us

■ **Moore Medical**
Phone: 800/234-1464
mooremedical.com

■ **Motion Analysis**
Phone: 707/579-6500
motionanalysis.com

■ **Motion Lab Systems**
Phone: 225/272-7364
motion-labs.com

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■ **Motion Unlimited**
Phone: 763/316-6472
motion-unlimited.com

■ **MSCO**
Phone: 914/251-1500
msco.com

■ **Mueller Sports Medicine**
Phone: 800/356-9522
muellersportsmed.com

■ **MVI Footcare Med-Vet International**
Phone: 800/544-7521
shopmedvet.com

■ **My Recovers**
Phone: 877/896-9415
myrecovers.com



■ **NAOT**
National Association of
Orthopaedic Technologists
Phone: 317/205-9484
naot.org

■ **NATA**
National Athletic
Trainers' Association
Phone: 214/637-6282
nata.org

■ **National Pedorthic Services**
Phone: 414/438-1216
npsfoot.com

■ **Natural Step Shoes**
Phone: 800/792-0640
naturalstepshoes.com

■ **NeuroCom Balance Systems Natus Medical**
Phone: 800/767-6744
balanceandmobility.com

■ **Neurotech**
Phone: 651/454-8874
neurotech.us

■ **New Options Sports**
Phone: 800/872-5488
newoptionssports.com

See ad on p. 43, 61,
company profile on p. 59
■ **New Step**
Phone: 618/288-9297
newsteporthotics.com

■ **NewGen Advanced Orthotic Lab**
Phone: 888/756-0257
newgenorthotics.com

■ **Next Step Footcare**
Phone: 713/838-0011
onlineinsoles.com

See ad on p. 20

■ **New York OMC**
Phone: 718/618-7292
newyorkomc.com

■ **Niagara Brace A Tru-Mold Shoes Company**
Phone: 800/843-6653
niagarabraces.com

■ **NIMS**
Phone: 305/575-4200
nims-inc.com

■ **Noraxon USA**
Phone: 480/443-3413
noraxon.com

■ **North Coast Medical**
Phone: 800/821-9319
ncmedical.com

■ **North Star Podiatric Lab**
Phone: 800/842-2171
northstarlab.com

■ **Northwest Podiatric Laboratory**
Phone: 800/675-1766
nwpodiatric.com

■ **Novel Electronics**
Phone: 651/221-0505
novelusa.com

■ **NSRA-National Shoe Retailers Association**
Phone: 800/673-8446
nsra.org



■ **O & R Shoe**
Phone: 347/492-7414

■ **OARSI-Osteoarthritis Research Society International**
Phone: 856/642-4215
oarisi.org

■ **Oasis Footwear**
Phone: 888/676-2747
oasisfeet.com

See ad on p. 95

■ **On His Path**
Phone: 877/766-7384
onhispath.com

■ **Ongoing Care Solutions**
Phone: 800/375-0207
ongoingcare.com

■ **OPED**
Phone: 877/673-3426
opedusa.com

■ **Optec**
Phone: 888/982-8181
optecusa.com

■ **OPTP**
Phone: 800/367-7393
optp.com

■ **Orcom Labs**
Phone: 800/262-1595
orcomlabs.com

■ **Orfit Industries America**
Phone: 516/935-8500
orfit.com

■ **Orpyx Medical Technologies**
Phone: 403/709-0129
orpyx.com

■ **Ortho Innovations**
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■ **Orthofeet**
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orpweb.com

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oretex.com

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ossur.com

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ots-corp.com

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ovationmed.com



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palhealth.com

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Phone: 773/539-9882
pall.com

■ **Palumbo Orthopaedics**
Phone: 954/925-5806
palumbobraces.com

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pedalign.com

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■ **PSL Fabrication**
Phone: 800/470-1188

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■ Restorative Care of America

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rcal.com

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■ Revere

Phone: 844/773-8373
revereshoes.com

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■ Richie Brace

Phone: 877/359-0009
richiebrace.com

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Phone: 800/331-8040
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rightwaycms.com

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steelfoot.org

■ Straight Arrow Products

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straightarrowinc.com

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■ Streifeneder USA

Phone: 800/378-2480
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Phone: 800/333-1307
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Phone: 800/787-7879
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■ SureFit

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surefitlab.com

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■ Surgi-Care

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