PFA Board Member Pushes for a ‘United Fight’
Mike Forgrave Strives for Higher Recognition for Pedorthists

Kentucky C.Ped. says Networking at PFA Symposia Provides ‘Invaluable Knowledge’

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You cannot accuse Mike Forgrave, C.Ped., C.Ped. (C), of not having passion. He and many other pedorthists want to see the industry's value and purpose fully recognized by the public and others in the medical community.

There are more forces that are trying to compromise our standing in the medical community, according to Forgrave. Pedorthists must be united in their “fight” with these factions. We may not always agree what is right for Pedorthics/pedorthists but we all have a passion for our profession and that passion must be directed in the right direction.

Forgrave, 50, is an active member in the pedorthic community. He is the immediate past president of PFA and owner of Mike Forgrave & Associates. His main office is in Kitchener, Ontario, Canada, but he has 11 other satellite clinics with his two other associates.

His commitment started in 1982 when he was just a technician. His level of expertise grew over the years and he became a C.Ped. in 1992.

Forgrave's shop offers various services. It provides assessments, casting/fitting of orthotics and footwear. The staff recommend footwear with footwear modifications and are known for their expertise in sports injuries. Athletes come from all over North America.

“I was even asked to look after a Greek professional soccer team from Athens last year,” said Forgrave, who is a former Canadian National Team 400 meter hurdler.

In addition, the clinics also provide video gait analysis for athletes so the staff and the patient can understand the patient's individual biomechanics. Forgrave has his lab so they have total control the manufacturing of the orthotics and shoe modifications.

When not at work, Forgrave spends time with his wife, Sylvia, and furry dog, Keanu.

Sylvia can attest to her husband's devotion.

“The best word I can think of that would describe Mike is ‘passionate.’ It never fails to amaze me that after 22 years in this business, he still loves it and cares as much as he does. It is not unusual for Mike to make a special trip into the office on a day off to look after an individual who needs something yesterday or makes a special trip in from a longer distance. He still does house calls for people who are in circumstances that prevent them from getting to the office.”

Aside from work, Sylvia has a few more adjectives to describe her husband.

Mike loves life,” she said. “And likes to have a good time. He has a great sense of humor – and is constantly pulling stunts

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Mike Forgrave entered the Pedorthic field in 1982 when he was just a technician. His expertise grew. He joined PFA in 1990 and became a C.Ped. in 1992.

on his employees (and me). He is still active in sports...once a jock, always a jock but now he participates in such things as slow-pitch softball, cycling, triathlons and duathlons. Mike has even tried ‘horseshoes’ – not a real high fitness type of activity but a challenge none the less.”

Although difficult for Forgrave to find free time, he managed to find a moment to sit down with Current Pedorthics and chat about the industry and its future.

**Current Pedorthics:** When did you join PFA; why did you join PFA?

**Forgrave:** I believe I joined PFA in 1990. It's been so long, I can't remember the exact year. I joined PFA because of their continuing educational programs. In Canada at that time, we really didn't have many opportunities for continuing our education. Since that time, I have found PFA to be a forerunner in the field of Pedorthics.

**CP:** Why did you become a pedorthist?

**Forgrave:** I became interested in Pedorthics when I was training for the Olympics and was injured. I was sent to a Certified Pedorthist and found the field fascinating. I particularly enjoyed the hands-on aspect of examining patients, problem solving and then manufacturing the pedorthic modality. It was all very exciting at the time, and after 22 years as a Certified Pedorthist, it's still exciting.

**CP:** What is the most rewarding aspect of being a pedorthist?

**Forgrave:** There are so many that it is hard to mention them. I can find 30 reasons to enjoy being a pedorthist each day. Each one of them are my patients. Sometimes, when I see one of my patients compete at an international arena, I feel that in some way I had a small part in helping that athlete realize their goals. I also feel the same when my patients tell me the difference I have made in their pain management. I have found a profession that I enjoy and can make a difference in people's quality of life. And I get paid to do it!

**CP:** And the most difficult aspect?

**Forgrave:** One of the most difficult aspects of being a pedorthist is when you can't seem to help someone no matter what you have tried. I believe in the team approach to health care. We can't do it all. One of the most frustrating parts of my profession is when other allied professionals don't want to be part of the team. They sometimes overlook the ability of pedorthists.

**CP:** Can you compare the difference in Pedorthics from the time you entered the field to today?

**Forgrave:** Pedorthics have changed dramatically from when I entered the field as a technician in 1982. The pathologies are still the same, but some of the methods that we utilized have changed. The plastics have changed. There are more of them, and they do a variety of different things. The footwear industry has changed as well. There are more shoes available, and they aren't all "ugly." Even the athletic shoe has changed such that keeping up with technology is a constant challenge.

**CP:** What do you feel are current areas of interest and/or concerns for pedorthists?

**Forgrave:** I have seen a change in the interests of pedorthist from diabetes to other pathologies, including sports injuries and arthritis. The treatment of diabetes is still very prevalent in the pedorthic community and so it should be. I feel one of the concerns of Certified Pedorthists have is a lessening of the skills it takes to become a pedorthist. Some of these concerns have been addressed by ABCOPP by eliminating the 120 hours course to one of competency, with a look at an associate's degree in Pedorthics.

**CP:** In your opinion, what is the future of Pedorthics?

**Forgrave:** I look at Pedorthics and I see a great future. Not just in America but also throughout the world. The global medical community is starting to look at Pedorthics, with pedorthists being asked to speak all over the world. They are beginning to realize we are experts in foot orthotics, footwear and footwear modifications. The world is rapping at our door and we must open the door.

We have grown both in numbers and in professionalism. Consequently, there are more forces that are trying to compromise our standing in the medical community. Pedorthists must be united in their “fight” with these factions. We may not always agree what is right for Pedorthics/

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*continued on page 11*
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Larry Wheeler says Brian Lagana came when the Kentucky Pedorthic Footwear Association called.

“We have fewer than 20 members,” said Wheeler, KPFA vice president. “The fact that the PFA was willing to spend time and resources sending him to meet with us was impressive.”

Lagana, based in Washington, is PFA executive director. Wheeler, a PFA member and a C.Ped., is co-owner of The Healthy Foot Center, a full-service pedorthics facility in Lexington, the center of Kentucky’s famous thoroughbred race horse country.

Wheeler said licensure for orthotists, prosthetists and pedorthists may be on the way in the Bluegrass State. “Dennis Hagan, our KPFA president, has worked very hard staying informed on the issue of state licensing,” Wheeler said. “This is a national issue the PFA is involved with, looking out for the interest of our profession. Brian was helpful and informative in this area also.”

Before he became a C.Ped., Wheeler, 49, spent 20 years working in the physical therapy department at Lexington’s Good Samaritan Hospital. He also took time off to run marathons.

Thus, Wheeler said he understands the value of comfortable, properly-fitted shoes. “I worked in wound care at the hospital, saw a lot of diabetic patients and saw the importance of proper footwear for them, too,” said Wheeler, who is also a physical therapist assistant (PTA). “The right footwear can help prevent amputations. Also as a runner, I developed an interest in athletic footwear.”

That interest led to part-time, then full-time, employment at The Healthy Foot Center, then John’s Healthy Foot Center.

Most of Wheeler’s clients are doctor referrals who come in with prescriptions for footwear or orthotics, or both.

“With my background, becoming a C.Ped. was perfect for me,” said Wheeler, who was certified as a pedorthist in 2000. He joined the PFA in 1999 and has attended most of the organization’s yearly symposia since.

“They serve several useful purposes for me,” he said. “First, the general session speakers are usually informative and sometimes entertaining. A lot can also be learned in the breakout sessions.”

He added, “I think one of the highlights is the networking with fellow pedorthists from across the country and getting to see familiar faces and gaining invaluable knowledge you can’t get anywhere else.”

Like many PFA members who are pedorthists, Wheeler studied pedorthics at Ball State University in Muncie, Ind., continued on page 10
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and at the Medical College of Wisconsin in Milwaukee. He said his training as a PTA gave him a solid background for becoming a C.Ped.

“I was used to listening to people and helping with their medical problems,” he said. “I also knew the biomechanics of the foot. Being a PTA also gave me a good rapport with the doctors who refer a lot of my patients.”

Wheeler said it is important for Certified Pedorthists to educate patients and medical professionals about how pedorthics can benefit them. He practices what he preaches.

He does many in-service programs at clinics for physical therapists. Wheeler also speaks at hospitals and at meetings of diabetes support groups.

I worked in wound care at the hospital, saw a lot of diabetic patients and saw the importance of proper footwear for them, too. The right footwear can help prevent amputations.

In addition, Wheeler has taught pedorthics in workshops and seminars at the University of Kentucky and Transylvania University, both in Lexington. He also has lectured at his alma mater, two-year Midway College in nearby Midway.

He said a number of his clients are college and high school athletes, some with foot injuries. In addition, his clients include running enthusiasts and others seeking properly fitted athletic footwear. “But a lot of the athletic shoes are appropriate for people with foot problems,” Wheeler added.

Athletic footwear is in style, even among non-athletes. But slipping client feet into therapeutic “sensible shoes” can be harder, Wheeler said. “Of course, people aren’t going to wear athletic shoes all the time. A lot of women still wear high heels.”

He said many women continue to sabotage their feet by jamming them into pointy-toed, high heels which offer little or no support. “By the time they see me, they are hurting,” he said. “That makes it easier for me to get them into therapeutic footwear. But therapeutic footwear is becoming more stylish-looking and more people are realizing that when your feet hurt, you hurt all over.”

He also said people can hurt themselves even more by buying orthotics at stores where the staff isn’t qualified to fit them. “Being board certified separates us from people in malls who sell over-the-counter orthotics without a prescription.

“People whose feet hurt are shelling out $125 or $150 for a piece of hard plastic that can do them more harm than good. The people who sell these things are not trained as Certified Pedorthists, and they don’t have the knowledge of anatomy, physiology and pathologies that Certified Pedorthists do.”

Wheeler said Certified Pedorthists are part of the health care team. He deals with a variety of foot problems, including plantar fasciitis, pes planus, pes cavus, metatarsalgia, turf toe and hallux rigidis. Wheeler also sees people suffering from diabetes, a disease that can lead to toe, foot or leg amputation.

To help ease foot woes, Wheeler dispenses shoes with additional depth and extra width. In addition, the Healthy Foot Center stocks over-the-counter foot care products such as inserts and arch supports. He also modifies prefabricated orthotics for special needs clients.

Too, Wheeler crafts custom orthotics and performs shoe modifications such as lifts, wedges and rocker bottoms. The Healthy Foot Center also offers arch supports for children and has shoes for kids in sizes 10C through 6Y, said Wheeler.

As a pedorthist, he doesn’t see himself in competition with orthotists, prosthetists, orthopedists, podiatrists, physical therapists or any other health care professionals. “The pedorthist is the one who can offer a selection of shoes, fit them, modify them and make the appropriate orthotics,” he said. “And being certified by a national board puts me in the category of professional, too, just like I was when I worked as a certified physical therapist assistant.”

Berry Craig is a freelance journalist who has been writing about the pedorthics profession for more than 15 years. Craig teaches at the West Kentucky Community and Technical College in Paducah and lives in nearby Mayfield, Ky.
pedorthists but we all have a passion for our profession and that passion must be directed in the right direction. We have to communicate and not expect others to do the work.

State licensure is a reality and, like it or not, it’s happening. If pedorthists don’t stay aware of what is going on in their state, then we could very easily be “shut out” of O&P licensure, which would dramatically impair our practices. Pedorthists must become involved. They should be asking PFA how they can help with making sure Pedorthics is part of O&P licensure.

CP: What will pedorthists need to do in order to strengthen the position of Pedorthics in the medical field and its overall reputation?

Forgrave: It is one simple word – educate. First, we must educate our pedorthists to ensure quality of care for the patients. If this means that you have to obtain an associate’s degree to become a Certified Pedorthist then that should be the minimum. They had to do this in Canada, where you now have a science-related degree in order to enter the field of Pedorthics and even then it is a one-year post-graduate diploma or a two-year internship just so you can write your exams. This was instituted so Certified Pedorthists could get re-imbursement.

Secondly, you must educate the medical profession. Pedorthics is still the unknown foot specialty. If we educate the physicians on the ability of pedorthists and the many pathologies that we can help with then there will be more referrals to pedorthists. This is where both individual pedorthists and PFA can work together to educate either individual physicians or even whole classes of medical schools.

Finally, we must educate the public on Pedorthics. They still confuse us with podiatrists. With this public awareness, not only do we get the public asking their physicians for referrals to pedorthist but we also get students interested in the profession which in turn grows our profession. There are a lot of students with the basic education needed to become a pedorthist, but no profession to utilize this knowledge. We need to reach them and get them excited about our profession.

Forgrave has been a member of the American Pedorthic Association since 1995 and has found that the organization is a valuable resource for her practice. She believes that the organization needs to be more proactive in promoting the profession and expanding its reach into the medical community.

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A few months ago, I attended my community Oktoberfest. In addition to the standard festival activities like the Biergarden and sauerkraut eating contest, there was also a full business expo and vendor display. There were artists and doctors, insurance brokers and Tupperware sales people to name a few.

As I was walking, I came upon a booth for a real estate company. There were three realtors there (does this sound like a fairy tale?). The first realtor gave me a tote bag. It was very large and brightly colored, not to mention lightweight and easy to carry. It had a huge imprint on it and it turned out to be the only bag that was given out. These bags probably cost the realtor $2 each. I strapped it on and moved to the next realtor.

The next realtor gave out bookmarks. The interesting thing about them was that the realtor had in fact made them herself. She had printed some words on her computer printer, cut them into sheets, lined them up over each other (kinda) so that it was double sided and then laminated the pieces together. For a nice effect, she punched a hole into the top and fished through a piece of ribbon. Although these were not the nicest bookmarks, it was obvious that she spent a lot of time on them. Into my new bag they went.

Finally, I came to the last realtor. This guy was a piece of work. He had taken unpopped bags of microwave popcorn that were already branded with another company’s logo and slapped on a sticker that was printed from his office inkjet printer. Very classy! And into my bag it went.

The rest of the day I walked around with my nice new tote. People asked where I got it and I sent them to the realtor at the booth who had given it to me. He probably had more than 10 people come over to his booth just because they saw my bag. It was a walking billboard.

When I got home, I looked at the three items and came away with the following findings. The realtor with the tote understood the power of branding. He was willing to spend $2 on a potential client and knew the best item to keep his name in front of people. The realtor with the bookmarks has too much time on her hands. I assume that she is a relatively new realtor or not 100 percent invested in the real estate business. As for the popcorn realtor, he preferred to use someone else’s marketing and pawn it off as his own. He must think that his clients are not very smart.

Of the three, who would you want as your realtor? In most cases, the answer would be none of them. With so many realtors, we usually go with someone that we know or someone who we were referred to. But assume for a moment that you are in the market for a real estate agent. Who would you pick? My perception is that the tote bag realtor would provide me with the best service, knowledge and overall experience. And all of this from a tote bag!
In Pedorthics, much of a patient's decision on who to work with is based on the initial perception that you give based on an overall picture of your practice.

Many of the C.Peds that I have met with have told me that much of their business comes from referrals, usually doctors. What is it that you have done to be the first person that they think of when they have a patient in need? Experience aside, you must be doing something right. And if you are not, you should be. Your competition is and will be. Perhaps it is as easy as a handwritten thank you or a $5 gift card. A well-executed referral and retention program gives your patients and referral sources the perception that you have specific policies and procedures in place. This helps to foster a comfort level with you and your practice.

How are you marketing your business?

Do you have a Web site? How you present yourself online also adds to people's perception of your practice. Even if you are a sole proprietor, a nice, clean-looking Web site will almost always give patients a rosier view of your practice.

What about print ads? Are you opting for the less expensive option and buying only black and white? Not only is color more eye-catching, but it gives people the impression that you have the type of practice that can afford color ads.

Do you use promotional items in your business? One of the best ways to increase the perceived value of an item is to upgrade its packaging or delivery method. A pen is nice but a pen in a velour pouch (which only costs about $.50) is even nicer. Which would you most likely hold onto? What about coffee mugs? Everyone has them and everyone gives them away. How many can you actually use at one time? Why not fill it with candy and drop it off at referral sources. It will definitely stay in front of them longer than an empty one. Plus, it is hard to convince someone to give up their prized Ms. Pac Man mug in favor of your “My Business Here“ mug.

Lastly, does your office itself accurately market the type of care your patients receive? Is your space: Welcoming? Busy? Uncluttered? Interesting? How do your employees treat patients and answer the phone? What is your office dress code?

Every aspect of your practice should reflect whatever it is that makes you the best pedorthist to visit. Like my reaction to the three realtors, people are going to assume a lot about your practice based purely on their perceptions. Know that, and you already begin using that knowledge to your benefit. Use it as a tool to gain patients' loyalty and trust, and you will have gained a real edge.

Seth Weiner, CAS, is president of Sonic Promos, a promotional marketing firm based in Gaithersburg, Md. He has been active in the promotional marketing industry for 13 years, including 10 years with Sonic. As president of Sonic Promos, he has helped the company to perform in the top 20 percent of all promotional marketing firms nationwide. In 2006, Weiner earned his CAS, a designation that is held by less than 4 percent of practicing promotional marketing consultants.
Genetic disorders determined by a single gene are easiest to analyze and the most well understood. If expression of a trait requires only one copy of a gene, that trait is considered dominant. If expression of a trait requires two copies of a gene, that trait is considered recessive. An exception is with X-linked disorders, such as Lobsterclaw deformity of the hands and feet, which is also known as ectrodactyly-ectodermal dysplasia – or cleft syndrome.

X-linked recessive traits are carried on the X chromosome. Thus, nearly all affected people are male because most females have one normal copy of the involved gene (i.e., they are heterozygous).

So, the heterozygous females are carriers and will transmit the abnormal gene to ½ of their children.

The 68-year-old mother presents with cleft hands and feet deformities, bilaterally and due to the congenital deformity of her feet, she measured a size three. She is unable to wear normal footwear for either an adult or child size. Later on, she introduces me to her 35-year-old daughter who is afflicted with the exact same condition. Her daughter introduced me to her sister and she also is afflicted with clefting of the hands and feet. Furthermore, their brother is 32 years old and also has this congenital deformity. Most recently, he had a male child with a normal girlfriend and the result is a baby boy who physically has the congenital deformity involving both hands and feet. The 35-year-old daughter’s foot size measured 1. She also has difficult challenges attempting to wear child’s footwear.

STS cast foot impressions were made of both mother and daughter and custom molded footwear were fabricated. Both patients were very satisfied with the comfort and newly gained stability in their gait.

References
2. General Principles of Medical Genetics: Merk Manual Professional
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The foot is considered to be the oldest part of the human body in terms of its development. It has not changed its function, and hence its structure, for over three million years. Conversely, the last 100 years have seen considerable changes in the types of ground on which we walk. Surfaces have changed from natural, soft, undulating natural ground to synthetic, hard, flat surfaces. This has had a significant influence on the foot’s mechanism for dampening impact and rigid propelling forces. In response to these evolutionary changes, through natural comfort and performance selection, footwear has continued to experiment with different forms of biomechanical criteria.

One of the most interesting “trends” in both casual and athletic shoes of late has been emergence of brands promoting the benefits to the wearer of “forefoot technology.” That is to say, shoes that place the foot and the body’s center of gravity on a different plane or position from neutral or 10 to 15 degrees plantarflexed – as one would be accustomed in traditional footwear. In order to understand or judge footwear forefoot technologies it is first necessary to understand and agree on normal gait.

By Mel Cheskin, MBS., C.Ped.

Normal Gait

Normal gait – is there such a standard?

So many complex foot motions occur in all three planes, transverse, frontal and sagittal, to say nothing of differences in sex, age, weight, center of gravity, stride-length, speed, cadence and cycle time that can all affect human gait patterns.

Starting from the earliest and most natural placement of feet on the ground – let’s take walking barefoot on flat earth or sand. Even in its most natural and basic form, walking is not as inefficient as it might be due to two forms of optimization – those involving transfers of energy, and those that minimize the displacement of the center of gravity. The initial contact between the foot and the ground, which is the beginning of the loading response, is still referred to as “heel strike.”

This delimitation should be confined to walking, whereas in running, it far more appropriate to use the term “foot strike.

To evaluate the differences and nuances of gait, we must first accept a paradigm for normal gait cycle.

The waking gait cycle is interval from heel strike of one foot to heel strike by the same foot at the next cycle. To each gait cycle there are two periods of double support and two periods of single support. The stance phase usually lasts about 60 percent of the cycle and the swing phase about 40 percent. However, this varies with the speed of walking, the swing phase becoming proportionately longer and the stance and double support phase shorter as the speed increases. The final disappearance of the double support phase marks the transition from walking to running. Between successive steps in running there is a flight or non-support phase, when neither foot is on the ground. To add to the simplicity of walking, as naturally and “normally” as possible and the varying speeds of running, we now add the complexities of footwear. The stance phase is divided into three components: contact (27 percent), midstance (40 percent) and propulsion (33 percent).

Conventionally, the contact phase starts at heel strike and terminates at forefoot loading. At the end of the contact period, all metatarsals are weight bearing. Midstance is...
the period in which the entire foot is making ground contact and bearing the full weight of the body. The midstance period starts with forefoot loading and terminates with heel lift. The propulsion phase is initiated with heel lift and terminates at toe off.

Shoe concepts affecting the Sagittal Plane

Earth Shoes

New or renewed shoe concepts have been introduced into footwear over the decades. Many are conceived and/or marketed as “natural.” One such concept, the Earth shoe, has been reintroduced recently into the U.S.A. by Earth Footwear Inc. Earth shoes were initially launched in the United States more than 30 years ago but then disappeared from the fashion horizon. The company has had a recent resurgence and has launched a range of running and walking performance shoes claiming that “walking or jogging in Earth negative-heel shoes at a 3.7 degree incline burns more calories to help the wearer lose weight and reduce cellulite.” Additionally, Earth claims “by correcting your posture, a negative heel can bring immediate relief from chronic back pain, muscular aches and joint problems and correctly position your foot (within the shoe) for optimum muscle function to relieve nagging foot problems.”

Basically the brainchild of a Danish yoga master Anne Kalso, the Earth shoe is made with an anatomical plantar surface with a “minus” or negative heel. This means the rearfoot is positioned slightly lower than the rest of the neutral plane sole surface. This concept is often referred to, both biomechanically and anatomically as “natural” with the explanation that the negative heel concept simulates walking barefoot in soft sand, allowing the heel to sink lower than the mid and forefoot.

Kalso conducted studies over a 12-year period to create and hone a shoe that would simulate how the foot would mimic the natural action of walking barefoot in the sand. In order to test her theory and design Anne often embarked on 500-mile treks. In 1969, an American couple visited Denmark and discovered the negative heel technology and brought it over to the United States.

Out of a retail store in Manhattan the shoes were launched to coincide with the World’s first Earth Summit, and aptly named Earth Shoes; they attracted a huge following amongst the hippy community and then gained popularity in the mainstream markets across the states. Whether the concept is correctly termed natural or dorsiflexed, it does seem to improve the posture of the body allowing the wearer to stand and walk more upright by better alignment of the spine.

Recently, Earth has ventured into the performance arena with the introduction of the Earth energetic models for men and women. Although to-date there has been no biomechanical validation of claims, Earth advertises their workout shoes to offer “natural body alignment and greater endurance.”

Earth sandal with negative heel concept.

MBT Swiss Masai

One of the latest trends in modern footwear to enjoy success in the marketplace is known by the unusual title of MBT Swiss Masai.

Innovated by Swiss engineer Karl Muller, MBT is based on the observance that the Masai, an East African semi-nomadic tribe, enjoy excellent posture while walking barefoot on soft, natural ground, thus better balancing their bodies with each step. Joint and back pains are almost unknown amongst the Masai people who also seem to enjoy stable health and remarkable athletic ability.

The biomechanical rationale behind MBT states that “One of the human body’s most complex tasks is to keep itself upright and balanced when walking and standing. A multitude of supporting muscles throughout the whole body is responsible for this. Conventional shoes support and lead the foot, stabilizing the body in an unnatural way. This means that these important muscles lose their function. Like any

continued on page 18

The difference in body alignment in plantarflexed and dorsiflexed positions is obvious, depending on the type of shoe being used.
inactive muscle, they atrophy, leading to many of the health conditions of modern civilization, for instance joint and back pain."

MBT claims to counteract this effect by stimulating the body to balance itself. Promoted as “physiological footwear,” MBT shoes and sandals are marketed as a “challenge” for the whole body, offering a training effect that offers the wearer benefits such as “gait and posture improvements, relief from pressure on the joints and back and firming up muscle activity in the abdomen, back, buttocks, rear thigh and lower limbs.”

MBT claim that by “stimulating the metabolism this leads to weight loss and speeding up regeneration.” The transition motion of the sole substitutes for the ankle, subtalar and metatarsalphalangeal joints going through a full range of sagittal plane motion. The technology responsible for these effects is a unique patented sole structure. The Masai Sensor, the Shank and the PU Midsole with pivot (or rocker), simulates a natural, soft surface that creates a ‘natural instability underfoot.’ MBT claim this effect stimulates and exercises the body's supporting muscle system thus triggering a positive reaction on the entire body.

**Chung-Shi**

This shoe concept, with a unique patented, severely angled 15-degree outsole at the toe and heel of the shoe, is marketed (exclusively at Foot Solution stores) as a Balance-Step exercise walking shoe. “The sole design encourages a soft heel strike with a natural, forward-rolling action. This natural rolling action is further supported and softened by an air pocket cell in the shank area of the sole. The shock attenuation action of walking on hard surfaces is, therefore, greatly reduced. A further benefit of the 15 degree angled sole is that the shoe automatically leads the wearer into a stable, correct walking gait with a shortened stride, leading to more upright, relaxed walking."

Similar to the claims made by MBT, Chung-Shi’s benefits include increased toning and strengthening of muscles, increased circulation and respiratory function, and improved posture.

**Z-Coil**

In an attempt to analyze the effects on human gait patterns by varying the degree of plantar and dorsiflexion in footwear, let us now evaluate the most radical plantarflexed shoe on the market – Z-Coil.

Advertising itself as the “world’s leading manufacturer of Pain Relief Footwear,” Z-Coil provides approximately four times more cushioning in the heel area than other types of footwear. This is achieved via a radical three-inch steel coil spring positioned directly under the calcaneous. This shoe innovation was introduced by Al Gallegos, a runner who suffered from various common running injuries such as plantar fasciities, knee pain and back pain. No doubt the Z-Coil spring acts as a “super shock absorber” on heel landing and returns up to 90 percent of energy on rebound. The premise of this article however, is to evaluate the foot strike position upon landing relative to midstance and forefoot supination. In order to compensate for the radical heel spring height the shoe is stabilized by a Z-Coil anatomical cradle, which evenly distributes pressure and can be adjusted for over-pronation and supination. Extra forefoot cushioning lessens the plantarflexed angle of the foot in the shoe and reduces forefoot pressure. Z-Coil footwear also assists the natural flexing point of the foot with a permanent flex groove across the outsole. Although rarely used for competitive sports activities, runners and wearers suffering from heel pain, joint pain and other intractable pain insist that the shoe does what it claims. If other types of low profile shoes can be termed “minimalist” the Z-Coil may be termed “maximalist.”

**SpringBoost**

Now, here’s a brand that advertises itself as “The Dorsiflexion Company” and has done some serious biomechanical and elite athlete testing.

SpringBoost, a Swiss company, is based on the negative heel concept with a modular 3 set interchangeable insert program. With the foot in a dorsiflexed position the heel is placed lower than the forefoot. This biomechanical principle has been used for years by physiotherapists and shoe makers to try to reproduce the natural feeling of walking barefoot in the sand, claimed by Japanese traditional medicine to activate blood circulation. Unlike other brands based on the negative heel concept, SpringBoost goes to the next level by actively testing and producing shoes for competitive athletic use.

“The user is placed in a pre-stretch position that results in plyometric work – a type of training commonly recognized to increase performance. The posterior muscular chain works at an increased length resulting in a better conditioned muscular efficiency. The body is naturally positioned correctly to execute exercises in an optimal manner; increasing range of motion of the foot resulting in a more powerful stride.”

How are these claims substantiated? Seven years of work with high level athletes and teams confirmed Dr. Fuchslocher’s
CIABATTA’S “The Ultimate Sheepskin Slipper” is made with high quality soft sheepskin covered with durable suede leathers. With a rubber outsole and roomy fit, you will find CIABATTA’S perfect for any use. Women’s comes in natural sheepskin color and men’s in earthtone.

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- Mens and Women's

**Moc**
- Mens and Women's

**Romo**
- Mens Only

**Velcro**
- Mens and Women's

**Deer Moc**
- Mens only

**Glides**
- Women's only in Natural, Lavender, and Pink

**Low Joyce**
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- Extends the Life of your Footwear

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scientific principles. Independent institutes, such as the Sport Medicine Unit of the Rehabilitation Clinic of SuvaCare in Sion, Switzerland, the Sport and Health Analysis Center at the University of Lausanne, and the Exercise and Handicap Physiology and Physiopathology lab of the University of St-Etienne, France have certified the company’s claims that with DORSI Technology one improves their performance in explosive power, vertical leap and speed, and efficiency in muscular work load.

**Velocy**

Another new brand launched in 2006 taking the scientific forefoot approach is Velocy, out of Portland, Ore.

Velocy is the brain child of Elliot Michael, DPM, third generation shoemaker Nathan Crary and design engineer Nick Martushev. Research over a 10-year period included looking at various animal species to identify the factors that allow them to accelerate rapidly and maintain efficiency over extended distances.

Through this research, Velocy claims to have unlocked nature’s secret in harnessing the force of gravity. Named “Forward Gravity,” this technology “moves the center of mass forward in the direction of movement and utilizes natural stabilizing systems such as wings, tails, limbs, and claws to counterbalance the amount of forward lean necessary to achieve optimal rates of speed and efficiency. Humans do not have the means to counterbalance their center of mass, hence as 100-meter sprinters leave the blocks they can only maintain a forward lean as they accelerate. At 65-70 meters acceleration has ceased, and top speed has been achieved, sprinters then attempt to maintain that speed to the finish line with sheer muscular ability.”

Velocy achieve this effect primarily through a high density TPU (Thermo Plastic Urethane) / Nylon 6 Glass Fiber forepart plate that allows the body to maintain a forward lean angle in the direction of movement. Velocy claim that “this synchronized unit improves body mechanics in relation to foot mechanics and allows humans to achieve greater power, balance and stability, enhancing performance and efficiency while reducing risk of injury.”

**Newton**

As the brand name suggests, Newton Footwear, (Boulder, Colo.) has a scientifically based technology. Biomechanically tested and designed to mimic barefoot running, Newton’s Membrane technology is forefoot located to improve afferent feedback. This new shoe entrant is for the serious runner and follows the concept and laboratory testing of eminent researchers such as Benno Nigg, B.De Wit, M.A. Nurse, C. Reinschmidt, D.J. Stefanyshyn, L.N. Burkett and the late Dr. Amy Roberts.

All recognized the differences in foot-ground interface between shod and barefoot contact, such that the active initiation of the kinetic adaptations just before foot contact is followed by a more passive kinetic interaction between the contacting leg and the ground during the initial ground contact phase when wearing a shoe. These claimed disadvantages are specific to the properties of the athletic shoe when compared to the biomechanical properties of the unshod foot. Newton offers the runner the optimal running experience by maximizing the energy return between the ground, shoe and foot and minimizing the energy lost during shock absorption.

By locating the Membrane Technology and active units in the forepart of the shoe the effect of the technology is centered on the metatarsal heads - the most sensitive to load-bearing and vibration stimuli areas of the foot. In the barefoot condition the Achilles tendon, the ligaments and arch of the foot have a much greater potential to store energy. Further, the tendons are approximately 88-95 percent efficient (Bennet et al J Zool, 209; 537-548 1986) as compared to running materials of most athletic shoes are only 60-70 percent efficient. Therefore, in the unshod condition almost all of the stored energy can be returned to the athlete. Afferent feedback controls gait. Of functional significance in barefoot running is the influence of the afferent feedback for controlling gait (Nurse et al, Clin Biomech; 16 (9): 719-727, 2001). In shod running the sensory feedback from cutaneous receptors in the plantar surface are dampened by the cushioned sole of the forefoot portion to the athletic shoe. This dampening effect results in less lower extremity muscular activation patterns. These shoes are not branded Newton for nothing.
Healus

Although this concept is not yet on the market, it is already controversial enough to create significant interest. A heelless shoe has been developed by avid marathoner and physiotherapist Adri Hartveld in Staffordshire, England. Named Healus, this running shoe has no midsole or outsole in the rear of the shoe. “Healus’s core technology is in the functional design of shoe soles, which reduce the physical stress on body tissues during dynamic movements such as running and jumping. The primary feature in the Healus shoe induces a more plantar flexed ankle on foot strike, which causes a further increase of shock absorption. The stresses are transferred across the shoe to the ball of the foot for propulsion. Unlike most shoe technologies it facilitates the person’s natural movement strategies for absorbing shock and optimizing performance. The Healus shoe has a particular advantage over other running shoes because it is the first and only heel-less running shoe and heel impact is generally known as a common cause of running injury.”

So what is it that Hartveld has discovered and is attempting to do in the Healus shoe?

Healus technology sets out to provide what Hartveld calls “Force Transmission,” which reduces the loading rate of the ground reaction force (shock) when the foot comes into contact with the ground. Strong forces are needed to propel the body during running and jumping activities, but if the loading rate of such forces is too high over long periods of time, the connective tissue in the feet and legs may become inflamed and break down leading to injury. Using the Healus shoe these stresses are transferred across the shoe to the ball of the foot for propulsion, thus facilitating the wearer’s natural transition in midstance for absorbing shocks and so optimize running performance. In addition to the radical heel-less design Healus has a hard forward slanting shank-rocker that ensures that the force of the body’s weight decelerates over a greater distance.

In evaluating any of the above concepts it is important to consider that some brands of footwear promote themselves primarily for running and competition, whilst others recommend their shoes strictly for walking or training. As the human footstrike position is more varied in running it is easier to compare walking shoe biomechanics where the heel always comes in contact with the ground first. In walking the foot is in a slightly dorsiflexed position immediately prior to heel strike. In its most natural state the barefoot lands with a soft convex pad on the lateral border. By extending the heel of a shoe either at a right angle down towards the ground or in a more exaggerated form (as with a “Spoiler” type heel construction where the heel is extended backward), the heel strike occurs earlier than in a normal gait pattern. Conversely, a negative heel will allow the foot to strike later and therefore closer to the natural cadence of the step. One obvious difference is the potential stretching of the Achilles tendon with the lower heel strike action. Another difference is a reduction in cushioning material under the heel. Again, some would argue that the 15 - 23 mm of fatty tissue under the calcaneous is sufficient padding to achieve adequate shock absorption. The hardness of the contact surface would be a consideration in this argument. Simplifying “Forefoot technologies” into the new wave of concept thinking usually means adding a midfoot or forefoot rocker into the sole. This Pedorthic principal achieves two reactions in heel to toe transition. The first is to quickly off-load the heel area of the shoe and the second is to propel the foot forward by tapering off the distal tip of the shoe, thus affecting biomechanical function.

Starting with the world’s largest athletic shoe brand, Nike — with their low profile Nike Free model- and other established and new brands on the market that are considering the current de-emphasis on heel strike. It is fair to say that biomechanists and shoe designers are taking a fresh look at forefoot technologies in footwear.

Mel Cheskin MBS., C.Ped., is the author of The Complete Handbook of Athletic Footwear. In his career as a designer and consultant, Cheskin has worked for Nike (Cole-Haan), Adidas, Puma, Reebok, Brooks and Spenco Medical Corp. Cheskin is also a member of the Bioelectromagnetic Society in Frederick, Md. and Associate member of the American Academy of Podiatric Sports Medicine.
In 2006, the Pedorthic Footwear Association undertook its first comprehensive annual survey of the pedorthic profession. The survey of 632 participants – representing 2,743 total practice or store locations – collected significant amounts of data about pedorthics in America. The 2005 data that the survey collected will establish baseline data on the profession, which PFA will build upon annually with additional surveys.

PFA is continuing its practice of an annual survey of the profession. Work is currently underway on the 2007 survey collecting 2006 data. The final report is now available at PFA’s Web site – www.pedorthics.org.

In late April, the PFA 2007 Industry Profile Survey was mailed out to 2,270 certified pedorthists. The goal of the survey was to build upon the baseline data collected in 2006, thereby helping to identify trends and patterns within the pedorthic profession. In order to ensure confidentiality, only SmithBucklin’s Market Research & Statistics Group had access to individual responses. When compiling data for this report, information was combined in the aggregate and analyzed.

Overall, 473 surveys were returned. Responses from these surveys are included in the results. This represents a 21 percent response rate. The margin of error is +/- 4.0 percent at the 95 percent confidence level. This means that the reader can be 95 percent confident that all members would have answered within 4.0 percent of the results shown in this report.

The information listed below are highlights from the complete survey. Visit www.pedorthics.org to download the complete survey. If you have any questions, contact PFA Headquarters at 202-367-1145 or 800-673-8447.

Demographics of the Certified Pedorthist

Today’s certified pedorthists have been certified for an average of eight years and have worked an average of five years in the field of pedorthics prior to being certified. Many of the certified pedorthists were employed in another field prior to entering pedorthics. Thus, a large percentage of certified pedorthists hold a certification in another profession, primarily in orthotics.

About half of the certified pedorthists hold a bachelor’s degree or higher and the trend is toward higher education. Certified pedorthists value continuing education – spending an average of seven days annually on professional development, learning and teaching.

The field of pedorthics is a male dominated profession. However, there is an increase in the number of females entering the profession.

The majority of certified pedorthists are located in the Midwest followed by the Southeast. There may be a shift in the concentration of certified pedorthists to the southern regions of the United States. Pedorthists certified within the last three years is highest in the Southwest and Southeast.

Daily Work Responsibilities

On average, 49 percent of the workweek is spent seeing patients for pedorthic reasons and 36 percent of the workweek is spent on non-patient care activities. Among all non-patient care activities, patient record-keeping continues to rank highest in importance.

Certified pedorthists see an average of 27 patients a week, up from 20 patients or a 35 percent increase from 2006. The number of patients seen is highest in the North Atlantic region at an average of 36 patients a week. Newly certified pedorthists see fewer patients, an average of 19 in a given week.

For the most part, certified pedorthists work in a private setting and just over half of the certified pedorthists are owners of their practice/facility. When comparing the number of practices and store locations to the 2006 survey, there appears to be a significant shift from O&P facilities.

Salaries/Benefits

Certified pedorthist wages averaged $57,174 in 2007 compared to $56,158 in 2006. Average wages are highest among certified pedorthists located in the North Atlantic region at $65,715 and lowest among certified pedorthists located in the Midwest at $51,665. To be expected, average wages increase with the number of years certified.

<table>
<thead>
<tr>
<th>2007 Average Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regions</td>
</tr>
<tr>
<td>New England</td>
</tr>
<tr>
<td>North Atlantic</td>
</tr>
<tr>
<td>Southeast</td>
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<tr>
<td>Midwest</td>
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<tr>
<td>Southwest</td>
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<tr>
<td>Pacific Northwest</td>
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<tr>
<td>Pacific Southwest</td>
</tr>
<tr>
<td>Canadian provinces</td>
</tr>
<tr>
<td>Years Certified in Pedorthics</td>
</tr>
<tr>
<td>Up to 3</td>
</tr>
<tr>
<td>4 to 6</td>
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<tr>
<td>7 to 15</td>
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<tr>
<td>16 to 25</td>
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<tr>
<td>More than 25</td>
</tr>
<tr>
<td>Overall</td>
</tr>
</tbody>
</table>

Certified pedorthists average 12 days of paid vacation and 3.8 days of personal/sick leave a year.
The majority of certified pedorthists receive the benefits of major medical and 401(k). Among those individuals that receive major medical, 52 percent indicated the cost is fully paid by their employer and 48 percent indicated they share the cost with their employer. Among 401(k) recipients, companies typically match 10 percent of the certified pedorthists’ individual contribution. A large percentage of certified pedorthists also receive paid membership in professional organizations, 100 percent paid education, paid holidays, and a travel allowance of $71 a day on average. Total value of all benefits received averages $6,593.

**Patient Care Aspects**

More than one-third of all patients seen are treated to alleviate problems caused by diabetes. Podiatrists, M.D. Orthopaedists and family doctors refer the most patients to certified pedorthists.

Of all patient care activities, orthoses fabrication/modification takes the most time at 28 minutes followed by shoe/pedorthic fitting at 16 minutes and evaluation at 16 minutes.

Forty-one percent of the certified pedorthists currently use a central fabrication lab for the production of at least 50 percent of orthotic materials. Use of a central fabrication lab is highest among the newly certified pedorthists (< 3 years) at 49 percent usage and lowest among pedorthists that have been certified for 16 to 25 years at 28 percent usage.

**Patient Costs**

Average cost per pedorthic visit was $225 in 2006, up from $216 in 2005. Patient cost per visit is lowest in the Southeast at $197 and highest in the Pacific regions of the United States at $239. There is a direct correlation in the experience level of the certified pedorthist and the average cost per visit. Patient cost per visit increases with the number of years certified.

### 2006 Average Patient Cost for Per Pedorthic Visit

<table>
<thead>
<tr>
<th>Regions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>$228</td>
</tr>
<tr>
<td>North Atlantic</td>
<td>$221</td>
</tr>
<tr>
<td>Southeast</td>
<td>$197</td>
</tr>
<tr>
<td>Midwest</td>
<td>$235</td>
</tr>
<tr>
<td>Southwest</td>
<td>$211</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>$239</td>
</tr>
<tr>
<td>Pacific Southwest</td>
<td>$239</td>
</tr>
<tr>
<td>Canadian provinces</td>
<td>$370</td>
</tr>
</tbody>
</table>

### Years Certified in Pedorthics

<table>
<thead>
<tr>
<th>Years Certified in Pedorthics</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3</td>
<td>$190</td>
</tr>
<tr>
<td>4 to 6</td>
<td>$244</td>
</tr>
<tr>
<td>7 to 15</td>
<td>$251</td>
</tr>
<tr>
<td>16 to 25</td>
<td>$259</td>
</tr>
<tr>
<td>More than 25</td>
<td>$270</td>
</tr>
<tr>
<td>Overall</td>
<td>$225</td>
</tr>
</tbody>
</table>

In 40 percent of the cases, patients pay directly for the services and products they receive. Within the United States, direct payment is highest in the New England region at 60 percent and lowest in the Southeast at 25 percent. In the Southeast, Medicare pays 39 percent of the time.

Sixty-two percent of the certified pedorthists accept Medicare assignments. The more experienced certified pedorthists are less likely to accept Medicare assignments, primarily because the reimbursement fee is too low.

**Facility Income**

Total gross estimated business income among owners, averaged $381,590 in 2006, down from an average of $396,555 in 2005. Business income increases with the experience of the certified pedorthist. Newly certified pedorthists earned an average of $347,900 in business income in 2006 compared to $543,550 earned among the highly experienced certified pedorthists. Businesses within the Southeast region of the U.S. reported the highest business income figures, on average, at $437,300 compared to businesses within New England reporting an average of $301,200.

<table>
<thead>
<tr>
<th>Regions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>$301,200</td>
</tr>
<tr>
<td>North Atlantic</td>
<td>$374,700</td>
</tr>
<tr>
<td>Southeast</td>
<td>$437,300</td>
</tr>
<tr>
<td>Midwest</td>
<td>$412,650</td>
</tr>
<tr>
<td>Southwest</td>
<td>$400,650</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>$324,100</td>
</tr>
<tr>
<td>Pacific Southwest</td>
<td>$419,500</td>
</tr>
<tr>
<td>Canadian provinces</td>
<td>$259,650</td>
</tr>
</tbody>
</table>

### Years Certified in Pedorthics

<table>
<thead>
<tr>
<th>Years Certified in Pedorthics</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3</td>
<td>$347,900</td>
</tr>
<tr>
<td>4 to 6</td>
<td>$378,950</td>
</tr>
<tr>
<td>7 to 15</td>
<td>$379,500</td>
</tr>
<tr>
<td>16 to 25</td>
<td>$440,650</td>
</tr>
<tr>
<td>More than 25</td>
<td>$543,550</td>
</tr>
<tr>
<td>Overall</td>
<td>$381,590</td>
</tr>
</tbody>
</table>

During the first three full years of operation, total gross estimated business income increases an average of 26 percent from the first full year to the second year and an average of 25 percent from the second year to the third year. From the first full year to the third year, gross estimated business income increases an average of 58 percent.

continued on page 24
Average Gross Business Income for First Full Three Years of Operation

<table>
<thead>
<tr>
<th>Year</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 (first 12 months)</td>
<td>$200,665</td>
</tr>
<tr>
<td>Year 2 (next 13-24 months)</td>
<td>$253,770</td>
</tr>
<tr>
<td>Year 3 (next 25-36 months)</td>
<td>$317,230</td>
</tr>
</tbody>
</table>

Certified pedorthists receive the majority of their sales from over the counter shoes and orthotics.

Facility Expenses

In 2006, shoe/orthotics material, payroll and occupancy costs accounted for 70 percent of an owner’s expenses. Facilities average six full-time employees and two part-time employees on their payroll.

The majority of facilities could comfortably handle an additional 14 patients without expanding.

Professional Liability

Professional medical liability or malpractice insurance premiums average $2,359. Within the U.S., premiums are highest in the North Atlantic region at an average of $3,953 and lowest in the Pacific Northwest region at $1,094.

<table>
<thead>
<tr>
<th>Regions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>$1,656</td>
</tr>
<tr>
<td>North Atlantic</td>
<td>$3,953</td>
</tr>
<tr>
<td>Southeast</td>
<td>$2,744</td>
</tr>
<tr>
<td>Midwest</td>
<td>$2,318</td>
</tr>
<tr>
<td>Southwest</td>
<td>$2,112</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>$1,094</td>
</tr>
<tr>
<td>Pacific Southwest</td>
<td>$2,233</td>
</tr>
<tr>
<td>Canadian provinces</td>
<td>$733</td>
</tr>
<tr>
<td>Overall</td>
<td>$2,359</td>
</tr>
</tbody>
</table>

Forty-six percent of the certified pedorthists experienced an increase in their premiums in the last two years. However, there are regional differences.

Seventy-one percent of the certified pedorthists within the New England region experienced an increase in their premiums compared to 30 percent of the certified pedorthists within the Southwest region experiencing an increase.

The current limit on malpractice liability coverage per case is $1.4 million, on average. This current limit per case is highest among certified pedorthists within the North Atlantic region at an average of $1.7 million and lowest among certified pedorthists within the Southwest region at an average of $.9 million.

<table>
<thead>
<tr>
<th>Regions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>$1,409,091</td>
</tr>
<tr>
<td>North Atlantic</td>
<td>$1,689,655</td>
</tr>
<tr>
<td>Southeast</td>
<td>$1,400,227</td>
</tr>
<tr>
<td>Midwest</td>
<td>$1,303,881</td>
</tr>
<tr>
<td>Southwest</td>
<td>$920,370</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>$1,366,667</td>
</tr>
<tr>
<td>Pacific Southwest</td>
<td>$1,588,235</td>
</tr>
<tr>
<td>Canadian provinces</td>
<td>$1,800,000</td>
</tr>
<tr>
<td>Overall</td>
<td>$1,397,144</td>
</tr>
</tbody>
</table>

Please visit [www.pedorthics.org](http://www.pedorthics.org) to download the complete survey. If you have any questions, please contact PFA Headquarters at 202-367-1145 or 800-673-8447.
THE VIGILANT DEFENDER OF THE PLANTAR REGIONS.

Men's Addiction 7

No one deserves an injury that keeps them from enjoying a good walk or run. That's why we build shoes that correct overpronation, and help prevent injuries like shin splints and Plantar Fasciitis.

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The Centers for Medicare & Medicaid Services (CMS) has instructed the National Supplier Clearinghouse (NSC) to start the DMEPOS demonstration project on Nov. 1. This demonstration project involved all DMEPOS suppliers located in the following counties:

**South Florida** – Miami-Dade, Broward and Palm Beach counties; and

**Southern California** – Los Angeles, Orange, Riverside and San Bernardino counties.

### Immediate submission of CMS 855S application

Each DMEPOS supplier in the demonstration locales will be required to submit a CMS 855S Medicare enrollment application to the NSC within 30 days after the NSC requests such data.

The NSC will notify suppliers by letter to submit the CMS 855S. The letter will contain instructions and indicate a date by which the form must be received by the NSC. If the form is not received in time, the supplier’s billing privileges will be revoked. No extensions will be granted. The NSC began mailing the letters on October 31, 2007. (In order to properly administer this project, do not submit a CMS 855S reenrollment application until notified to do so by the NSC.)

### Revocation of billing privileges

Under this demonstration, a DMEPOS supplier’s Medicare billing privileges will be revoked in the following circumstances:

- The DMEPOS supplier failed to submit a CMS 855S application within the aforementioned 30-day timeframe;
- The DMEPOS supplier failed to report a change in ownership or address at least 30 days prior to the effective date of the change;
- The DMEPOS supplier failed to obtain accreditation from an approved DMEPOS accrediting organization within 120 days of notification from the NSC to do so. (Not every DMEPOS supplier will be required to obtain accreditation under this demonstration. Only those that are notified by the NSC to become accredited will be subject to that requirement.);
- The DMEPOS supplier has an owner or managing employee that has had a felony conviction within the last 10 years;
- The DMEPOS supplier no longer meets each and every requirement necessary for enrollment as a DMEPOS supplier; and
- If the supplier’s billing privileges are revoked, CMS will implement recoupment measures as appropriate.

### Enhanced review of ‘remaining’ DMEPOS suppliers

DMEPOS suppliers that do not have their Medicare billing privileges revoked based on the information contained in the CMS 855S application they submitted will be subject to an enhanced review. This may include but is not limited to, additional unannounced site visits and targeted claims reviews.

For Additional Information, visit [www.cms.hhs.gov/MedicareProviderSupEnroll](http://www.cms.hhs.gov/MedicareProviderSupEnroll) and click on the “Enrollment Demonstrations” link on the left-hand side of the page.

To review notices, alerts and bulletins, visit [www.cms.hhs.gov/medlearn](http://www.cms.hhs.gov/medlearn).

### Mandatory Reporting of the National Provider Identifier (NPI) on all Part B Claims

Effective March 1, 2008, Medicare fee-for-service claims must include an NPI in the primary provider fields on the claim (i.e., the billing, pay-to provider, and rendering provider fields).

You may continue to submit NPI/legacy pairs in these fields or submit only your NPI. The secondary provider fields (i.e., referring, ordering and supervising) may continue to

continued on page 28
From Flat Insole to Custom Foot Orthosis in Minutes

EZFORM

Now Available
$11.95
a pair
Intro Price
(reg. $13.95)

• Specially designed four layer, flat, full-length insole heats and molds without additional adhesive

• Constructed of two reinforced thermoplastic resin layers covered with a red UCOlite layer for comfort and a blue UCOlen 60 layer for strength

• Thin, strong orthosis can be used alone or modified by posting with UCOkork or UCOlen 60

• Low molding temperature (3 minutes at 220° - 250°F)

• Three sizes fit most shoes and widths
Mandatory Reporting of the National Provider Identifier (NPI) on all Part B Claims
continued from page 26

include only your legacy number, if you choose. Failure to submit an NPI in the primary provider fields will result in your claim being rejected, beginning March 1, 2008.

In addition, if you already bill using the NPI/legacy pair in the primary provider fields and your claims are processing correctly, now is a good time to submit to your contractor a small number of claims containing only the NPI in the primary provider fields. This test will serve to assure your claims will successfully process when only the NPI is mandated on all claims.

CMS Announces Medicare Premiums, Deductibles for 2008

The standard Medicare Part B monthly premium will be $96.40 in 2008, an increase of $2.90 or 3.1 percent, from the $93.50 Part B premium for 2007. The 2008 amount is the smallest percentage increase in the Part B premium since 2001 and is $2.10 less than the increase in the premium for 2007.

The 2008 Part B premium of $96.40 is equal to the amount projected in the 2007 Medicare Trustees Report issued in April. This monthly premium paid by beneficiaries enrolled in Medicare Part B covers physicians’ services, outpatient hospital services, certain home health services, durable medical equipment and other items. Several factors account for the 3.1 percent increase in the premium.

Growth in certain areas of Medicare’s fee-for-service program, including growth in home health services, physician-administered drugs, ambulatory surgical center services, durable medical equipment, independent lab and physician’s office lab services, as well as growth in the Medicare Advantage program and a rise in other Part B services contributed to the increase. In particular, increases attributed to the Medicare Advantage program reflect the increase in the average risk of enrolled beneficiaries as well as the impact of fee-for-service cost growth on Medicare Advantage county benchmarks.

For more information, visit http://www.cms.hhs.gov/apps/media/fact_sheets.asp.
**Off-the-Shelf • Custom Molded • Fabricating Blanks**

<table>
<thead>
<tr>
<th>Style</th>
<th>Material</th>
<th>Weight Range</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>QF-6P6-L</td>
<td>Microcel Puff Lite + Urethane + Microcel Puff</td>
<td>150-350 lbs</td>
<td>Power walking, hiking</td>
</tr>
<tr>
<td>QF-04</td>
<td>P-Cell + Microcel Puff</td>
<td>All weights</td>
<td>Community walking</td>
</tr>
<tr>
<td>QF-6E-L</td>
<td>Microcel Puff + EFM</td>
<td>150-350 lbs</td>
<td>Tennis, hiking</td>
</tr>
<tr>
<td>Sole Defense Medical</td>
<td>X-Static lined Impression Puff + P-Cell + Puff</td>
<td>All weights</td>
<td>Walking, light hiking</td>
</tr>
<tr>
<td>QF-9P6-L</td>
<td>P-Cell + Urethane + Microcel Puff</td>
<td>100-300 lbs</td>
<td>Leisure walking</td>
</tr>
<tr>
<td>QF-X61-L</td>
<td>X-Static lined Impression Puff + Microcel Puff</td>
<td>100-200 lbs</td>
<td>Average walking, bowling</td>
</tr>
</tbody>
</table>

For a complete list of all 37 SADMERC reviewed Orthotics, go to: [www.acor.com/sadmerc.htm](http://www.acor.com/sadmerc.htm)

Acor Orthopaedic has been helping diabetic patients since 1972 and is a leader of innovative, pedorthic solutions.

Acor offers a huge selection of foot orthotics with 37 styles reviewed by SADMERC - that is more than any other manufacturer!

**See our complete list!** [www.acor.com/sadmerc.htm](http://www.acor.com/sadmerc.htm)

*Source: [www.cdc.gov](http://www.cdc.gov)*
BOC Announces Trademark Settlement Agreement with ABC

The Board for Orthotist/Prosthetist Certification, Inc. (BOC) recently announced a settlement of litigation with the American Board for Certification in Orthotics, Prosthetics and Pedorthics, Inc. (ABC) with regard to BOC’s certification mark for pedorthists.

The litigation settled amicably, without admission of liability by either party. The terms and conditions of the settlement are confidential.

“This distraction now behind us, we will move forward strategically,” stated BOC president Gregory Safko, CAE, “to offer pedorthists a high quality certification program to earn the ‘BOC Pedorthist’ credential that qualifies and recognizes their professional achievement.”

BOC Appoints Medical Advisor

The Board for Orthotist/Prosthetist Certification (BOC) has named Bradley M. Lamm, DPM, as Medical Advisor to the Board of Directors.

Lamm is head of podiatry and director of the podiatric residency training program at the Rubin Institute for Advanced Orthopedics in The International Center for Limb Lengthening, affiliated with Sinai Hospital of Baltimore, Md.

A graduate of Temple University School of Podiatric Medicine, Lamm served as chief surgical resident at the Western Pennsylvania Hospital in Pittsburgh. He completed fellowships in trauma of the foot and ankle at LKH-Univ. Klinikum Graz in Austria; and in limb lengthening and deformity reconstruction at the International Center for Limb Lengthening at the Rubin Institute for Advanced Orthopedics.

He is also the author of chapters of two podiatric medicine textbooks and of more than two dozen research articles in various national and international medical journals.

An active member of the American Podiatric Medical Association and the American College of Foot and Ankle Surgeons, Lamm is also a peer reviewer for the Journal of The American Podiatric Medical Association and a section editor for the Journal of Foot and Ankle Surgery.

Together with Dr. Dror Paley, Lamm developed a minimally invasive surgical procedure to correct the malpositioned diabetic foot, recreating a fallen arch. Additionally, Lamm has vast experience in lengthening and deformity correction of various foot and ankle conditions. He continues to advance in the field of foot and ankle surgery, where his innovative research efforts have focused on functional outcomes after surgery. Recently, he has added the advancement of computer-assisted surgery to his research initiatives.

“It’s a pleasure to assist BOC as a medical advisor,” Lamm says. “OP&P practitioners and fitters are essential health care workers, and I welcome the opportunity to help BOC as the Board works to extend certification opportunities, increase the number of practitioners available to assist with patient care, and extend accreditation to capable facilities.”

“Dr. Lamm brings both presence and substance to our Board,” says Teresa Alpert Leibman, BOCO, C.Ped., BOC Pedorthist, who chairs BOC’s Board of Directors. “We are fortunate to be able to draw on his knowledge and expertise, and I am confident that our meetings will be enriched by his participation. On behalf of our certificants, it’s a pleasure to welcome Dr. Lamm to the Board.”

“Health care is increasingly becoming a preventive field, in addition to one that responds to injury, disease and trauma,” Safko notes. “Dr. Lamm’s perspective enhances BOC’s ability to meet emerging needs in what is a growing field. It’s great to have him on board, particularly as we engage in a strategic planning process that will set the stage for BOC’s activities over the next several years.”

BOC’s mission is to assure patients, physicians, professional organizations and governments worldwide of certified practitioner competency and accredited facility standards.

Although the mission is quite comprehensive and encompassing, it underscores a very down-to-earth goal: To help practitioners, and their employers, satisfy and exceed wellness and health care needs throughout the patient community.

BOC Appoints Public Member

The Board for Orthotist/Prosthetist Certification (BOC) has named Mickey Fitzgerald, founder of Dynamic Orthotics & Prosthetics in Atlanta, GA, as a “public” member of its Board of Directors, representing the interests of the general public.

Fitzgerald, a former professional athlete on two continents, founded Clinical Support Services in 1988, as a durable medical equipment company, as well as an intraoperative neuromonitoring service that provides moment-to-moment assessment of the functioning of the nervous system during surgery. Clinical Support Services changed its name in 2006 to Dynamic Orthotics and Prosthetics.

The company’s slogan is “Professional Healthcare with a Personal Touch.” Dynamic Orthotics and Prosthetics offers 24-hour on-call service to physicians, hospitals and patients, supplying orthoses, prostheses and pedorthic devices to physician offices, hospitals, rehab centers and patients’ homes.

Fitzgerald excelled in sports in high school, winning a football scholarship to Virginia Tech where he became a standout fullback. He later played for the Atlanta Falcons and
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Announcing Toe Filler and Transmet Amputation Orthoses

In 1930, Levy & Rappel became the first company to develop a soft and supportive orthosis. The knowledge and experience of Levy & Rappel craftsmen provides a fit that minimizes patient discomfort, and allows the patient to ambulate naturally. The new “L&R” Prothesis is soft enough to limit irritations to devascularized tissue, and strong enough to act as a filler. The prosthesis is most commonly fabricated from EVA or Thermocork Lite. The “L&R” Prosthesis can be prescribed for partial, transmet, or Symes amputations. To ensure a proper fit, the footwear is required to be sent along with the cast.

Levy & Rappel provides five day turn around and free inbound shipping on all devices. A frequent buyer program offers you large discounts based on volume.

The complete line of custom foot orthoses, from practical leather to stylish dress, from cork to carbon-graphite, represent a combination of innovation and tradition whose quality is unmatched. “We keep abreast of the latest advancements in the industry.” says David Kramer, president. “Our excellent craftsmanship complemented by up-to-date advancements in the industry.” says David Kramer, president. “Our excellent craftsmanship complemented by up-to-date bio-mechanical principles, results in the highest quality device producing the best outcome.”

Vasyli Medical Launches Dananberg Orthoses

In association with world renowned Podiatrist Dr. Howard Dananberg, Vasyli Medical develops and launches the Vasyli Dananberg Orthoses. The Vasyli Dananberg is a pre-molded orthoses designed to treat first ray function with a patented removable plug system. The removable 1st Ray plugs give the practitioner the freedom to customize positioning of the big toe to enhance plantar flexion at toe off. The Sorbon Proximal and Distal plugs have been designed to be removed when the orthoses is fitted to ensure the head of the 1st MPJ coincides with the removed plug. Clinical studies utilizing F-Scan images show a 40 percent reduction in force under the great toe during end stage propulsion. To further enhance the biomechanical function, additions and modifications are available. The Vasyli Dananberg is the most flexible device on the market today. The various combinations allow the practitioner to address multiple Tri-Planar motion problems.

The suede top cover is impregnated with antibacterial and antifungal FootFresh while the vented medial arch and forefoot provide excellent breathability. The heat moldable Tri-Compound Construction (TCC) is a patented design blending PU, EVA and Sorbon to ensure maximum comfort, better function and superior control.

VASYLI Medical provides Orthopedists, Podiatrists, Physical Therapists, Chiropractors, Orthotists, Sports Medicine and other medical professionals world-wide with state-of-the-art biomechanical solutions. Vasyli has been providing high quality, clinically proven, high performance biomechanical footwear and orthotic products since 1979. Vasyli has offices in Queensland, Australia, Suffolk, United Kingdom and California, USA. The complete product line is distributed across four continents and over twenty countries. Vasyli maintains their market leader position through product innovation and an on-going practitioner support program of education research, newsletters, seminars and workshops. “We have invested heavily in research, development and education that will drive new technological advancements in our categories.” according to Bruce Campbell, Chief Operating Officer, “We are committed to growing the product line and will continue to provide unique biomechanical solutions for your patients.”

Pedors Announces Launch of New Pedors Stretch Walker

After two years in research and development, Pedors the orthopedic and diabetic shoe manufacturing company, launch their new Stretch Walker line. The extra depth walking shoe with 5/16th inch removable insoles comes with Vibram soling for traction control, comfort and durability, and the Pedors signature feature of a seamless stretchable neoprene forefoot.

The line is targeted at an expanding population demographic as the incidence of diabetes continues to rise and is becoming more prevalent within the baby-boomer generation.

The stretch walking shoe has been developed to promote the “Let’s Walk” concept introduced by Pedors to promote a proactive prophylactic approach to diabetic weight management.

The Stretch Walker line has a wholesale price of $48 with volume discounts available and a MSRP of $120.

For additional information on the Pedors Stretch Walker product line contact Russell McMillan directly on (678) 391-6554 or visit www.letswalk.com.

Pedorthic Medical Billing Software Systems exclusively with DIABCO

Medical Billing Systems, located in Delray Beach, Florida, has been developing leading edge software for the Home Medical Industry since 1978. The owner of the company, Edward Kutt, is also a certified Pedorthist, which enabled him to develop specialized medical billing software systems for Pedorthists. With these products DIABCO has achieved
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Shoes & Inserts Comply with Medicare Requirements

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Light! Extremely Light!
7 Ounces per shoe! Solid EVA Sole. NO KIDDING.

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9205 Ruby Red

Genuine Calf Leather! Soft as silk!

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9205 Gray

More Widths: D(W); 3E(WW); 5E(XW),
extended last widths and depths on each size.

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9205 Sky Blue

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Pedorthic Medical Billing Software Systems exclusively with DIABCO

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highly specialized tools for the pedorthics industry. DIABCO is the only professional provider of medical billing software in the US with this specific profile. These extraordinary software systems are the qualified tools to guarantee DIABCO clients success: doing the most possible amount of high-quality work in the smallest amount of time. These software systems are dependable, jet-fast and innovative, enabling you to maximize your cash flow and get reimbursed the first time you bill.

DIABCO offers solutions based on the size of your business, your business specifications and your vision of growth. DIABCO also customizes Medical Billing Software to meet your unique needs. DIABCO's billing software systems, including the Medical Claim Billing Software and Medical Billing Scheduling Software, are true Windows based applications compatible with the Microsoft Office tools. There is nothing faster and easier to use on the market.

DIABCO's flagship products: AR-Express, medical billing software system, ME-First, real time Medicare eligibility software, EZScan, document scanning, storage and retrieval system, and TimeNet, electronic scheduler.

For more information, visit www.AR-Express.net.

Poly-Gel Introduces HealixCare

Poly-Gel is a recognized pioneer in high tech manufacturing of ultra soft gels using both thermoplastic elastomer (TPE) and silicone compounds. Poly-Gel produces an extensive line of orthopedic and skin care materials utilized in medical and consumer health care products worldwide. Poly-Gel has utilized their sophisticated R&D and manufacturing capabilities to develop the most advanced and innovative line of nano fiber and eco friendly fabric materials for the healthcare market. This new HealixCare line of products currently includes VEVA, BambooTecc, and SilverTecc.

VEVA is a new, anti-fatigue material that dynamically molds to the foot for enhanced function and greater biomechanical results. This lightweight and breathable material provides superior shock absorption and attenuation supporting the kinetic chain. The perforations allow for increased ventilation and better breathability. VEVA is heat moldable and available with or without BambooTecc and SilverTecc top covers. VEVA is offered in sheets, rolls, orthotic blanks and finished prefabricated orthoses to meet your every need.

SilverTecc fabric is the next generation in silver technology. Silver has been used as broad spectrum antimicrobial substance in medicine over the centuries. Silver is an element and presents in nature. It is non toxic, non allergic and is not harmful to wildlife and the environment. Environmental friendly nano-silver is active against most pathogens, yeasts, fungi, mold and mildew and these superior antimicrobial properties provide effective and complication free treatment. The SilverTecc fabric embeds anti-microbial nano silver particles into the fabric for use in many treatment options and is available in sheets and rolls.

BambooTecc fabric is an exciting new development in nano bamboo usage. Bamboo is a completely eco-friendly product that contains excellent biocidal properties and thrives naturally without using any pesticides. Nano Bamboo is breathable and highly porous making it excellent for absorbing odor-causing chemicals, controlling temperature, and naturally wicking moisture away from the skin. BambooTecc fabric provides advanced reduction of foot odor, bacteria, mycosis and onocomycosis. BambooTecc is washable without diminishing the anti-microbial effectiveness of the even after 50 washes. BambooTecc is available in sheets and rolls and many color and laminate combinations.

For more information, call PolyGel at (866) 438-2297, e-mail peter@polygel.com or visit www.healixcare.com.

PediFix/GelSmart offers New Free Sample Program

GelSmart and PediFix have partnered to create an unforgettable free sampling program of their new products. A self adhesive silicone pad, a new engineered all gel toe/finger cap and a 5th digit corn pad are included in the first of several sample packages.

The originators and innovators of Polymer gel technology in the United States 15 years ago have brought you the next generation in foot and hand care materials. The adhesive silicone is hypo-allergenic, 100 percent medical-grade and completely safe for direct contact with skin. The advanced M+Gel formulation used in the foot and hand care products incorporate nourishing vitamins and essential oils that release a continuous flow of hydration to soften and rejuvenate skin

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Matt Arciuolo, C.Ped, realizes time is money. No more time-consuming and messy casting and ink impressions. He now uses the Amfit Digitizer and Central Fabrication Services to create perfectly-fitted orthotics for every customer. “Amfit saves me time so I can concentrate on growing other parts of my business.” Happier patients, precise technology, and great margins are just a few of the benefits of the Amfit System. Visit our website to get the details: cp.amfitdigi.com.
tissue on contact. M+Gel is continually washable and re-usable without affecting the inherent properties of the material.

The 2mm thick self adhesive silicone pad is proven to reduce shear and relieve pressure. The 4 way stretch fabric/silicone allows for total contact and is clinically effective for improving the appearance of scars. The pad is available in 2.5” x 3” and 4” x 6” sizes and can be cut to fit any area. The anti-microbial, four-way stretch top cover material protects and keeps skin cool and dry.

The first engineered all-gel toe/finger cap is recommended for protecting and soothing toes and fingers where noting else will fit. The M+Gel toe/finger cap provides superior cushioning, protection and relief for corns, calluses, nails and cuticles, hammer toes and partially amputated digits. This extremely pliable product is available in three sizes and can be trimmed to comfortably fit most digits and most footwear. The first ‘comfort vent’ at the distal end enhances comfort by providing superior ventilation and moisture relief. The diabetic friendly design does not restrict circulation due to stretch and thin walls.

The 5th digit corn pad provides added protection for the smaller 5th toe. This specialty item contains the same characteristics of the new M+Gel toe/finger cap providing the smaller circumference and conical shape of 5th digits everywhere. Easily fitting in all footwear while providing pain and pressure relief. M+Gel is soft, pliable and easy to stretch onto the foot.

For more information, readers may call PediFix at (800) 424-5561, e-mail info@pedifix.com or visit www.pedifix.com.

Brooks Sports Joins the Movement with Gear that Gives Back

Brooks Sports, Inc., a leading performance running company headquartered in Bothell, Wash., recently announced the introduction of the National MS Society Mesh Hat – a product it hopes can help combat multiple sclerosis and inspire everyone to run and be active.

Customers can help the fight against Multiple Sclerosis by purchasing the lightweight, highly breathable National MS Society Mesh Hat. Black with white piping, air vents, and black under the bill to reduce glare, the new hat features the National Multiple Sclerosis Society (NMSS) logo embroidered on the front and its “Join the Movement” slogan on the back. The hat—with high-performance, technical fabric that rapidly moves moisture to regulate head temperature—adjusts for a comfortable fit. Brooks will donate a percentage of the proceeds from the sale of each National MS Society Mesh Hat to the NMSS.

Joining the movement against MS, Brooks augments its existing “Run B’cause” corporate giving program by taking this first step toward building licensed gear for local and national charities advocating health and well being. The company hopes to continually add items to its product line.

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Step Into A New Level Of Comfort And Elegance

- Soft Sheep Leather
- Protective Lining
- Foam Padding
- Ergonomic Sole
- 5/16” Added Depth
- Three Widths

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THE SMARTER CHOICE IN DIABETIC SOCKS

For people with diabetes, the right socks are the first layer of protection against wounds and infection that can lead to serious problems down the road. Patented SmartKnit® seamless diabetic socks offer a unique combination of essential features for at-risk feet.

Seamless construction and corespun yarns ensure a perfect fit that eliminates pressure points across the toes and bottoms of feet—primary areas for developing ulcerations.

Choice of CoolMax® or X-STATIC® silver fibers wick moisture away from feet and create an antimicrobial environment that inhibits fungal and bacterial growth in the body of the sock.

In addition to the best diabetic socks available, Therafirm also provides free patient educational brochures and cost effective pre-packed or customizable merchandising programs.

Contact Therafirm today for diabetic footcare that sells itself.

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Brooks Sports Joins the Movement with Gear that Gives Back
continued from page 36
that will be sold to supporters and bolster the fundraising efforts of these various cause-related organizations.

The Brooks National MS Society Mesh Hat is now available for purchase online at brooksrunning.com for a suggested retail price of $24. More information on Brooks’ Run B’cause corporate giving program can also be found at brooksrunning.com.

Brooks Appoints Fritz Taylor to Lead Footwear Team

Brooks Sports, Inc., Bothell, Wash., recently announced running industry veteran Fritz Taylor joins its executive team as senior vice president of Footwear.

Taylor comes to Brooks with 19 years of experience in the footwear industry. With a long-time passion for running shoes, a knack for identifying consumer trends, and a track record for developing industry-leading products, Taylor now leads the Brooks’ entire footwear product team, including design, development, and merchandising. His goal is to foster creativity and a cohesive product vision and direction, sharpening the team’s fervent focus on making best-in-class running shoes.

Taylor previously spent his career at NIKE, Inc., starting as an EKIN tech rep and working his way up to hold various other positions within the company. He most recently served as Nike’s global category footwear leader for Running.

Taylor now joins an award-winning team at Brooks who have been responsible for many industry leading running shoes including the Adrenaline GTS, Beast, Addiction, and Glycerin. Most recently, Runner’s World granted the Trance 7 its coveted Editor’s Choice award in its Fall 2007 Shoe Review. Likewise, the Trance 7 received the award for Best Motion Stabilizing Shoe from Running Network in its 2007 Fall Shoe Guide.

As global category footwear leader for Nike Running, Taylor implemented strategic changes that resulted in the overall growth of the company’s running category and reversed a decline in market share with runners and running specialty accounts. Additionally, he served as one of the core founders of Nike’s “Bowerman” range—a product line honoring one of the company’s co-founders—and was responsible for bringing to market running shoes that either ranked No.1 in their category or No. 1 in the industry as a whole.

Drew Shoe Introduces New Therapeutic Footwear with the Exclusive Boa Closure System

Drew Shoe Corporation recently introduced the first therapeutic footwear that replaces traditional laces with an innovative, reel-based lacing system initially used for high-tech ski boot applications.

The Energy for men and the Blaze for women are the only comfort shoes in the industry touting the sophisticated Boa lacing system, one that perfectly combines the unique micro-adjustable lacing system with all the therapeutic benefits Drew is known for.

Unlike traditional laces, an adjustable reel on the back of the shoe controls ultra-thin strands of strategically placed, airplane-grade steel wires. A quick twist of the reel tightens the tiny strands and provides a unique fit that is unattainable in other comfort footwear. A simple pull on the reel releases the laces.

With the Boa system, anyone who experiences swollen feet can simply adjust the reel to loosen the lace and relieve any
pressure. The shoes are also ideal for anyone with limited hand mobility because the footwear can be tightened and loosened with a simple pull or turn of one hand.

In addition to the Boa lacing system, both Energy and Motion have all the therapeutic benefits Drew customers demand. Each pair accommodates orthotics and offers Drew's Plus Fitting System with two removable footbeds. The footwear also boasts an Extended Medial Heel Counter, TPU Shank, and Rubber Outsole with EVA midsole for added support and comfort. Each pair accommodates orthotics and offers Drew's Plus Fitting System with two removable footbeds. The footwear also boasts an Extended Medial Heel Counter, TPU Shank, and Rubber Outsole with EVA midsole for added support and comfort.

Both Energy and Motion have received HCPCS Code A5500 for Medicare's Therapeutic Shoe Bill.

**Levy and Rappel Launches New Website**

Levy and Rappel recently launched their new comprehensive, easy-to-navigate Web site. Practitioners can now log on to www.levyandrappel.com to find out more information about the company, learn more about changing reimbursement issues, check suggested billing codes for orthoses and AFOs or simply browse the complete product line of functional and diabetic foot orthoses, prefabs, AFOs and custom leather gauntlets. A special link allows you to check for monthly specials and to get your order started even faster, an on-line ordering form is available for download.

The Web site also offers information for consumers on simple footcare issues and concerns. The practitioner search allows consumers to find a qualified foot care practitioner in their area.

**Pittsburgh Teen Partners with Soles4Souls™ to Aid Homeless People Nationwide with the Gift of Shoes this Thanksgiving**

Matthew Conti, an 18-year-old college freshman, has witnessed firsthand the poor health of homeless people in his own community. Along with his father, Dr. Stephen Conti, an orthopedic surgeon at Pittsburgh's Allegheny Hospital, he has volunteered to serve Pittsburgh's homeless in shelters and missions on several occasions. The experience inspired Matt, his sister Laura and their father to create a unique non-profit organization called “Our Hearts to Your Soles” two years ago. The program is currently managed by Laura Conti who, at 16 years old, is expanding the organization into a nationwide network.

Matt, Laura and Dr. Conti were able to provide shoes to dozens of residents at Pittsburgh's Light of Life (a homeless shelter), where many were wearing shoes several sizes too small for their feet. Those aided were extremely grateful after trying on the new shoes, and the experience inspired the Conti Family to think even bigger and broaden this outreach to a national level.

Enter Soles4Souls, the international charity that collects and distributes new and gently worn shoes to needy people around the world. With help and support from Soles4Souls, Our Hearts to Your Soles has been able to screen, fit and provide footwear to over 1,000 homeless men so far.

On Tuesday, November 20th, “Our Hearts to Your Soles” and Soles4Souls will be distributing more than 2,500 pairs of new shoes to homeless shelters in twenty-five U.S. cities, including Atlanta, Baltimore, New Orleans, Charlotte, Minneapolis, Rochester, and others. The ultimate goal of Soles4Souls and Our Hearts to Your Soles is to spread the vision of the Contis and continue to expand this nationwide program.

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Available in Men’s and Ladies
the Philadelphia Eagles, before giving up football and moving into the real estate business.

Real estate eventually led him to Japan, where he learned that the Japanese prefer to do business with people they know well. After watching a sumo wrestling match on television, he decided to give it a try, as a way of becoming better known in Japan.

“I wasn’t in it so much for the wrestling but to make it easier to do business,” Fitzgerald recalls. He succeeded, becoming the first continental American to sumo wrestle professionally. While living in Japan, he traveled extensively to other countries, studying other cultures and their people. Eventually he returned to the U.S. where he founded a pair of medical supply and service businesses.

He also founded Mickey’s Rascals, a non-profit foundation that assists poor children from rural areas, providing them with activities, outings and educational assistance. He has been a volunteer leader with National Football League Alumni, established to help needy children, and served as president of the Atlanta chapter.

“I am proud to serve as a public member on BOC’s Board,” says Fitzgerald. “My company is known for quality work and exceptional customer service. We’re equally proud of our philanthropic posture, which includes what we do for children. We believe that good philanthropy is good business, and I will bring that belief to BOC’s Board. I am eager to do whatever I can to help BOC’s Board of Directors fulfill their mission and expand services to the broad patient and health care communities.”

“Mickey Fitzgerald is, quite simply, unique,” says Teresa Alpert Liebman, BOCO, C.Ped. BOC Pedorthist, who chairs BOC’s Board of Directors. “He has performed at the highest levels, won fame and built second and third careers for himself, and he has used all that cumulative experience to understand and serve others. It’s a great pleasure to be able to call on Mickey’s talents and knowledge in ways that will help BOC expand its outreach to patients and to other health care providers.”

BOC president Greg Safko says Fitzgerald’s expertise will be particularly useful in his role as the public representative on the Board.

“More than most of us, Mickey has traveled in an incredible variety of cultures, meeting people of widely differing background and expectations. He brings insights to patient care that will assist the Board in decision-making, and I look forward to working with him.”
Xtra Depth® University
from p.w. minor

“Making Shoes Work for you and your Clients”
A Hands-on Approach to Footwear and Modifications!
Presented by Dennis Janisse, C. Ped & Jeremy Janisse, C. Ped

2007 Seminar Dates & Locations

Denver, CO: March 1 - 2, 2007
Embassy Suites Denver Tech Center
10250 East Costilla Avenue
Centennial, CO  80012
303-792-0433

Danbury, CT: April 15 - 16, 2007
Holiday Inn - Danbury
80 Newtown Road
Danbury, CT  06810
203-792-4000

Raleigh, NC: May 5 - 6, 2007
Marriott Raleigh Crabtree Valley
4500 Marriott Drive
Raleigh, NC  27612
919-781-7000

Detroit, MI: May 20 - 21, 2007
Embassy Suites Hotel Detroit - Livonia/Novi
19525 Victor Parkway
Livonia, MI  40152
734-462-6000

Toronto, Ontario: June 10 - 11, 2007
Park Plaza - Toronto Airport
33 Carlson Court
Toronto, Ontario  M9W 6H5
416-675-1234

Holiday Inn - Batavia
8250 Park Road
Batavia, NY  14020
585-344-2100

Baltimore, MD: September 9 - 10, 2007
Burkshire Marriott Conference Hotel
10 West Burke Avenue
Towson, MD  21204
410-324-8100

Nashville, TN: October 20 - 21, 2007
Franklin Marriott Cool Springs
700 Cool Springs Blvd.
Franklin, TN  37067
615-261-6100

Tuition $300.00 (US dollars). Registration received 30 days prior to the course you choose is eligible for a savings of $50.00. Only credit card payments may be accepted via fax. Space is limited and tuition payment must accompany registration to reserve a spot in the course. A confirmation letter containing additional information will be sent prior to the course date. For more information or to register, contact Cyndee Fitzsimmons at 1-800-796-4667 Ext. 659 or by email cyndeef@pwminor.com. CEP’s Pending - This course has been submitted for 12 continuing education points from the BCP, ABC, BOC, and 10 CEP’s from the College of Pedorthics, Canada.

Register by March 15 & mention this ad to save $55!

The most highly recognized Certified Pedorthic Training in the world
JUST GOT BETTER!
p.w. minor
1-800-796-4667 • www.pwminor.com
From coding and billing to Medicare compliance to the art of patient management, PFA has your interests covered. To order any of the new titles or the many classic publications already offered through the Resource Center, visit PFA's Web site, www.pedorthics.org, and click on the Resource Center button. Alternatively, you may request a 2007 catalogue and order form by calling PFA Headquarters at 202-367-1145.

**The Foot and Ankle in Rheumatoid Arthritis**

This publication emphasizes a practical and evidence-based approach to the foot and ankle in rheumatoid arthritis in a concise, up-to-date and well illustrated book. The team of authors consists of rheumatologists and podiatrists based at the highly respected Foot and Ankle Studies in Rheumatology (FASTER) program. Contributors included both surgeons and orthotists. A companion DVD contains many video clips of examination and injection techniques and gait analyses, additional downloadable images, assessment tools and an interactive injection resource.

By Philip Helliwell, PhD., James Woodburn, PhD., MPhil., BSc., MRC; Anthony Redmond, PhD., MSc., Deborah Turner, BSc, SRCh., and Heidi Davys, MSc, BSc.

The hard cover book is 180 pages. Cost is $75 for PFA members and $125 for nonmembers.

**HCPCS 2007 Spiral Binding**

Maximize your Medicare reimbursement by using the most current HCPCS Level II codes. These codes must be used to bill Medicare for supplies, materials, DME and other services. This edition includes thumb indexing, lay-flat spiral binding and color coding to make coding faster and easier.

Cost is $70 for PFA members and $90 for nonmembers.

**Reimbursement Manual for the Medical Office**

This is the fifth edition guide to coding, billing and fee schedule management. From terminology, coding and E/M documentation to fee schedule review, superbill design and HIPAA, this book covers every step of the reimbursement process.

Cost is $60 for PFA members and $75 for nonmembers.

**Medicare Rules and Regulations 2007**

This comprehensive annual compilation of Medicare rules and regulations will help you manage your practice. Material from the official Medicare Carriers Manual is reviewed, revised and supplemented by coding and reimbursement experts.

Cost is $70 for PFA members and $85 for nonmembers.

**Medical Practice Forms – Every Form You Need to Succeed**

Good records help protect your practice from audit liability. Keeping good records requires well-designed forms. The completely revised third edition of this publication includes over 130 ready-to-use forms for your practice. Forms cover all areas of medical practice, including clinical, administrative, financial, managed care, insurance, marketing, personnel and systems. Blank forms are easily removed for copying. The book also includes a CD so users can customize any form to meet specific needs.

Cost is $60 for PFA members and $75 for nonmembers.
Medicare Compliance Manual 2007
This 900-page manual is packed with the information you need to maximize your Medicare reimbursement and protect yourself from audit liability. Formatted in a ring-binder with tabbed indexes, this edition is divided into four sections – Medicare Rules and Regulations 2007, Medicare Fee Schedule 2007, Medicare Coverage Issues Manual and Medicare E/M Documentation Guidelines.
Cost is $155 for PFA members and $185 for nonmembers.

Getting Paid for What You Do – Coding for Optimal Reimbursement
This is a completely revised fourth edition of this best-selling guide to reimbursement by Gary Knaus. Knaus is known as the father of the coding and reimbursement publishing industry and knows more about coding, billing and reimbursement than anyone else in the country. Tens of thousands of copies of this book have been used to code more accurately, file claims properly, and get paid faster. It is a must have for your practice management library.
Cost is $60 for PFA members and $75 for nonmembers.

Accounts Receivable Management for the Medical Practice
Do you do a great job of coding and billing for your services, only to have a significant portion of your revenues leak away during the collection process? Maybe it’s time to take a hard look at your accounts receivable management. This comprehensive guide takes you step-by-step through the process of analyzing your current receivables and then teaches you how to improve and maintain you’re A/R management.
Cost is $60 for PFA members and $75 for nonmembers.

HIPAA Compliance Manual (2nd Ed.)
This popular reference book brings all of the HIPAA rules, regulations, policies and procedures completely up to date. Includes an extensive glossary, introduction and detailed information regarding all of the HIPAA regulations.
Cost is $100 for PFA members and $125 for nonmembers.

Behavioral Types and the Art of Patient Management
The physician-patient relationship can have a great impact on the quality of medical care. Every patient encounter is affected by the personality characteristics of the patient, the physician and even the practice itself. This book teaches a new and innovative approach to medical excellence, quality assurance and risk management. It will helps readers develop skills to create high levels of trust with even the most difficult of patients.
Cost is $60 for PFA members and $75 for nonmembers.
Useful Web Sites for Pedorthists

**Government Entities/Reimbursement/Coding/Billing**

- [www.cms.hhs.gov](http://www.cms.hhs.gov)  
  Centers for Medicare and Medicaid Services (CMS)

- [www.medicarenhc.com](http://www.medicarenhc.com)  
  National Heritage Insurance Company Jurisdiction A DME MAC  
  CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI and VT

- [www.administar.com](http://www.administar.com)  
  Administar Federal Jurisdiction B DME MAC  
  IL, IN, KY, MI, MN, OH, WI - (temporarily WV and VA)

- [www.cignagovernmentservices.com](http://www.cignagovernmentservices.com)  
  Cigna Government Services Jurisdiction C DME MAC  
  AL, AR, CO, FL, GA, LA, MS, NM, NC, OK, PR, SC, TN, TX VI

- [www.noridianmedicare.com/dme/index.html](http://www.noridianmedicare.com/dme/index.html)  
  Noridian Administrative Services LLC Jurisdiction D DME MAC  
  AL, American Samoa, AZ, CA, Guam, HI, ID, IA, KS, MO, MT,  
  NE, NV, ND, Northern Mariana Islands, OR, SD, UT, WA, WY

- [www3.palmettogba.com/dmecs/jsp/index.jsp](http://www3.palmettogba.com/dmecs/jsp/index.jsp)  
  Durable Medical Equipment Coding System (DMECS)

  [Online coding assistance from SADMERC](http://www.palmettogba.com)

  - [www.palmettogba.com](http://www.palmettogba.com)  
    Statistical Analysis Durable Medical Equipment Regional  
    Carrier (SADMERC)

  - [www.palmettogba.com](http://www.palmettogba.com)  
    National Supplier Clearinghouse

**Links to Allied Health Organizations**

- [www.aadenet.org](http://www.aadenet.org)  
  American Association of Diabetes Educators (AADE)

- [www.oandp.org](http://www.oandp.org)  
  American Academy of Orthotists & Prosthetists (AAOP)

- [www.aapmr.org](http://www.aapmr.org)  
  American Academy of Physical Medicine & Rehabilitation  
  (AAPMR)

- [www.aaos.org](http://www.aaos.org)  
  American Academy Orthopedic Surgeons (AAOS)

- [www.abcop.org](http://www.abcop.org)  
  American Board for Certification in Orthotics & Prosthetics,  
  Inc. (ABC)

- [www.amerchiro.org](http://www.amerchiro.org)  
  American Chiropractic Association (ACA)

- [www.acfas.org](http://www.acfas.org)  
  American College of Foot & Ankle Surgeons (ACFAS)

- [www.acsm.org](http://www.acsm.org)  
  American College of Sports Medicine

- [www.diabetes.org](http://www.diabetes.org)  
  American Diabetes Association (ADA)

- [www.aofas.org](http://www.aofas.org)  
  American Orthopaedic Foot & Ankle Society (AOFAS)

- [www.aopanet.org](http://www.aopanet.org)  
  American Orthotic & Prosthetic Association (AOPA)

- [www.apma.org](http://www.apma.org)  
  American Podiatric Medical Association (APMA)

- [www.apta.org](http://www.apta.org)  
  American Physical Therapy Association (APTA)

- [www.amputee-coalition.org](http://www.amputee-coalition.org)  
  Amputee Coalition of America (ACA)

- [www.bocusa.org](http://www.bocusa.org)  
  Board for Orthotic/Prosthetic Certification (BOC)

- [www.charcot-marie-tooth.org](http://www.charcot-marie-tooth.org)  
  Charcot-Marie-Tooth Association (CMTA)

- [www.nata.org](http://www.nata.org)  
  National Athletic Trainers Association (NATA)

- [www.pedorthic.ca](http://www.pedorthic.ca)  
  Pedorthic Association of Canada (PAC)

- [www.twoten.org](http://www.twoten.org)  
  Two Ten International Footwear Foundation

- [www.wocn.org](http://www.wocn.org)  
  Wound Ostomy & Continence Nurses Society (WOCN)

**Professional Publications**

- [www.biomech.com](http://www.biomech.com)  
  Biomechanics

- [www.footwearnews.com](http://www.footwearnews.com)  
  Footwear News

- [www.aopanet.org](http://www.aopanet.org)  
  O&P Almanac  
  O&P Orthotic & Prosthetic Association

- [www.oandpbiznews.com](http://www.oandpbiznews.com)  
  O&P Business News
AD Page
Name: Natural Step
Pickup: September/October p.39
Gaylord Opryland Hotel, Nashville, Tenn.

50th Wellendorf Symposium & Exhibition
The Golden Age Foot Health and Pedorthic Footwear Association

November

Nov. 6-9
Pedorthic Footwear Association
The Golden Age: Foot Health and Wellness for Life
50th Annual Symposium & Exhibition
Gaylord Opryland Hotel, Nashville, Tenn.

PFA and COPE’s 2008 Calendar of Pre-Certification and Continuing Education

PFA’s Council on Pedorthic Education in 2008 will offer the pedorthic and allied health communities a full schedule of continuing education programming and PFA-sponsored pre-certification courses. PFA’s 2008 program is designed to meet the educational needs of aspiring pedorthists, as well as the continuing professional development needs of the experienced credentialed pedorthist.

Visit PFA’s Web site, www.pedorthics.org, for additional programming information, as well as to register for your preferred courses. To ensure that you are on the mailing list to receive PFA’s sponsored pre-certification and continuing education catalog for 2008, send an e-mail with your mailing information to info@pedorthics.org. To receive a registration form to immediately register for the PFA Sponsored Pre-Certification courses, e-mail info@pedorthics.org with your fax number.

March

March 24-25
Eneslow Pedorthic Institute,
470 Park Avenue South at 32nd Street,
New York, N.Y.
Certified Shoe Fitter Course
Contact Sarah Goldberg at 212-477-2300, ext. 211 or sarah@eneslow.com

March 24 – April 8
Eneslow Pedorthic Institute,
470 Park Avenue South @ 32nd Street,
New York, N.Y.
Pedorthic Pre-certification Course
Contact Sarah Goldberg at 212-477-2300 ext. 211 or sarah@eneslow.com

AFO/SCFO Course
This three-day advanced pedorthic certificate course is specifically designed for pedorthists interested in providing Subtalar Control Foot Orthoses (SCFOs), as well as those licensed pedorthists in states where pedorthists may provide Ankle Foot Orthoses (AFOs). This course will provide a basic overview of the protocols, processes and techniques involved in evaluating for, selecting, fabricating, fitting and adjusting all different types of SCFOs and AFOs. Knowledge of SCFOs and AFOs helps a certified and/or licensed pedorthist maximize their scope of practice.

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February

Feb. 16 - March 1
Pedorthic Footwear Association, Tulsa, Okla.
PFA Sponsored Pedorthic Pre-certification Course
Contact PFA at 202-367-1145 for more information, or e-mail info@pedorthics.org.

March

March 2 - 9
Pedorthic Footwear Association, Tulsa, Okla.
PFA Sponsored Orthopedic Shoe Technician (OST) Course
Contact PFA at 202-367-1145 for more information, or e-mail info@pedorthics.org.

TBA

Sports Medicine/Injury
This course emphasizes bio-mechanical exam and alignment of the athlete. It focuses on sports-related and sports-specific injuries and the pedorthic management of these injuries.

Advanced Shoe Fitting
This is not just any shoe fitting course. It's the next step. This course was created for those who want to advance to the next level of understanding. By attending this hands-on course, you’ll learn how to assess the foot and understand the lifestyle needs of your patients, understand the different types of footwear, touch on fitting AFOs and other types of devices and understand shoe fitting in the real world.

Cadaver Based Anatomy Review
This one and a half day intensive training course is designed to provide participants a unique opportunity to learn more about lower-extremity anatomy including bone, muscle, nerve and vascular components. Participants receive a didactic review of the lower extremity anatomy, supplemented with state-of-the-art visual presentation material and a functional overview of lower extremity biomechanics. Participants divide into small groups and enter the anatomical laboratory to perform dissections on fresh cadaver lower extremities, including the leg, ankle and foot, and will be assisted by an adviser identifying pertinent details. The course is designed to teach both normal and pathologic gross anatomy.

AFO/SCFO Course
This three-day advanced pedorthic certificate course is specifically designed for pedorthists interested in providing Subtalar Control Foot Orthoses (SCFOs), as well as those licensed pedorthists in states where pedorthists may provide Ankle Foot Orthoses (AFOs). This course will provide a basic overview of the protocols, processes and techniques involved in evaluating for, selecting, fabricating, fitting and adjusting all different types of SCFOs and AFOs. Knowledge of SCFOs and AFOs helps a certified and/or licensed pedorthist maximize their scope of practice.

PEDIATRIC PEDORTHICS

Created specifically for certified pedorthists who deal with pediatric conditions affecting children, this one-and-a-half day course covers the essentials of various disorders that affect the lower extremities of the pediatric population. Special attention is given to the specific pathologies that can be pedorthically managed. A general overview of developmental anatomy precedes the core material of the course, followed by a basic description of the most common orthotic prescription modalities used to treat conditions that impair the normal function of the foot and ankle in children.

Reading Foot and Ankle X-Rays
More information on PFA’s newest course coming soon.
NEW PFA MEMBERS

PFA extends a warm welcome to the following individuals and companies who joined the association from Aug. 19 to Nov. 26.

**Domestic**

**Alabama**
Michael Duvdevani, The Shoe Inn, Birmingham

**Arizona**
Richard Beas, Foot Solutions – Surprise, Surprise

**California**
James E. Birdsal, SYNERGY Inc., Huntington Beach
Tim Jefferson, Foot Solutions, Hercules
Gary Ohanesian, Ivanhoe Drug, Ivanhoe
Young Suh, Foot EFX, Fountain Valley
Jennifer Wong, New Balance Athletic Shoes, Oakland

**Florida**
Melinda Larsen, Certified Diabetic & Medical Supplies, Merritt Island

**Georgia**
Leroy Collins, International School of Pedorthics, Lilburn
Jayson Jefferson, C.H Martin Co., Marietta

**Indiana**
Corbin N. Baird, New Balance Athletic Shoe, Inc., Bloomington

**Kansas**
Julia Hiles, New Balance Kansas City, Overland Park

**Maryland**
William J. Noonan, New Balance Athletic Shoe, Inc., Lutherville Timonium

**Massachusetts**
Jerry Regosin, Drew Shoe Corp., Newton Center

**Michigan**
Dr. Keith Concisom, Port Huron
Diane M. Dyament, Foot Solutions, Grosse Pointe

**Missouri**
Krista M. Barnhart, Brown’s Enterprises, Washington
Chad L. Brown, New Balance-St. Louis, St. Louis
Randy Brown, Brown’s Enterprises, Washington

**New York**
Larry Clark, Gollihar’s Shoe Store, Versailles
Beth Janisse, Brown’s Enterprises/New Balance – St Louis, Saint Louis
Philip Voi, Coxhealth, Nixa

**Ohio**
Eric Bower, Circleville
Maureen S. Marino, Orthotic & Prosthetic Specialties, Cleveland

**Oklahoma**
Jeanne Ozinga, OU Medical Center, Norman
Kelly Allen West, Edmond

**Pennsylvania**
Scott Kraft, New Balance-York, York
Jennifer Savers, Ivirnes Shoe Fly, Harrisburg

**Texas**
Grayson L. Garland, Coopers Footcare Facility, Fort Worth

**Virginia**
Manager, Quality Outcomes, LLC, Fredericksburg

**Washington**
Sylvia A Thompson, Well-Foot Clinic, Port Angeles

**International**

**Australia**
Kathryn Larsen, Comfort and Fit Mona Vale, New South Wales

**Canada**
Kaley Hummel, Peoples Chiropody Clinic Inc, Mount Forest, Ontario
Sole Custom Footbeds, Calgary, Alberta

If you have any questions regarding display advertising or classified ads, please e-mail CPadvertising@pedorthics.org.

Please send all press releases to CPeditorial@pedorthics.org.
MED REPS USA – LOOKING FOR C.PED. SALES REPS:
The Only National Podiatry Focused Independent Network of Sales Reps is Seeking Out C. Ped. Sales Reps for Hire.


Job focus: calling on Podiatrists representing three Prominent Manufacturers: Trulife, Custom & Off The Shelf Ankle Foot Orthosis, Dr. Zen Therapeutic & Diabetic Shoes and Knit Rite Diabetic & Compression Socks.

Additional manufactures coming on board in 2008! Great earnings potential! commission sales – the more relationships with podiatrists the better!

Training on products and samples provided by the manufacturers

E-mail or fax Resumes to: bschloss@medrepsusa.com, attn: Bryan Schloss, principal – Med Reps USA. Fax number: (310) 937-5984.

C.PED./FACILITY MANAGER NEEDED IN SUNNY SOUTH FLORIDA!

Foot Solutions is seeking a C.Ped. to manage its Plantation store. If you are tired of the grind and looking to help grow our successful facility, then this is the opportunity for you. We are seeking a seasoned C.Ped. with retail pedorthic experience. Knowledge of technology footwear such as MBT/Spring Boost a must along with good clinical skills. Responsibilities will include: day to day management of facility, all pedorthic duties, sales, some outside marketing and networking, ordering and inventory maintenance. Plantation has been highly successful and we are looking to go to the next level. Great base salary plus commission/bonuses and benefits. Contact Rob Feldman, C.Ped. at gatorrob1.att.blackberry.net with a resume attachment and salary requirements.

CERTIFIED PEDORTHIST WANTED

Access Medical Supply, an Owens & Minor Company, seeks an experienced per diem pedorthist in the Orlando, Florida, area. The pedorthist will complete therapeutic shoe fittings for AMS diabetic customers according to Medicare and state requirements. Candidates must possess an active license. Please forward your resume and salary requirements to: Careers@DiabeticSupply.com or fax to (800) 477-5815.

C.PED. SEEKING TO CONTRACT WITH DME/SUPPLY COMPANY

C.Ped. looking to provide in-home therapeutic shoe fittings on a "per patient fee basis" to your diabetic patients in SC. Contact Medfirst, H. Tony Addison, C.Ped., at (877) 736-9469, or e-mail taddisoncped@yahoo.com.

PEDORTHIC PROFESSIONALS WANTED

SureFit, a leading supplier of therapeutic footwear and orthotics for the Podiatric market is currently recruiting pedorthic professionals for direct sales positions. This exciting opportunity will represent SureFit’s unique turnkey system for fitting of diabetic footwear to Podiatrists via a consultative selling approach. Successful candidates will utilize their biomechanical as well as shoe fitting knowledge to demonstrate the wide array of products. Position requires 50-60 percent travel and Pedorthic certification.

SureFit offers:
- Competitive salary plus commissions.
- Expense reimbursement plus company cell phone.
- Full medical benefits package.
- 401(k) with company matching contributions.
- Long-term disability and life insurance benefits.

Please e-mail your resume and salary requirements to lkudsen@surefitlab.com.

SALES – RETAIL SHOE STORE

Seeking motivated mature individual for sales position. Experience with shoe fitting/medical sales a plus. Must be comfortable with hands on work/elderly/feet. Hourly plus commission - part time. Fax resume to (214) 350-1318

- Location: Dallas, TX 75209
- Compensation: hourly plus commission
- This is a part-time job.

CERTIFIED PEDORTHIST WANTED

HealthDrive, a growing healthcare services company in Wisconsin, has an immediate opening for an experienced Certified Pedorthist. Candidates must be able to work closely with Podiatrists and possess strong professional skills. Position includes travel to various long term care facilities. We offer a well established patient base and a competitive compensation package. Please fax or e-mail a letter of interest with resume to (414) 535-8135 or caringwi@healthdrive.com, or call Christine Rosely at (888) 737-5822.

PEDORTHIC MARKETPLACE Advertising Rates
To place a classified ad, please e-mail Cpe@pedsusa.com, send a fax to 302-367-2145 or mail to PFA, Attn: Current Pedorthics at 2025 M St., NW, Suite 800, Washington, DC 20036.

Classified Rates

<table>
<thead>
<tr>
<th>Words</th>
<th>PFA Member</th>
<th>PFA Non-Member</th>
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<td>50 or fewer words</td>
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<td>51-75 words</td>
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<td>76-150 words</td>
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Introducing Poron® With Bambootecc™ Cloth
The Choice Material For Covering Orthotics

JMS Plastics has laminated PORON® cellular urethane with BAMBOOTECC™ fabric cover made from activated bamboo charcoal. This covering gives your orthotics the superior cushioning of PORON® cellular urethane and a top cover that is:

• Anti-bacterial
• Deodorizing
• Breathable
• Insulating
• Ecological/Green

It is the first application of NANO bamboo cloth in the orthotics industry.

Embedded with nano-particles of naturally grown bamboo charcoal. Bambootecc is:

• Made without allergy-inducing chemicals
• Highly porous & breathable
• Incredibly durable
• Enhancing to the circulation

Available in sheets and rolls.

For pricing and shipping information, call JMS at 800-342-2602 or visit us online at www.jmsplastics.com.

Through partnership with PolyGel.

Bambootecc™ is a registered trademark of PolyGel. PORON® is a registered trademark of Rogers Corporation.
PORON Medical® Urethanes
Prescribe the Product with the Reputation for Excellence

ORTHOTIC PRESCRIPTION FORM

DOCTOR:  
PATIENT:  
ADDRESS:  
SEX:  
Phone: ( )  
AGE:  
WEIGHT:  
Fax: ( )  
Shoe Style:  
Sports Active:  

ORTHOTIC TYPE
General Orthotic (Padding/Filling)  
PORON® Soft - Cushioning and Supporting  
Sport Orthotic  
PORON® Firm - Shock Absorbing  
Diabetic Orthotic  
PORON® Slow Rebound - Custom Contouring

ORTHOTIC ARCH HEIGHT
HIGH  
NORMAL (STD)  
LOW

ORTHOTIC WIDTH
WIDE  
NORMAL (STD)  
NARROW

THE ORIGINAL
PORON Medical® Urethanes offer a variety of formulations for lasting comfort and compression set resistance in diverse applications. Rogers Corporation invented PORON Medical Urethanes, and when it comes to performance, there is no equal. When prescribing a cushioning soft tissue supplement, specify PORON Medical Urethanes. To learn more visit www.realporon.com.

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Asia +886.2.8660.9056
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When specifying PORON® Urethanes – ask for it by name. Learn more about the original real PORON® products at www.realporon.com.
AGS Footwear Group (1995)
Shoe store supplies, fabricating materials, prefabricated orthotics, heel cups and forefoot supports.
Ashland, VA ............................................. 800-446-3820
Fax .......... .............................. 800-822-0180
E-mail ............................................. sales@agssfwrourgroup.com
Web site ...................................... www.agssfwrourgroup.com

Acor (1979)
Custom and comfort footwear, inserts and materials
Originator of Tri-Lam and P-Cell.
Cleveland, OH ............................................. 800-237-2267
Fax .......... .............................. 216-662-4547
E-mail ............................................. email@acor.com
Web site ...................................... www.acor.com

Aetrex Worldwide, Inc. (formerly Apex Foot Health Industries, Inc.) (1973)
Realty-made triple-density orthotics offering rearfoot posting & metatarsal support options.
Teaneck, NJ ............................................. 800-526-2739
Fax .......... .............................. 201-833-1485
E-mail ............................................. info@aetrex.com
Web site ...................................... www.aetrex.com

Affinity Insurance Services, Inc. (1998)
Affinity Insurance Services administers the PFA product and malpractice liability insurance program. Designed for pedorthists, insurance protection can be customized for each-PFA member.
Chicago, IL ............................................. 800-544-2672
Fax .......... .............................. 312-922-9321

Alden Shoe Company (1969)
Goodyear welt construction footwear for men.
Middleborough, MA ............................................. 508-947-3926
Fax .......... .............................. 508-947-7753

Orthopedic products including orthoses and orthotic materials, orthopedic supports, walkers and shoes, therapeutic modalities, diabetic footwear and more.
Dedham, MA ............................................. 800-225-2610
Fax .......... .............................. 800-437-2966
E-mail ............................................. info@alimed.com
Web site ...................................... www.alimed.com

American Shoe Corporation (2003)
Custom shoe company Complete lines for diabetic, arthritic and geriatric patients. 13-day manufacturing time and fully guaranteed fit and finish on each pair.
Bedford Hill, NY ............................................. 914-241-0422
Fax .......... .............................. 914-241-1974
E-mail ............................................. americanshoecorp@aol.com

Amfit Inc. (1996)
Vancouver, WA ............................................. 800-356-5668
Fax .......... .............................. 360-566-1380
E-mail ............................................. sales@amfit.com
Web site ...................................... www.amfit.com

Apis Footwear Company (2000)
Women’s footwear, 103 sizes; men’s footwear, 98 sizes. Open stock for immediate delivery.
S. El Monte, CA ............................................. 888-937-2747
Fax .......... .............................. 626-448-8783
E-mail ............................................. apisfootwear@earthlink.net
Web site ...................................... www.apiswidleshoes.com

Central fabrication facility specializing in custom-made leather ankle gauntlets.
Mesa, AZ ............................................. 401-461-9140
Fax .......... .............................. 401-461-5187
E-mail ............................................. don@arnazoonafo.com
Web site ...................................... www.arnazoonafo.com

Atlantic Footcare (2007)
Prosthetics prefabricated Therapeutic and Dasole polyurethane insoles are SADMERC coded and made in the USA. The Therapeutic is also available in anatomical and wide versions.
N. Smithfield, RI ............................................. 401-765-8600
Fax .......... .............................. 401-766-5327
E-mail ............................................. info@atlanticfootcare.com

For pedorthic needs. Complete range of materials, prefabs and tools.
Rancho Cordova, CA ............................................. 800-545-6287
Fax .......... .............................. 916-858-3320
E-mail ............................................. kerl@atalasortho.com
Web site ...................................... www.atalasortho.com

Sheet goods, inlays, and related products.
Wheaton, IL ............................................. 800-235-8498
Fax .......... .............................. 630-693-5077
E-mail ............................................. vbintzco@aol.com
Web site ...................................... www.bintzco.com

Biomechanical Services Inc. (2004)
Custom foot orthotics as well as lower extremity evaluation systems, custom sandals, prefabs, balance therapy tools and educational courses. Technical support services.
Brea, CA ............................................. 800-942-2272
Fax .......... .............................. 714-900-4050
E-mail ............................................. sales@biomechanical.com
Web site ...................................... www.biomechanical.com

Birkenstock Distribution USA, Inc. (1981)
Birkenstock Comfortable, supportive footwear leads to personal happiness and overall wellbeing. This belief is why our products are designed around the concept that the shape of the shoe should follow the shape of the foot.
Novato, CA ............................................. 800-949-7301
Fax .......... .............................. 415-209-4955
E-mail ............................................. kwiltz@birkenstoculousa.com
Web site ...................................... www.birkenstoculousa.com

BITE, LLC Footwear (2005)
Redmond, WA ............................................. 206-957-7900
Fax .......... .............................. 206-957-7901

Branier Orthopedic Custom Molded Shoes (2004)
Catalogue contains over 40 styles. Can duplicate any shoe on the market. 12-day turnaround, great fit!
Sunrise, FL ............................................. 877-524-0639
Fax .......... .............................. 954-727-2688
E-mail ............................................. kbrewer@branier.com
Web site ...................................... www.branier.com

Brooks Sports, Inc. (2001)
Walking/athletic shoes in men’s and women’s styles. Delivery includes special orders.
Bothell, WA ............................................. 800-2-BROOKS
Fax .......... .............................. 425-483-8181
E-mail ............................................. shoeguy@seattleshoe.com
Web site ...................................... www.brooksrunning.com

Cascade Orthopedic Supply, Inc. (2000)
Foot care products, including shoes, inserts, foot orthotics, socks, tools and supplies. All in-stock items ship same day with overnight delivery.
Chico, CA ............................................. 800-888-8065
Fax .......... .............................. 800-847-9180
E-mail ............................................. info@cascade-usa.com
Web site ...................................... www.cascade-usa.com

Pawonia, CO ............................................. 970-527-4990
Fax .......... .............................. 970-527-4997

C.N. Waterhouse Leather Co., Inc. (1998)
Manufacturer and distributor of fine leathers, wool skians, suede pig-skins, sheet goods and adhesives for use in the pedorthic footwear and orthopedic industries.
Bedford, MA ............................................. 800-322-1177
Fax .......... .............................. 781-271-0499
E-mail ............................................. watchouse.leather@yuno.com

Atlanta, GA ............................................. 800-678-7463
Fax .......... .............................. 404-691-7663

Dansko, Inc. (2007)
Every day we strive to make your world a little easier by providing state of the art comfort footwear. From innovative designs to retailer training, your comfort is our first concern. We realize you lead an active life, and Dansko shoes are constructed with that thought in mind. Our footwear is an investment in your well-being. Styles may change, but our philosophy remains the same.
West Grove, PA ............................................. 610-869-8335
Fax .......... .............................. 610-869-5764
E-mail ............................................. Diana.rowland@Dansko.com

DB Shoes Ltd. (2003)
Manufacturers of PU direct injection moulded footwear in EE, 4E and 6E fittings, all with removable socks.
Rushden, Northamptonshire, England ............................................. 04 44 1933 359217
Fax .......... .............................. 04 44 1933 410218
E-mail ............................................. chris@dbshoes.co.uk
Web site ...................................... www.dbshoes.co.uk

This reference guide is intended solely to make it easier for individuals, facilities and companies to locate pedorthic products. Companies listed in the guide are PFA vendor/manufacturer members. Companies may produce additional products beyond those listed, and most companies are pleased to provide additional information on request. As a courtesy to our readers, CP has noted the year the company joined PFA in parentheses after the company’s name. Inclusion in this list does not suggest or imply PFA endorsement of companies or products. For space reasons, company product descriptions are limited to 20 words or less. To arrange changes in your company’s listing, e-mail info@pedorthics.org.
<table>
<thead>
<tr>
<th>Company</th>
<th>Years</th>
<th>Description</th>
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<tr>
<td>Dr. 2 Shoes, Inc. (2006)</td>
<td></td>
<td>Manufacturing, warehouses and distributes the finest quality extra-depth shoes for diabetics or patients who need quality comfort shoes.</td>
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<tr>
<td>Dr. Comfort (2004)</td>
<td></td>
<td>Manufacturing, warehouses and distributes the finest quality extra-depth shoes for diabetics or patients who need quality comfort shoes.</td>
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<tr>
<td>Dr. Kong Footcare Limited (2005)</td>
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<td>Manufacturer of children’s, men’s and women’s healthy shoes, insoles, footcare accessories and computerized assessment software. 33 chain shoe shops in Hong Kong.</td>
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<td>Drew Shoe Corporation (1968)</td>
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<td>Mens and womens depth and comfort footwear in over 150 sizes.</td>
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<td>Feels Good Footwear (2006)</td>
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<td>Foot Solutions, Inc. (2004)</td>
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<td>Gerda Hoehm/Haflinger (2006)</td>
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<tr>
<td>Guard Industries, Inc. (1996)</td>
<td></td>
<td>Componenets for shoe care, foot comfort, orthotics and prosthetics. Complete listing of available products will be sent upon request.</td>
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<tr>
<td>The Home Foot Care Company (2005)</td>
<td></td>
<td>Hot and cold rolling foot massage device for the treatment of foot pain. Dr. Scholl didn't invent this, but his nephew did.</td>
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<tr>
<td>InStride Shoes (2003)</td>
<td></td>
<td>InStride is a manufacturer of Medicare reimbursable, multiple width footwear for diabetics that features the three layer Custom Fit System.</td>
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<td>KLM Laboratories (2006)</td>
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<td>Lumzy Labs (2007)</td>
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<td>Macdonald Footwear (2006)</td>
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<td>The Millfoot Company, Inc. (2005)</td>
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<td>MFS Manufacturing (2004)</td>
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<td>McKee &amp; Co. (1997)</td>
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<td>MRS Medical Research (1997)</td>
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<td>NewLife Orthotics (2007)</td>
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<td>NMD Foot Care (2004)</td>
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<td>O.B. Orthotics &amp; Supplies (1983)</td>
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Treating 1st Ray Function just got easier...

World renowned Practitioners, Howard Dananberg and Phillip Vasyli have combined their expertise to bring you the latest in the signature range of orthotic therapy! Please visit www.vasylimedical.com for more information on Phillip Vasyli and Howard Dananberg.

THE WORLD'S FIRST PROFESSIONAL ORTHOTIC DEVICE WITH INSERTABLE 1ST RAY SECTIONS

In this image the patient is diagnosed with Functional Hallux Limitis. These images show a 40% reduction in force under the great toe during end stage propulsion using a Vasyli Dananberg orthotic.

- Range of postings and additions to customize the orthotic further.
- 2 insertable plugs allowing you to customize the orthotic further to assist in maximizing first ray function.
- Heat-moldable EVA allowing customization of the orthotic.
- Triplanar motion control. Inbuilt correction to control foot function in all 3 cardinal planes: Frontal-Transverse-Sagittal.
- Sorbon shock dot designed to dissipate force along the angle of strike.

PLEASE CONTACT US FOR YOUR FREE SAMPLE AT pedorthics@vasyli.com OR 1888 882 7954. VISIT www.vasylimedical.com FOR MORE INFORMATION.
Landesman Bros., Inc. (2003)
Distributors of foot comfort products, pedorthic, orthopedic and wound care supplies. Same day shipping.
Island Park, NY 800-852-8855
Fax 516-889-1253
E-mail shoes4all@uno.com
Web site www.landesanmbros.com

Langer Inc. (2006)
Deer Park, NY 800-233-2687
Fax 631-667-1203
Email ocarbonara@langerinc.com

LaZerFit (2006)
Craneberries Township, PA 724-779-3893
Fax 724-779-3895
Email rdonley2@lazefit.com

Lord Custom Molded Shoes, Inc. (1994)
Fashionable custom-molded shoes for men, women, and children. Guaranteed fit and service.
Bohemia, NY 800-SHOES11
Fax 516-471-5900

MMAR Medical Group, Inc. (2003)
Distributor of multiple diabetic shoe brands at manufacturer-direct wholesale pricing. Other products include AFO’s, ankle braces and cam walkers.
Houston, TX 800-662-7633
Fax 713-465-2818
E-mail service@mmarmarical.com
Web site www.mmarmarical.com

MacPherson Leather Company (2005)
Seattle, WA 206-328-0855
Fax 206-328-0859
E-mail info@macphersonleather.com

Miami Leather Company (2001)
Wholesaler to the orthopedic, prosthetic, retail shoe and shoe repair trades. Wide variety of products.
Miami, FL 305-266-8328
Fax 305-266-8728
E-mail sales@miamileather.com
Web site www.miamileather.com

M. J. Markell Shoe Company, Inc. (1973)
Men’s, women’s and children’s comfort and orthopedic footwear.
Yonkers, NY 914-963-2258
Fax 914-963-2923
E-mail info@markellshoe.com
Web site www.markellshoe.com

Mobilis by Mephisto (1998)
Extra-depth footwear with a removable footbed and natural orthopedic support.
Franklin, TN 800-775-7852
Fax 615-771-5935
Email susan.check@mephistousa.com
Web site www.mephisto.com

Munro & Company, Inc. (2000)
Hot Springs, AR 501-262-6156
Fax 501-262-6155

National Foot Specialties (2005)
Custom orthotic manufacturing and continuing education courses.
North Ft. Myers, FL 239-707-0279
Fax 239-543-1800
Email bill@nationalfoot.com
Web site www.nationalfoot.com

Natural Step (2004)
Manufacturer of men’s and ladies’ handsewn mocassin extra-depth shoes. Available in a large selection of sizes and widths.
Jupiter, FL 866-500-7463
Fax 866-540-7463
E-mail naturalstep@bellsouth.net
Web site www.naturalstepshoes.com

Wilcon, ME 207-645-3200
Fax 207-645-3292
E-mail bmacdonald@neods.shoes.com
Web site www.neods.com

New Balance Athletic Shoe/Aravan (1990)
A leading manufacturer of technologically innovative athletic products. Recently debuted Aravan comfort performance footwear for women.
Boston, MA 617-746-2303
Fax 617-746-6303
E-mail joann.saucier@newbalance.com
Web site www.newbalance.com

OrthoFeet, Inc. (1999)
Manufacturer and distributor of high quality depth-shoes and orthotics.
Northvale, NJ 800-524-2845
Fax 201-767-6748
E-mail ortho@orthofoot.com
Web site www.orthofoot.com

Custom lab for prefabricated and custom ankle braces and-orthoses.
Pekin, IL 800-447-0151
Fax 877-957-5647
E-mail info@palhealth.com
Web site www.palhealth.com

PartnerShip (2000)
Partnership, in cooperation with PFA, offers members-only discounts and savings on small package shipping with FedEx Ground, and on large freight shipments with Yellow Freight.
Cincinnati, OH 800-599-2902
Fax 513-881-6780
Email info@partnershippm.com
Web site www.partnershippm.com

PediFix, Inc. (2001)
High quality pressure relief footwear care products.
Brewster, NY 800-424-5561
Fax 845-277-2851
E-mail sales@pedifix.com
Web site www.pedifix.com

Pedors Shoes (1999)
Orthopedic shoes with a neoprene forefoot.
Marietta, GA 800-750-6729
Fax 800-446-3101
Email info@pedors.com
Web site www.pedors.com

Pedorthic Technology Ltd. (2007)
Caressway Bay, Hong Kong 522-332-9735
Email pedor@epcped.com
Web site www.epcped.com

PEL Supply Company (1995)
Wholesale distributor stocks broad selection of finished foot and arch products, materials and tools for fabricating foot orthotics.
Cleveland, OH 800-321-1264
Fax 800-222-6176
E-mail customerservice@pelsupply.com
Web site www.pelsupply.com

Pepper Gate Footwear, Inc. (2006)
Pomona, CA 909-865-2171
Fax 909-868-7252
Email john@peppergate.com

Propet USA, Inc. (2000)
Leading manufacturer in men’s and women’s comfort walking shoes. Available in up to 5 widths, sizes 5-13 in women, 7-17 in men. Propet features a vast selection of Medicare A5500 coded footwear with removable orthotics, secure closure and maximum customization.
Kent, WA 800-877-6738
Fax 800-597-8668
Email customerservice@propetusa.com
Web site www.propetusa.com

P.W. Minor, Inc. (1968)
Footwear products for foothealth.
Batavia, NY 800-343-1500
Fax 800-343-1514
Web site www.pwminor.com

Remington Products (2000)
Insoles and sheet packages, rigid arch supports, viscoelastic heel cups, 3/4 and full insoles.
Wadsworth, OH 330-335-1571
Fax 330-336-0462
Email Address jwert@remprod.com
Web site www.remprod.com

Renia GmbH (2001)
Specially-designed adhesives and components for the shoe industry, shoe repair trade, and O & P industry.
Cologne, Germany 49-221-6307990
Fax 49-221-63079950
Email info@renia.com
Web site www.renia.com

Riecken’s Orthotic Laboratory (1985)
Foot comfort products and custom orthotics from patient’s casts. Also, pedorthic education classes on second Friday of each month.
Evansville, IN 812-476-8006
Fax 812-476-4271
Email ricknorlab@aol.com
Web site www.footcomfortworld.com

Rogers Corporation (1995)
Offers a wide selection of specialty materials for the health care industry, including PORON Medical urethanes, BioScotch silicone materials and Polyolefin foams.
Woodstock, CT 860-928-3622
Fax 860-928-7843
Email info@litporon.com
Web site www.rogerscorporation.com

Milwaukee, WI 414-778-2288
Fax 414-778-2047

SAS Shoemakers (1992)
SAS makes comfortable shoes that care for all-feet.
San Antonio, TX 210-921-7455
Fax 210-921-7460
Email barmwood@sas-shoes.net
Web site www.sasshoes.com

STS Company (1997)
Resin-impregnated tubular and fitted socks made to take foot and ankle impressions for custom shoes and foot/ankle orthotic devices.
Mill Valley, CA 800-787-9097
Fax 415-381-4610
Email sttsocks@att.net
Web site www.sttsocks.com
Each year millions of people will develop foot complications due to health problems. Properly fitted shoes are essential for reducing these risks. Dr. Comfort shoes are made from the finest leathers and are scientifically designed for various foot complications. Call now to experience exceptional quality and profitability with our exclusive turn key program for your professional practice.

The Finest Quality Comfort Footwear and Inserts Period!

1-800-992-3580  www.drcomfortdpm.com

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Saderma – North (2005)  
Pediatric materials, diabetic shoes, crepe, cloud, soling materials, shoe care products, tools, machinery.  
Yuba City, CA  
530-674-5230  
Fax  
530-674-5238  

SafeStep (2004)  
Factory direct prices of various footwear brands.  
Milford, CT  
203-874-7722  
Fax  
203-723-0901  
E-mail info@safestep.net  
Web site www.safestep.net  

Sauco/Spot Bilt (2001)  
Peabody, MA  
978-532-5222  
Fax  
978-532-9000  

Sequoia/ Comfort Rite (1998)  
Quality comfort footwear in a variety of sizes and widths.  
New Holstein, WI  
800-898-5556  
Fax  
920-898-4005  

Shoe Innovations (1998)  
Distributors euro-comfort with style, available in different widths for women and men.  
Woodlands, TX  
877-FIT-FEET  
Fax  
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Silipos, Inc. (1991)  
Skin protection devices using an advanced polymer technology incorporated into an entire orthotics/footcare product line.  
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Soletech (1995)  
Salem, MA  
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978-741-2091  

Solidschuhwerk GMBH (2006)  
Tuttlingen, Germany  
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Southern Leather Company (1996)  
7 locations nationwide. The most extensive pediatric and shoe care/repair inventory in the industry. Inventory includes Apex, Soletech, Eva, Vibram and Acor.  
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Spira (2004)  
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Thor-Lo, Inc. (2001)  
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Fax  
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Trulife (2006)  
Jackson, MI  
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Tru-Mold Shoes, Inc. (1980)  
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Web site www.ucointernational.com  

USA Orthopedic Manufacturer Shoes & Braces (2005)  
Manufacturer of high quality custom made orthopedic footwear, orthotics & braces.  
Gilbert, AZ  
480-855-1287  
E-mail rivandi@usaorthopedicshoes.com  

Vibram-Quabaug Corporation (1998)  
Quabaug Corporation is the U.S. manufacturer of Vibram soling products and Barge adhesives.  
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Wrymark, Inc. (1986)  
Pre-fabricated foot inserts, in-office orthotic fabrication system, Resource Labs, central fabrication facility, and direct patient care facilities in central United States.  
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Web site http://www.wrymark.com  

Xsensible Shoes (2002)  
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