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Cover Story

Footcare Express

By Tara Mina, C.Ped., L.Ped.

At Footcare Express in Miami, Florida, Podiatry and Pedorthics complement each other to help athletes improve performance and maximize efficiency in the practice of sports medicine.
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Starting at **$195** per Month

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WE PROUDLY CARRY:
Features

19 | The Square Root of Pedorthics
By Rick E. Sevier BS Ed. BOC Orthotist C. Ped. CPOA
Math is all around us…not just the traditional one plus one equals two, but the math of life. In this article, Rick Sevier explains how the math specifically affects our field of Pedorthics.

23 | Embrace Uncertainty
By Andy Krafsur
Andy Krafsur, the co-founder and CEO of Spira Footwear, shares his background, his company and insights he’s acquired over his career.

29 | Trends in Athletic Footwear
By Valerie Vasys-Montague
Sneakers, gym shoes, tennis shoes, trainers, whatever you choose to call your athletic shoes, are the hottest trend now. Valerie Vasys-Montague gives us a look into the trends in the Athletic Footwear industry and everyone from the Athletic shoe manufacturers up to high fashion designers who are taking advantage of this current movement.

33 | Posture from the feet up
By Eric Eccles
Postural evaluation is a pivotal part for any professional working in the fitness industry to improve their clients overall health. By focusing on observing peoples anatomical positions and movement, Eric Eccles illuminates specific characteristics that may point to major issues in the body.

37 | CEP Management of the Adolescent Athlete by Foot Type
By Roberta Nole, MA, PT, C.Ped
In this article Roberta Nole review’s 6 functional foot types in relation to structure and functional gait, common injuries to each, sport risk concerns, and physical management including orthotic recommendations. This article is available for Continuing Education Unit (CEU) credit.

Departments

6  From the President
8  Featured Contributors
10 PFA News
44 Marketplace
45 Products & Services
FROM THE PRESIDENT

Rob Sobel, C. Ped., PFA President
president@pedorthics.org

ABOUT PFA

The Pedorthic Footcare Association (PFA), founded in 1958, is the not-for-profit professional association which represents the interests of the certified and/or licensed pedorthist and supports the pedorthic profession at large.

Through PFA's efforts, pedorthics – the management and treatment of conditions of the foot, ankle, and lower extremities requiring fitting, fabricating, and adjusting of pedorthic devices – is a well-established allied health profession which makes an invaluable contribution to public health.

MISSION

PFA's mission is to enhance the effectiveness and efficiency of credentialed providers of lower extremity pedorthic modalities through education; increase the demand for services through marketing; and promote the right to practice through government affairs activities.

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Change is a difficult thing for most of us. We find comfort in our routines and as the stresses of the economy and our schedules (both personal and professional) increase, we have a greater tendency to resist change even more. Sometimes that change is inescapable, and although no one wants something forced upon them, the end result can be positive. Current Pedorthics magazine is an example of that. For years I fought the idea of an online version of the magazine, but when our financial situation forced us to go digital, I quickly realized that it is probably something we should have done years ago. The team that puts the magazine together is doing an amazing job, and the convenience of having Current Pedorthics at my fingertips from any computer or tablet is actually more convenient. The articles are just as easy to read digitally as they were in print, and the ads seem to have more “pop”. Change in what we do and how we do it may be difficult for us to embrace, but necessary if we are to continue to learn and grow.

This is our Sport issue of Current Pedorthics magazine, and if you are not treating athletes in your store or office you should consider it. According to the SFIA (Sports & Fitness Industry Association), in 2009 sports equipment was a $66 billion industry. Now this is not to suggest that you all run out and open a sporting goods store or replace your comfort footwear with running shoes. What it does suggest is there is a place for you as a pedorthist to take care of this segment of the population, and you will find that working with athletes is a good change. First, there is no chasing physicians for certifying letters and chart notes. No RAC auditors to deal with. We all have those patients (usually diabetics) whose illness has led to their limiting their life, and who are non-compliant with treatment from a multitude of their healthcare providers. With the athlete, compliance is not an issue, because they are coming to you to enhance their performance and or help them heal; they want to be better.

Athletes are also good for business, whether it is the high school basketball player, the forty-year-old playing in a softball league, or the seventy-year-old...
golfer. Many athletic endeavors revolve around teams, and that can easily turn from one patient to multiple patients for you once the Athletic Trainer sees results. Though we think of ourselves as healthcare practitioners, in America healthcare is a business, big business. US healthcare expenditures in 2014 according to Bloomberg Business News were around $3 trillion. Changing from a business model where the majority of revenue is coming from an insurance company (usually paying a percentage of your billed amount) to “self pays” is also good for business. It decreases the amount of paperwork involved, and decreases the need for chasing down the correct person in Accounts Payable at “ACME Insurance Co.” to figure out when that check will be coming. Thanks to the ACA (Obamacare), many insurance companies do not even cover foot orthoses anymore, so athletic care is mostly cash on delivery.

Change, whether it is forced upon us or made to our own time frame can be a good thing. If we take the time to think about making a change, we increase our chances of improving the outcome. Enjoy the changes of Current Pedorthics magazine, and embrace the idea of serving the people taking part in sports. It is a win for you, for your patients, and pedorthics. May all your changes be good ones.

Rob Sobel
PFA President
FEATURED CONTRIBUTORS

IN THIS ISSUE OF CURRENT PEDORTHICS

Tara A. Mina, C.Ped., L.Ped.
Tara Evans Mina is a Certified Pedorthist and co-founder of Comfort Shoes by SpringsMed of Bonita Springs, Fl. She has been in the foot care industry for over a decade. Her clinical experience has specifically concentrated on the prevention and healing of diabetic wounds. She is a liaison between her patients, physicians and products. Tara is also a Licensed Nail Technician & Certified Yoga Instructor with special interest in alignment and foot health.

Rick Sevier
Rick E. Sevier BOCO RPOA CPED is the co-owner of CFS Allied Health Education; providers of ABC & BOC approved distance continuing education, ABC Certified Therapeutic Shoe Fitter courses, and BOC Orthotic Fitter courses.

Rick holds dual associate degrees in orthotics and prosthetics (Assistant Level), as well as a BS degree in education. Rick is a BOC Orthotist, ABC Certified Pedorthist, ABC Certified O & P Assistant. Rick is also a former PFA board member & Educators committee chair, former BOC board member and a former NCOPE / CAPE committee member. Rick has further experience as the former Pedorthic Program Director at Oklahoma State University and at Pro-Learn in Tulsa, Oklahoma.

Andy Krafsur
Andy Krafsur is the co-founder and CEO of Spira Footwear. He graduated from Albion College and Wake Forest University School of Law. He was the founder of the Krafsur Gordon and Mott, PC, a full service law firm in El Paso, Texas. He was board certified in consumer and business bankruptcy law, and served as a member of the panel of standing Chapter 7 trustees.

Andy was named the entrepreneur of the year by the El Paso Chamber of Commerce in 2002. Andy and his wife and co-founder, Holly Fields, have 3 children, Alyssa 20, Alana 18 and Neil 14.

Valerie Vasys-Montague
Valerie Vasys-Montague graduated from Emerson College in Boston in 1990. After a long successful career in Los Angeles in the Entertainment Business, Valerie went back to her roots – shoe business. Her father was a Manufacturer’s Representative for New Balance Athletic Shoes for over 30 years.

Valerie now owns and operates a New Balance concept store in Naples Florida. She earned her CPed designation after studying with Bill Meanwell’s International School of Pedorthics in 2005.
Eric Eccles
Eric Eccles is a 24 year veteran of the wellness industry. He is a published author of "A Lifestyle Worth Living", a powerful how to guide for living a happier healthier life. Eric is a Holistic Fitness Practitioner, CPT, Wellness Coach, Nutrition Consultant, E-RYT and Meditation Coach.

Presently, Eric is the owner of "Mindful Life Academy" located in Bonita Springs Fl. where he teaches his own private clientele of students and teachers many practices related to mind-body-spirit principles.

Roberta Nole, MA, PT, C.Ped
Roberta Nole owns and operates an Accredited Pedorthic facility, Stride, Inc. Custom Foot Orthotics, and Stride Physical Therapy and Pedorthic Center in Middlebury, CT. She has a Bachelor’s degree in biochemistry; a Bachelor’s degree in Physical Therapy and a Master’s degree in Sports Medicine. She received her certification in Pedorthics in 1992 at Northwestern University.

Roberta has developed a clinical specialty in biomechanical foot and ankle examination and orthotic treatment, and is a published author on this subject in Orthotics & Prosthetics in Rehabilitation.

In addition, Roberta has written and instructs a continuing education lecture series based on basic and advanced level biomechanical foot and ankle concepts and evaluation methods. Her advanced level programs are original in content and are based on her novel patented methods of foot assessment, identifying a methodology for classification of 24 adult foot types.

Are You Following Us On Our Social Media Networks?
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Don’t miss out on the latest announcements and current topics we’re discussing on social media 24/7. Join PFA today on Facebook, Twitter, LinkedIn and O and P Social for the latest industry and practice buzz!
PFA’s 56th Annual Symposium & Exhibition to be Held in Conjunction with the American Podiatric Medical Association’s (APMA) 2015 Annual Scientific Meeting in Orlando

The American Podiatric Medical Association (APMA) and the Pedorthic Footcare Association (PFA) are pleased to announce a new agreement that will enhance your annual symposium and exhibition experience. In 2015, PFA will hold its Annual Symposium in conjunction with the APMA Annual Scientific Meeting, July 23-26 in Orlando, FL. APMA’s Annual Scientific Meeting (The National) is the nation’s premier foot and ankle meeting, attracting podiatric physicians, assistants, and other healthcare professionals from across the country and around the world. As you already know, the PFA Symposium is the largest event in the world solely dedicated to the practice of pedorthics.

Co-locating these two conferences together maximizes the learning and networking opportunities available to our symposium attendees. In addition to the traditional pedorthic education track, attendees will have access to all podiatric education sessions allowing pedorthists to engage in more in-depth lower extremity learning. This longer more extensive program will also allow attendees to earn more CEUs. Along with the expanded educational opportunities, this enhanced conference will offer a terrific opportunity to educate the podiatric community as to why working with a pedorthist should be an essential part of their ongoing patient care and recovery plan during treatment. Attendees can look forward to the additional opportunities in socializing and networking with the podiatric community, the largest referral source for patients for pedorthists, along with offering attendees a great way to build their practices and businesses.

For more information, watch for our email blasts, our website and Current Pedorthics magazine (Reserve your space now! See ad this issue) for more information and details as they develop.

Interactivity: The digital format allows for exciting interactive content that just isn’t an option in print format. Features include hyperlinked advertising that will take you directly to the manufacturer or distributor’s website and full interactivity featuring in-article slide shows and videos.

Print on demand: For those of you that would like to be able to have hard copies of CP, our interactive publisher of print-on-demand services which will allow you to generate and buy hard copies of Current Pedorthics for distribution to your referral sources or an interesting read for patients and clients in your facility.

Keep up to date on this news and more by checking the PFA website: www.pedorthics.org.

In Memoriam

It is with great sadness that we announce that on April 14th, 2015, the world of pedorthics lost one of its own. Mike Forgrave’s passion for pedorthics was second to none. He served not only as the President of PFA, but also of PAC. He remained in a position of leadership for both organizations as a lecturer, mentor, and liaison, even after his official terms were completed.

Mike was an inspiration to many of us. His work with PFA served more than just the membership, it inspired many of us to get more involved. He mentored at least the last two PFA Presidents, Jay Zaffater, and myself. He would give advice if asked, and if you listened, his words would serve you well. His counsel will be sorely missed by those of us serving, and by those who will come after us.

Our hearts go out to Mike’s family, his friends, and all of those who enjoyed knowing him. Please join me in honoring the life of Mike Forgrave by helping pedorthics stay strong, and mentoring when the opportunity arises. –Rob Sobel PFA President


Current Pedorthics Digital

While the decision to take Current Pedorthics to digital was one driven by need rather than want, there is an upside. Here are some exciting new features that we are exploring and working hard to bring to you;

Back Issues: Back issues for the past several years will soon be available online for you to peruse at your leisure! These will be in PDF format for easy viewing on most devices. Rediscover gems in past issues.
The PFA is pleased to be holding our 56th Annual Symposium and Exhibition in conjunction with the American Podiatric Medical Association’s (APMA) Annual Scientific Meeting ‘The National’, July 23-26, 2015 at the Orlando World Center Marriott in Orlando, Florida.

This year’s combined conferences will offer enhanced conference programming resulting in expanded educational content for both pedorthic and podiatric specialists. PFA’s Commission on Pedorthic Education (COPE) and the APMA will have presentations in the following areas: diabetes, sports medicine, general pedorthics, geriatrics, pediatrics, business practice and more.

Don’t miss out on this event! APMA Room Block is limited. To guarantee a room within the APMA group rate, it is recommended that you make your reservation immediately. The Group Rate is guaranteed for reservations made on or before the Cutoff Date of Friday, June 26, 2015. Any reservations made after the Cutoff Date shall be at the Hotels then current available rate.

Rate: $193 single/double occupancy, non-commissionable. Additional Adult $20

Group rates are subject to applicable state and local taxes (currently 12.5%) in effect at the time of check-in. Resort fees of $20 are optional should guest choose upon check-in.

To make reservations:

https://resweb.passkey.com/go/APMA2015

Passkey Reservations: (888) 789-3090

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Did you know pedorthic and health care practitioners, who submit an article or research abstract/research paper, are eligible to earn one or more CEU/CEP Credits towards keeping their professional certification current when accepted and published in our magazine?

The Pedorthic Footcare Association (PFA) offers our members and other affiliated health care professionals an additional way to earn their mandatory Continuing Education Units/Continuing Education Points. After successful publication of your submitted article or abstract/research paper, our staff or you can report your publication to many of the numerous professional health associations and certification/accreditation organizations that recognize publication as a means to earn your certification credits.*

For more details, contact Current Pedorthics magazine at (229) 389-3440 or by email at pedorthicsusa@gmail.com for additional upcoming special interest topics, guidelines and other ideas you may want to discuss as topic ideas beneficial to health care, patient care and all areas of interest in the pedorthics practice and other associated industries.

*Credit value is determined by the certification/accreditation organization, not PFA.
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igli control insoles enable individual, targeted guidance of the foot. The flexible carbon core provides the foot with dynamic support without restricting its natural mobility.
The Podiatry & Pedorthic practice, Footcare Express in Miami, Florida is a great example of synergy between Podiatrists & Pedorthists. We asked owner, Jarett Reinhartz, CPed to share his story with our Current Pedorthic readers.

Jarett is a graduate of the University of Central Florida where he received both his BA and MPA. He attended the New York College of Podiatric Medicine where he received his educational requirements for certification in Pedorthics. Jarett has been a Pedorthist since the late 1990’s and a PFA member for many years. His father is a Podiatrist, Dr. Harold Reinhartz, DPM. He describes that “Growing up, I always envisioned being a DPM.” Like many of us, he tried several things before beginning his pedorthic journey. He briefly stabbed at law, worked for the State Senate and did some professional wake boarding. Finally, it was an ankle injury that brought him “full steam” into the pedorthic world.

After tearing his Post Tib Tendon, the young entrepreneur, created the concept that his business is now based on by implementing a plan that incorporated technology, retail and podiatry together. His vision came to life with a full service Podiatric and Pedorthic Facility in 1996. He has a team of experienced Podiatrists to consult, diagnose and treat all foot and ankle related conditions while Board-certified Pedorthists to fill physician requests for foot orthotics and orthopedic footwear all under one roof. The advantage here is that the Podiatrist can communicate directly with Pedorthist, ensuring a quality device and better patient outcome.

Specializing in Sports Medicine, the practice finds themselves seeing many athletes of various sports and activity levels. “As athletes improve performance and maximize efficiency, they rely more and more on sports medicine to surpass their performance thresholds. Custom foot orthoses are increasingly making their way on to professional and recreational
“Helping someone heal and get back on the field fast is rewarding. Knowing that you had a small part in getting them back in the game is a pretty cool thing”, says Jarett.

playing fields”, explains Jarett. He sees the usual, plantar fasciitis, PTTD, turf toe, shin splints, ankle sprains, stress fractures and so forth. However, more often than not, their treatment is more reactive then proactive. Sometimes it’s an emergency situation. “Helping someone heal and get back on the field fast is rewarding. Knowing that you had a small part in getting them back in the game is a pretty cool thing”, says Jarett. Footcare Express is proud to be working with athletes on teams from The National Football League, (NFL) The National Basketball Association (NBA) and Major League Baseball (MLB). They even recently had a US Open winner! Jarett also had the pleasure of working with Adidas and is now a consultant with NIKE, aiding in the design & consulting of footwear at the custom pro athletic level.

The biomechanics and custom orthotic laboratory at Footcare Express has state-of-the-art computer technology (CAD-CAM) to make custom-fitted devices. They provide prescription orthotics and bracing for Podiatrists, Orthopedists, Chiropractors, Athletic Trainers, Physical Therapists, Pedorthists, Orthotists and many other health care professionals. Perhaps, this is why they are now a teaching facility for Barry University School of Podiatric Medicine, and Jarett is adjunct faculty. Podiatry students who have visited Footcare Express tend to agree, this is how it should be. They see firsthand how Podiatrists and Pedorthists work together.

The latest news at Footcare Express is that they are now sponsoring a Biomechanics Club at Barry University. “This will include students from the Podiatric and Biomechanics graduate programs. The club is also nationally endorsed by the American Society of Biomechanics. The purpose of the club is to provide the students an alternative pathway to learn and gain experience with biomechanics as it relates to Orthotics and Prosthetics. The goal is to collaborate on many biomechanics projects and develop innovative solutions for the field of Pedorthics and Podiatric Medicine alike”, Von M. Homer, M.Sc, BOCPD, Director of The (MAC) Motion Analysis Center at Barry University School of Podiatric Medicine explains.

Advice Jarett gives to up and coming Pedorthists and Podiatrists would be to, “Look into how they can spread their wings in the field. Now, that we have research studies and technology we can better serve our patients.” Having more mutually supportive practices, where Podiatry and Pedorthics complement each other rather than compete, is what many of us would like to see more of in the future.
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I want to take a few minutes and talk about Mathematics and Pedorthics. I came into the field of Pedorthics after 20 years in the engineering world, working with very scary looking calculators and teaching topics like Computer Aided Design and Artificial Intelligence. One common theme during this time was math. Not just the traditional one plus one equals two, but the math of life. Math is all around us in our practice. Let’s explore a few examples.
Why do guitar players get calluses on their fingers? Pressure plus motion equals friction. Press your finger to the table. Not a whole lot happens. Waive your finger back and forth in the air just above the table. Still, uneventful. But combining the two by putting your finger on the table and moving it back and forth creates a whole new element: friction. The body’s immune response to friction is to build more skin in that spot, aka hyperkeratosis or a callus. Friction is what triggers the response. No friction, no callus. So, here’s the math. Take away either element of the equation, and the friction fails to be, thus the trigger for the immune response is not there, and viola, no callus. Taking away pressure is a bit tricky, since the foot is a weight-bearing part of our body. Motion, on the other hand, is pretty easy to control. Motion can be controlled through the use of intimately fit shoes and foot orthoses, redirecting the energy transfer.

Let’s take a minute to get to know energy works. The gas in your car contains potential energy. Add a catalyst, like fire from the spark plug, and the energy is released. The car goes forward. The speeding car is now using the energy that was contained in the gasoline. To slow the car down, we put on the brakes. Pressure is applied to spinning disks on the turning wheels, in motion, and the forward energy is converted into heat that dissipates into the atmosphere and causes a butterfly to hatch somewhere in Central America, that flaps it wings and causes a tornado in Tulsa.

Rub your finger on the table, your finger gets hot. Rub your finger with a leather glove on, the outside of the glove get hot, but your finger, not moving in the glove, stays cool. You still have motion, but it is transferred away from those pesky nerves that tell the body to protect itself. In the case of intimately fit custom foot orthoses, most of the motion is transferred to the insole of the shoe, where the energy is safely dissipated. The energy from the motion inside the shoe still gets converted to another form, heat, but the conversion happens where we want it to happen, away from the foot, controlled. The same principal works for bones.

Take bunions for example. A bunion forms because the 1st MTP joint is misaligned, usually from muscle imbalance or improper footwear. The extra pressure caused by this lever arm being misaligned causes pronation in the toe off phase of gait, causing excessive pressure and motion on the joint, aka friction. The body’s immune response to this friction is to first form a blister to cushion the skin, then a callus to protect the skin, followed by a bursa to cushion and protect the boney joint. If the irritation persists, then the immune system recruits the little osteoblasts into working together to calcify that bursa into something solid for long term protection. I would suggest, to move where the energy transfer happens, in this case, pressure to a stiff outsole, at the distal end of a carbon plate or the lateral side of the foot with a wedge or post, and the energy transfer happens where we want it to occur.

The same goes for heel spurs. Osteoblasts are great at geometry. They are pyramid builders. They start out with a calcaneal building project, inspired by pressure in the heel, or a tugging on the plantar fascia, to protect their turf. But, keep annoying them and they will make sure your heel gets the point by forming a spur. In this case, remove
the pressure by offloading it, and the little osteoblasts go find other things to do.

Then there’s foot fungus math. There are three components here; heat, moisture and darkness. Tinea pedis, or athlete’s foot fungus, needs body heat, plus moisture, plus darkness, to grow. Take away any of these and the fungus has a very hard time surviving. Heat is a little difficult to control, in part due to the motion, pressure and friction inside the shoe. It is very dark inside your shoes, just ask your toes. The easiest element to control is moisture. Take away the “wet” component with a wicking top cover, and it unbalances the equation.

As you can see, we use math in our daily patient care, often without thinking about it. We use math in Pedorthics in many other ways too, like in “zero sum” Pedorthics, but I will leave that for another article.
Every entrepreneur has a defining moment that charts their future direction. I can recall mine. It was spring 1999.

My family and I were enjoying the benefits of 13 years of highly successful law practice. 5 years earlier, I had left my position with an established law firm in town and struck out on my own. My firm grew very quickly, and by this time had grown to 15 lawyers. It was seen as the new up and coming, progressive law firm that well on it’s to becoming a pre- eminent firm. I had a great practice, clients and partners. Everything seemed to come so easy. I was 38 years old, in the zone, and my life path appeared set.

The package came in a brown box. When I opened it, I found this retro pair of Reeboks® that had been filleted through the midsole where these two large spring had been inserted and secured with duct tape. My brother had called me to tell me they were coming, but I had little expectation of what I would experience.

I put the shoes on and headed out to the basketball court in our backyard. It was a beautiful sunny day. I shot around for what seemed like 2 hours and came to the realization that my life was about to take a new direction. I could not believe it. I had no leg fatigue! I was convinced that this WaveSpring technology as we would come to know it, was about to change the
footwear industry and by extension the quality of activity of potentially every person on the planet. It would certainly change everything I had known.

Within three years I had left my lucrative law practice and my wife, Holly and I convinced 300 of our friends to invest in our new venture which would come to be known as Spira® footwear.

There are any number of benefits to the WaveSpring Technology over traditional midsole cushioning systems. First, according to a study conducted by Sports Biomechanics at Michigan State University, the WaveSprings not only cushion better than other technology, but also return up to 96% of the energy that would otherwise lost to the ground.¹

Second, the WaveSpring reduces peak impact force on the body by 20% over traditional systems, which reduces fatigue and risk of injury. It’s like a 200 lb person suddenly weighs 160 lb for purposes of stress on the body.²

Third, because it works by deflection of the spring, as opposed to compression of foam, the technology never breaks down and provides a “new shoe” feel from the first step to the last. If someone breaks the WaveSpring, we will replace the shoe, regardless of the age or mileage.

Fourth, the technology is tunable. Most brands use the same durometer of midsole material across the entire size run. Spira tunes the springs to the average weight of the person wearing a particular sized shoe, and further tunes it based on activity. There is a different spring rate in women’s size 7 than a men’s size 14 and different spring in a running shoe versus a walking shoe.

Fifth, there is no category of footwear where the WaveSpring cannot be applied. We introduced the technology in running and walking, but recently developed a casual line. We’ve even had runners win races wearing our casual shoes!

Finally, the technology improves metabolic function, including lower heart rate and oxygen consumption requirements, according to a study conducted by Dr. Kenneth Riess at the Northern Alberta Institute of Technology. The study concludes that marathon runners would run a marathon six minutes faster in Spira shoes than their own shoes used in the study, with the same level of effort.³

We’ve had some incredible critical successes these past 14 years. They include the largest crowdfunded project in the history of the footwear industry which raised almost $500,000; 250 major race and marathon wins; a study that find that our shoes and technology
improve metabolic function; and wonderful guerilla marketing campaign at the Boston Marathon that was picked up by CNBC. We’ve been featured on NPR, the New York Times, Wall Street Journal, LA Times, The Today show and countless other press stories.4,5

At the same time, it has not been easy. Our present lives are far more complicated, challenging and unpredictable than we could have imagined. Despite our best efforts, we have not yet changed the world let alone the footwear industry. We don’t have any idea what the future holds. The lessons learned have had an imprint on my soul. I don’t know if I am a better person for it or not, but I am clearly a lot tougher and far more resilient than I would have believed when we started.

Here are a few of lessons that I have learned:

---

**Embrace uncertainty**

For it is in our most uncertain times that we are at our most creative.
EMBRACE UNCERTAINTY

>> BUILD RELATIONSHIPS <<<
There is no such thing as a self-made man. Your relationships define your success.

>> TRY NEW THINGS <<<
The world is not static. Change is inevitable. The greatest risk is not taking one.

>> DEVELOP STRONG SOCIAL NETWORKS <<<
This is the currency of success.

>> PRODUCT IS KING <<<
Everything comes back to your product.

>> SALES ALLOW FOR MISTAKES <<<
Even perfection cannot overcome a lack of sales.

>> BE KIND <<<
Everyone will remember your kindness.

>> BE A CONNECTOR <<<
Look for ways to connect people you know and introduce mutual opportunities.

>> LAWYERS USUALLY WIN AND CLIENTS USUALLY LOSE <<<
Avoid disputes. A bad settlement is far better than a good lawsuit.

>> NEVER GIVE UP <<<
A set back is nothing but a set up for your next act.

>> VALUE AND NURTURE YOUR SPOUSE <<<
They are sacrificing far more than you are.

>> YOUR CHILDREN WATCH EVERYTHING THAT YOU DO <<<
They probably know you far better than you know them. Set a good example.

>> AVOID NEGATIVITY <<<
No one ever created anything from a negative thought.

It’s been quite a journey. In retrospect, I was not nearly as smart as I thought I was. But I have no regrets. I have the same passion and commitment that I had the first time I tried on first Spira prototype and believe every day give us an opportunity to improve our lives and those around us.

NOTES:

3. https://www.youtube.com/watch?v=g0rQX7dQSTA
4. https://www.youtube.com/user/spirafootwear
Did you Know?

- An estimated 30 million kids are involved in non-scholastic athletic programs
- 35.8% injuries in kids 5-17 relate to sports and recreation

Our **FAMILY** of **PRE-FABRICATED ORTHOTICS** can help relieve symptoms associated with common adolescent and adult sports injuries. **We have the BEST Pre-fabricated foot orthotics that are custom-to-foot-type, so why treat all feet the same?**

**Common Adolescent and Adult Injuries by Foot Type:**

- **Severe Pes Cavus**
  - Lateral Ankle Sprains
  - Avulsion Fracture
  - Peroneal Subluxation
  - Peroneal Tendonitis
  - Sesamoiditis

- **Mild Pes Planus**
  - Internal Tibial torsion
  - Femoral Anteversion
  - Metatarsus adductus (MTA)
  - R/O Sacral Stress Fractures

- **Neutral Foot**
  - Snapping Hip Syndrome
  - Stress Fractures
  - Muscle Strains
  - RetroCalcaneal Bursitis
  - Haglund’s Syndrome
  - Greater Trochanteric Pain Syndrome

- **Moderate Pes Planus**
  - Patellofemoral Pain (Kneecap) Syndrome
  - Calcaneal Apophysitis/Sever’s Disease
  - Plantar Fasciitis
  - Kohler’s Disease
  - Freiberg’s Infraction

- **Abductovarus Forefoot**
  - Periostitis or “Shin Splints”
  - Calcaneal Apophysitis/Sever’s Disease
  - Osgood Schlatter’s Disease or Syndrome
  - Sinding-Larsen-Johansson disease (SLJ)
  - Plantar Fasciitis
  - Accessory Navicular

- **Severe Pes Planovalgus**
  - Posterior Tibial Tendon Dysfunction (PTTD)
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TRENDS IN ATHLETIC FOOTWEAR

BY VALERIE VASYS-MONTAGUE

Sneakers, gym shoes, tennis shoes, trainers, whatever you choose to call your athletic shoes, are the hottest trend now. Athletic shoe manufacture’s as well as high fashion designers are taking advantage of this current movement. Color, classics, and concealed wedges are in and are not just for the gym, they go to Botox appointments and then off to happy hour. Fashion aside, it is still important to select the correct shoe for you and your specialty sport or activity. Trends in sport shoes change just as fast as fashion trends.
When looking for new athletic shoes choose a retailer with shoe and foot knowledge. Get both feet measured, determine what type of feet you have- flat, high arched or neutral and also discuss any foot issues (bunions, calluses etc.). These factors determine what type of shoe is best for you. Try on at least three different models and let your feet decide what feels best.

"The hottest trend in running now is the maximalist shoe; chunky, heavily cushioned, light weight, moon boot-like."

There are hundreds of running shoes on the market today. The hottest trend in running now is the maximalist shoe; chunky, heavily cushioned, light weight, moon boot-like. The Metropolitan runner (trend chaser) has done away with the barefoot or minimalist running approach. The more color and pattern, regardless of the athletes age is also hot, the brighter the better. We are also seeing walkers making the switch to running shoes, not only for the light weight comfort and flexibility but for the fashionable colors the shoes offer. Running shoes should offer cushion and good shock absorption. Maximum protection is needed for your 26 bones and 33 joints in each of your feet. Explore the many technical options for protection that are available today.

Golf and tennis shoes are taking on a new look and feel also. Tennis has followed the same color trend as running. Bright white shoes are no longer the norm or the only accepted shoes. Manufacturers have also introduced lighter weight more flexible models without losing any lateral stability or support. The athlete has better mobility and flexion and foot fatigue is minimal. Golf shoes are shedding spikes for turf like soles and uppers are softer making the shoes lighter and more comfortable, without losing any of the support. More widths are also being introduced by manufacturers accommodating more people. Golfers too, are enjoying a color splash in their shoes.

There are many different brands and categories of shoes on the market today: court, field, walking and running to name a few. It can be overwhelming with all the new technologies and innovations the shoe manufacturers are advertising. The key components to consider when selecting sport specific shoes are

"The key components to consider when selecting sport specific shoes are comfort, peak performance, injury prevention and proper fit."

comfort, peak performance, injury prevention and proper fit. Also, to assist you with your overwhelming amount of choices take time to research the specialty shoes and seek out an educated retailer.
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...the bottom line is, it all starts with the feet...
How often do you notice your posture? Posture is one of the first things one should observe during an initial evaluation with a new client. This key evaluation is a pivotal part for any professional working in the fitness industry to improve their clients overall health. By observing something as simple as a person standing in anatomical position or watching them take a dozen steps forward and back, it’s easy to see specific characteristics that point to major issues in the body. Having been in the Fitness and Wellness industry for over 24 years it is easy for me to notice a few of the major culprits when it comes to joint and spine issues that plague people today.

When we see an individual that stands with open toes, or what I refer to as a dancer’s pose. These individuals have supinated feet and I can almost guarantee lower lumbar and knee issues will show up on their health status questionnaire. Another common example is a right-handed client that
walks with an open-toed gait to the right (or favored) side of the body which swings out and up, never fully rotating through from heel to toe. In this case, we often see left-side, lumbar history, with sciatica and likely S.I. joint issues as well.

Why do I mention this you might ask? If the truth be told, I could pick apart each individual’s past medical history and possibly find several reasons to dissect their current rap sheet of chronic maladies related to the neck, back muscles, spine, hips, knees, and ankles. The bottom line is, it all starts with the feet.

Unfortunately, the fashion world that is slowly but surely crippling ladies working in the 9 to 5 offices everywhere. I’ve seen more calf tears and lower back issues because of ladies foot fashion in a large portion of my client list over the years than anything. Folks are placing fashion before function is causing injuries! Let’s not just single out the ladies though. On the other side of the closet, we see flat, matted-leather pointed-toe, wing tips becoming fashionable. Having a supportive shoe while walking around for 8 to 16 hours a day is vital to good posture and stable joint health.

When interviewing 100’s of clients over the years and asking them how they came to select the right pair of athletic shoes, most often the answer had to do with price, color, snazzy looks...
or gimmicky bells and whistles, rather than true comfort. The fact is, that people have different needs based on their individual foot size and shape.

This is where the Pedorthist comes in. It is imperative to have a professionally fitted shoes. I implore all of my clients to consider comfort and support over fashion for their long-term health. This will keep them in the game and performing at their best.

If my clients are experiencing any lower extremity joint or even back pain, I refer them to a podiatrist. A footcare specialist can determine where to start in making corrections to the patient’s posture, starting with their feet. I also encourage seeing a chiropractor to correct any spinal misalignments. Keeping one’s posture balanced is key to finding overall physical balance.

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...a footcare specialist can determine where to start in making corrections to the patient’s posture, starting with their feet...
MANAGEMENT OF THE ADOLESCENT ATHLETE BY FOOT TYPE

Roberta Nole, MA, PT, C.Ped
One of the most commonly injured parts of the body in adolescents is the foot and ankle, particularly those involved in sports. Consider demographics: More than 2.6 million children are treated in the emergency department each year for sports and recreational-related injuries; over 30 Million kids are involved in at least one interscholastic sports program; 21.5 Million kids are playing on one or more organized sports teams! Therefore it is prudent to understand how functional foot types may predispose athletes to particular conditions and risk of injury. This article will review 6 functional foot types, in relation to structure and functional gait, common injuries to each, sport risk concerns, and physical management including orthotic recommendations.

Toddlers begin walking around 12-14 months. At the age of 2-3yo it is quite common for the child’s foot to be pronated, but by the age of 6-8yo the heel should be assuming a vertical alignment in standing. By 9-13yo the foot will be attaining its adult form and ideally assume an inverted heel alignment of about 4-5 degrees. It is important for the Pedorthist to understand that children are not merely “mini-adults”, and consideration needs to be given to the physeal plates and growth.

The long bones in the legs and arms grow from an area at either end called the physis, or growth plate. When a child’s bones have completed growing, the growth plates ossify and cause the epiphysis to fuse together with the metaphysis, forming one complete bone. Skeletal maturity is typically reached in girls around the ages of 13-15, while boys’ growth plates close around the ages of 15-17. Around the ages of 13-15 the child’s foot will begin to evolve into its adult form, most often mirroring the foot type of Mom or Dad. Particular attention needs to be paid to young athletes complaining of pain, since the growth plates are susceptible to fracture.
FUNCTIONAL FOOT GROUPS: There are 6 functional foot groups (called “Quads”) that present themselves as a child’s foot matures into adult form. Foot type is identified by simply observing how arch height couples with forefoot “toe-sign”. Each Quad produces a distinctive gait pattern. The characteristics each Quad is summarized below along with a list of potential injuries relative to gait style and sports.

A QUAD:

FOOT MORPHOLOGY: The “A-Quad” has an uncompensated (supinated) rearfoot combined with a forefoot valgus, resulting in a combined foot condition referred to as “torque foot”. This is a Pes Cavus foot with an inverted heel and an adducted forefoot.

GAIT: STJ pronation is restricted during contact phase resulting in a rigid midfoot with high impact and shock. Upon foot flat, the 1st ray loads prematurely driving the foot and ankle into increased supination throughout propulsion. The resultant gait is a rectilinear pattern with a narrow base of support and a propensity towards over supination.

COMMON INJURIES: Excessive supination often leads to lateral ankle instability and sprains, Jones fractures, sesamoiditis, and peroneal longus tendinitis.

SPORT RISK CONCERNS: Risk factors are those activities, such as basketball and jumping sports, in which an athlete can come down on and turn the ankle or step on an opponent’s foot.

MANAGEMENT OF THE A QUAD: Ankle strapping or bracing, and orthotic intervention are warranted for “A-Quad” Athletes, especially those with prior injury. Orthotic recommendations include a deep heel cup with lateral heel clip, a lateral flare at the base of the 5th metatarsal, lateral forefoot posting with a 1st met cutout, and heel elevation for associated forefoot equinus, which is commonly associated with this foot type.

B QUAD:

FOOT MORPHOLOGY: The “B-Quad” is a mildly pronated rearfoot combined with a flexible forefoot valgus. It has a lower arch, and vertical or slightly inverted heel and adducted forefoot.

GAIT: This foot pronates during contact phase but can resupinate during midstance due to the presence of a flexible forefoot valgus (or plantarflexed 1st ray), which decelerates rearfoot pronation. In propulsion, the hypermobile 1st ray dorsiflexes, transferring weight to the 2nd met. The gait is “in-toed” or “pigeon-toed”.

COMMON INJURIES: The in-toed gait draws the lower limb into internal rotation at the hips leading to muscle imbalances and weakness at the pelvis, hips and core. Common injuries include sacroiliac pain and 1st ray hypermobility and pathology.
Torsional deformities of the limbs, such as femoral anteversion, internal tibial torsion, or metatarsal adductus may cause or exaggerate the in-toeing.

**SPORT RISK CONCERNS:** “B-Quad” Athletes involved in ballistic sports requiring jumping, cutting and pivoting are at increased risk of injury. Low back pain should be examined carefully to rule out sacral stress fractures (more common in young female adolescents) caused by repetitive stress from sports such as gymnastics, football or other impact sports, or long distance running.

**MANAGEMENT OF THE B QUAD:** Core and hip strengthening are essential for this foot type to restore proximal stability. Orthotic recommendations include mild medial rearfoot posting and a mild medial skive, and a reverse Morton’s extension. Do not “over-post” the rearfoot if internal tibial torsion or femoral anteversion are present, since these conditions may necessitate some degree of pronation for compensation.

**C QUAD:**

**FOOT MORPHOLOGY:** This foot is an under-pronator. At times it may appear “Normal”, and at times “Subtle Pes Cavus”. This foot-type exists when an uncompensated rearfoot varus is coupled with a relatively neutral forefoot. A key distinguishing feature of this foot-type is an obvious toe-out gait pattern with a “normal” or slightly cavus arch height, and a “false” toe sign.

**GAIT:** This gait is “toe-out” (like a duck) because the subtalar joint lacks pronation, making loading the inner aspect of the feet extremely difficult. As a result the body must acquire the necessary motion to load the medial foot by externally rotating the hips, causing tightness of the lateral hip rotators and ITB.

**COMMON INJURIES:** Hip and ITB tightness often leads to hip bursitis, ITB Syndrome, low back pain, and frequent muscle strains (hamstring, TFL, Sartorius, and rectus femoris), and occasionally femoral stress fractures (more common in females). The inverted heel alters vector forces on the Achilles leading to lateral insertional tendinitis, or cancellous apophysitis.

**SPORT RISK CONCERNS:** Ten percent to 24% of athletic injuries in children are hip related. Ballet dancers are most likely to have a hip-related injury, and runners, hockey players, and soccer players are also prone to hip injuries.

**MANAGEMENT OF THE C QUAD:** C-Quads tend to be very tight, particularly at the hips and back, so stretching is essential. Orthotic recommendations include a moderate heel cup depth with a heel balancing post to “bring the ground up to the rearfoot”. DO NOT add a medial skive to this orthosis as it will not be tolerated well.

**D QUAD:**

**FOOT MORPHOLOGY:** This is a congenitally splayed flat foot. A child demonstrating excessive pronation
beyond the age of 6yo has “Developmental Flat Foot”. Although early intervention is warranted, treatment is often neglected in the belief that the child will “outgrow it”. Left untreated DFF matures into the adult D-Quad, a moderately over-pronated foot-type. This foot-type occurs when a compensated rearfoot varus couples with a neutral forefoot alignment. The foot looks like a “Fred-Flintstone” foot with a vertical heel and a neutral toe sign.

**GAIT:** This foot immediately pronates at the subtalar joint at heel strike, and continues to pronate throughout midstance. The midtarsal joint unlocks and the midfoot collapses, causing lateral column instability and subluxation of the calcaneal cuboid. This disrupts the peroneal (longus) pulley system and at risk of a multitude of injuries due to associated muscle weakness of the lower extremities and core, particularly in endurance sports such as running.

**MANAGEMENT OF THE D QUAD:** Educate the athlete in gastrocsoleus stretching to assure proper performance and results. Avoid stretches where the heel drops off the edge of a step due to midfoot instability. Use night splints in severe cases. Core and hip strengthening are essential for this foot type to restore proximal stability. Orthotic recommendations include a deep heel cup, medial rearfoot posting and medial skive, and in some cases a metatarsal pad with soft topcovers to offload the 2nd met.

**E QUAD:**

**FOOT MORPHOLOGY:** The E-Quad Foot is one of the most unique looking feet, with a reverse-lasted foot shape created by an uncompensated rearfoot.
varus, combined with a structural forefoot varus. The arch is moderately pronated and there is a positive “creasing” toe-sign characterized by a sharp lateral foot angulation at the 5th metabase.

**GAIT:** This foot-type is a rigid foot that is unable to provide the pronatory motion necessary to load the medial aspect of the foot during stance phase of gait. It is for this reason that, when an individual with this foot-type is standing still, they will tend to stand on the outer borders of their feet with the inner side of the foot elevated from the ground. Compensation occurs in propulsion with a rapid abductory twist (medial heel whip) that allows the medial forefoot to eventually load. At times this causes the person to kick themselves!

**COMMON INJURIES:** Recurrent torque and strain on the foot and the muscles of the lower leg causes maladies like periostitis (shin splints), plantar fasciitis, tailor’s bunionettes, and knee pain. The adolescent athlete may be at risk of Sever’s Disease, Osgood Schlatter’s disease, Jumper’s Knee, and calcaneal apophysitis.

**SPORT RISK CONCERNS:** Risk of injury to the E-Quad athlete can occur in all sports but especially those that involve distance running, or rapid directional changes such as soccer.

**MANAGEMENT OF THE E QUAD:** These athletes have imbalances between agonist and antagonist muscle groups and should be screened for flexibility and strength. Orthotic recommendations include a moderate heel cup depth with medial rearfoot posting, and extrinsic medial forefoot posting with a 5th MTH cutout.

**F QUAD:**

**FOOT MORPHOLOGY:** The “F-Quad” is commonly referred to a Pes Planovalgus foot. The condition occurs when a severely compensated (pronated) rearfoot couples with an acquired forefoot supinatus, resulting in an extreme flat foot with a valgus heel and an abducted forefoot. This is an acquired foot type usually caused by a D-Quad foot that was not managed properly at a young age. This foot is typically called “Adult Acquired Flat Foot”, although it often occurs as early as 12-13yo.

**GAIT:** All the gait characteristics of the D-Quad are exaggerated in the F-Quad foot and pronation continues throughout propulsion, with excessive abduction of the forefoot (positive splaying toe sign).

**COMMON INJURIES:** The F-Quad is subject to all the same symptoms as the D-quad but to even a greater degree of pathology. Posterior tibial tendinitis can lead progress to dysfunction and potential rupture or tarsal tunnel syndrome. The abducted forefoot coupled with 1st ray insufficiency leads to HAV deformity with bunions.

**SPORT RISK CONCERNS:** “F-Quad” athletes will often be plagued by repetitive overuse injuries not limited to the foot and ankle. Shin pain, hip and knee pain, and low back pain are all common. Adolescent bunions occur most commonly in girls between the ages of 10-15. Hallux Valgus affects 22-36% adolescents and is very common in young dancers.

**MANAGEMENT OF THE F QUAD:** Core and hip strengthening are also essential for this foot type to restore proximal stability. Orthotic recommendations include aggressive medial rearfoot posting and medial skive. Medial forefoot posting may be useful depending on the severity and
acquired stiffness of the supinatus; if used, a 1st ray cutout is recommended and on occasion a Cluffy Wedge.

**CONCLUSION:** The best way to treat sports injuries in the adolescent athletic is through prevention. Understanding foot types and their propensity for injury allows the pedorthist the opportunity to treat the athlete before the injury happens, while eliminating the chance for repetitive, chronic injuries that could potentially have long term implications into adulthood. In a subsequent article I will discuss how to conduct foot screenings as an effective way to educate your community about pedorthics and help market your practice.

For more information on ABC approved webinars and classes on functional foot typing and pediatrics, email: RobertaN@thequadrastepsystem.com

**REFERENCES:**


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Aetrex Worldwide, Inc. (1973)
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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.
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Akaishi (2013)
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Bestsoles, Inc. (2010)
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C.N. Waterhouse Leather Co., Inc. (1998)
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Website: www.waterhouseleather.com

Birkenstock USA, LP (1990)
U.S. distributor of Birkenstock sandals, shoes, clogs and arch supports, and also representing Footprints shoes and Birko Orthopadie arch supports.
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Brooks Sports, Inc. (2001)
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Drew Shoe Corporation (1968)
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**Finn Comfort (1993)**
Luxury comfort footwear. Men’s and women’s walking shoes, sandals and boots featuring removable/modifiable orthopedic footbeds. Hand-crafted in Germany.

**Guard Industries, Inc. (1996)**
Components for shoe care, foot comfort, orthotics and prosthetics. Complete listing of available products will be sent upon request.

**Haflinger/Highlander (Gerda Hoehm) (1999)**
Boiled wool slippers, latex arch support, felt and leather clogs, cork moldered footbed. Highlander is Gerda Hoehm’s new high-quality comfort line with a removable footbed. Both Haflinger and Highlander are made in Germany.

**Hapad, Inc. (1988)**
Hapad is a leading manufacturer of 100% natural wool felt foot products and sports replacement insoles used for conservative management of common, painful foot complaints. Correctly skived and adhesive backed for a quick and easy fit, Hapad products are an affordable alternative to custom made devices or they can be used to make custom modifications.

**Honeywell Safety Products (2013)**
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**ING Source, Inc. (2013)**
ING Source, Inc. is a consumer health and medical device manufacturer selling products worldwide. Our origins were in design, development, sourcing and marketing consulting. ING Source holds several patents, and is the creator of the innovative OrthoSLeeve-Branded products of FS6 Compression Foot Sleeve; CS6 Compression calf Sleeve; KS6 Patella Knee Sleeve; ES6 Compression Elbow Sleeve; and the DermaSof Foot Treatment System. ING Source also offers OEM for compression wear and orthopedic support in sports, rehabilitation and Diabetic Foot Care to numerous premium brands.

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**Lord Custom Molded Shoes, Inc. (1994)**
Fashionable custom-molded shoes for men, women, and children. Guaranteed fit and service.
Bohemia, NY
Phone: (800) SHOES11
Fax: (516) 471-3090
Website: www.lordshoes.com

**mediUSA, LP (2013)**
Our company slogan “medi. I feel better.” reflects our view of ourselves as a partner to everyone who operates in the medical aids market.
With our products and technologies, we would like to make people’s lives easier, better and more comfortable. We aim to do this by meeting the different needs of all our customers, every day and throughout the world.
“I feel better” is therefore a promise that becomes a reality with medi, because we offer indication-specific and effective product solutions to the highest standards, which, with the help of our pioneering, individual concepts and dense customer service network, can be provided wherever they are needed.
Whitsett, NC
Phone: (800) 633-8334
Fax: (988) 570-4554
E-mail: edw@mediusa.com
Web site: www.mediusa.com

**Mephisto (1998)**
With worldwide headquarters in Sarrebourg, France, MEPHISTO - the WORLD’S FINEST FOOTWEAR, was founded more than 40 years ago by Martin Michael. Mephisto has a loyal following and a strong international reputation for comfort and quality. Its high-quality handmade footwear styles include sandals, boots, clogs, dress and classic walkers, as well as the ergonomic brand, Mobils. In recent years, the company also introduced the more athletic inspired brand, Mobils. In recent years, the company also introduced the more athletic inspired brand, Mobils. In recent years, the company also introduced the more athletic inspired brand, Mobils.
Franklin, TN
Phone: 800-775-7852
Fax: 615-771-5935
E-mail: info@mephistousa.com
Web site: www.mephisto.com

**Miami Leather Company (2001)**
Wholesaler to the orthopedic, prosthetic, retail shoe and shoe repair trades. Wide variety of products.
Miami, FL
Phone: (305) 286-2828
Fax: (305) 266-8728
Email: sales@miamileather.com
Website: www.miamileather.com

**Nolaro24, LLC (2015)**
Nolaro24, LLC is the Maker of Quadrastep and littleSTEPS foot orthotics - the first Patented custom to foot type prefabricated foot orthotics for adults and kids, the Next best thing to Custom!
80 Turnpike Drive, Unit 2B
Middlebury, CT 06762
Phone (Toll Free): (877) 792-4669
Website: www.thequadrastepssystem.com
Email: info@thequadrastepssystem.com

**National Shoe Specialties & Biotime Footwear (2014)**
National Shoe Specialties & Biotime Footwear (2014)
For over forty years National Shoe has taken pride on providing exceptional service to our customers by offering:
- Leading, Reputable and Premium Quality Brands
- A Knowledgeable and Professional Sales Team
- Unparalleled Customer Service
Our relationships are built on a foundation of trust, respect and a desire to partner in the continued success of our customers and vendors through innovation and continuous improvement.
At National Shoe we offer an extensive material & footwear selection for the Pedorthic/Orthopaedic/Prosthetic, Shoe Store and Repair channels of business across Canada and the United States.
Brewster, NY
Phone: 800-367-5246
Fax: 800-588-8900
Website: www.nationalshoe.com
www.biotimefootwear.com

**New Balance (1990)**
New Balance, headquartered in Boston, MA supports a family of brands including New Balance, Aravon, Dunham, PF Flyer, Warrior and Brine. All brands specialize in sizes and widths across a number of categories including running, walking, training, kids, comfort casual, lifestyle, team sports and apparel.
Boston, MA
Phone: (817) 783-4000
Fax: (617) 783-7050
Website: www.newbalance.com

**PediFix, Inc. (2001)**
Foot specialists since 1885, PediFix is the only fourth generation, family-owned business in the pedorthic industry.
Choose from more than 150 quality foot treatment products, including a unique OTC line guaranteed to generate cash sales, Keystone profits and doctor referrals, an assortment of both traditional and exclusive Visco-GEL foot pads and cushions, new dermatology products, GelStep silicone insoles and orthotics, Diabetic Solutions Socks, PediPlast and more. 15 new products are being introduced this year.
Contact PediFix today for a free color catalog.

**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’s, 7-17 in men’s. Propet features a vast selection of Medicare AS500 coded footwear with removable orthotics, secure closure and maximum customization.
Kent, WA
Phone: (800) 877-6738
Fax: (500) 978-8668
Email: customerservice@propetusa.com
Website: www.propetusa.com

**P.W. Minor, Inc. (1968)**
P.W. Minor is the premium brand that provides pedorthically superior, precision-fit footwear for discriminating consumers unwilling to compromise style when preventing or caring for their foot-health needs. Delivering foot-health through precision fit shoes is a brand mission that remains as true and relevant today as it was back in 1987.

Insoles and sheet packages, rigid arch supports, viscoelastic heel cups, 3/4 and full insoles.
Wadsworth, OH
Phone: (330) 336-1571
Fax: (330) 336-9462
Email: jwett@remprod.com
Website: www.remprod.com

**SAS Shoemakers (1992)**
Comfort walking shoes for women and men in a wide range of widths and sizes.
San Antonio, TX
Phone: (210) 924-6651
Fax: (210) 921-7460
Email: barnwood@sas-shoes.net
Website: 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
Phone: (800) 787-9097
Fax: (415) 381-4610
Email: info@stssox.com
Website: www.stssox.com

**SAS Shoemakers (1992)**
Comfort walking shoes for women and men in a wide range of widths and sizes.
San Antonio, TX
Phone: (210) 924-6651
Fax: (210) 921-7460
Email: barnwood@sas-shoes.net
Website: www.SASshoes.com

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Email: barnwood@sas-shoes.net
Website: www.SASshoes.com

**Shoe Systems Plus, Inc. (2003)**
Complete line of orthotic and prosthetic equipment including finishers/grinders, vacuum pans, pumps, presses, industrial sewing machines, furms and more.
Goshen, NY
Phone: (800) 354-6278
Fax: (845) 291-7097
Email: shoesystemspc@gmail.com
Website: www.shoesystemplus.com
SoleTech, Inc. (1994)
SoleTech Inc., established in 1946, has a full line of cushioning and fabrication materials for the pedorthic footwear industry. SoleTech introduced its registered brand Cloud EVA and Soleflex EVA in the early 1980s and is now recognized as the industry leader for materials for the fabrication of custom foot orthotics and AFOs and components for build-ups and modifications to extra-depth and custom footwear. In addition to its presence in the orthopedic market, SoleTech is also a leading supplier of footwear components and materials to the shoe manufacturing and shoe repair industries.

Claremont, NH
Phone: 603-542-8905
Toll Free: 877-425-9494
Fax: 603-542-8909
Email: tom@soletech.com
Website: www.soletech.com

Sole Supports, Inc. (2012)
Sole Supports is an innovative, medical-grade foot orthotics manufacturer. We make custom foot supports that follow your doctor’s prescription in order to provide both immediate pain relief and prevention of any new pains or deformities. Medical practitioners must first be certified to order from us because we offer a completely different type of support than the ones for which they were trained in school and because we must have the best possible cast of your foot to make the best support.

Lyles, TN
Phone: 931-670-6111
Fax: 931-670-6008
Email: info@solesupports.com
Website: www.solessupports.com

Spenco Medical Corporation (2013)
Spenco is an innovative healthcare company whose mission is to help people everywhere achieve more comfortably. While Spenco’s core business revolves around producing high quality insole and footwear products, Spenco also provides the most advanced sports medicine and first aid products. Above all else, customer service is Spenco’s focus and we are 100% committed to providing outstanding service as we help you find the solutions for all of your health and footwear needs.

Waco, TX
Phone: (800) 877-3626
E-Mail: jeff@spenco.com
Website: www.spenco.com

Streifeneder USA (1997)
Preformed insoles, diabetic shoes and materials in different hardnesses, especially for diabetics.

Tampa, FL
Phone: (800) 378-2480
Fax: (813) 246-5998
Email: euro@eurointi.com
Website: www.eurointi.com

Superfeet is an innovative, medical-grade foot orthotics manufacturer. We manufacture individually engineered CAD/CAM corrective foot orthotics in the USA. We operate multiple chiropractic and podiatric patient-care facilities across Europe. In addition to operating several patient clinics in Europe, we continuously engage in highly funded research and development projects in conjunction with several European government laboratories as joint ventures that have become very successful in developing new patient care evaluation techniques and innovative medical corrective devices, grounded in science. Our commitment to Research, Development and Innovation is a foremost goal, and we only employ medical, engineering, and computer science professionals who share that vision.

Ferndale, WA
Phone: (360) 384-1820
Fax: (360) 384-2724
Email: here@superfeet.com
Website: www.superfeet.com

TechMed 3D (2011)
TechMed 3D is an easy to use, accurate, and portable solution for the digital acquisition of images and measurements of human body parts, giving orthotists, prosthetists and pedorthists access to very reliable and consistent measurements.

Levis, Quebec, Canada
Phone: (418) 836-8100
Fax: (418) 836-1589
Email: info@techmed3d.com
Website: www.techmed3d.com

Therafirm (A Division of Knit-Rite, Inc.) (1999)
Quality medical-grade compression hosiery and diabetic socks.

Ellerbe, NC
Phone: (800) 562-2701
Fax: (919) 652-2488
Website: www.therafirm.com

Trufluf teenager
Trufluf teenager
Trufluf teenager
Trufluf teenager
Trufluf teenager

Vibram USA (1998)
Since 1997, Vibram has stayed true to its heritage by building products focused on quality and performance while keeping the end user in mind. Each sole, heel or rubber component is built with proprietary compounds and endless quality control. We are also proud to say that we produce millions of soles each year in one of the last rubber soling plants in the USA - the Quabau Corporation in North Brookfield, MA.

Concord, MA
Phone: (978) 318-000, ext. 136
Email: jonathan.shaffer@vibramusa.com
Website: www.vibram.us

Ziera Shoes N.Z., Ltd. (Formerly Kunfs Shoes N.Z., Ltd.) (1998)
Ziera Shoes, formerly Kunfs Shoes, are women’s shoes, sandals and boots that are truly orthotic friendly. Ziera Shoes come in a wide range of heeled fashion and walking footwear. We have widths in stock from M through XXW in sizes 4 through 45.

Port Orchard, WA.
Phone: 877 717 5588
Fax: 877 717 0589
Email: craig.taylor@zierashoes.com
Website: www.zierashoes.com

CLASSIFIED ADVERTISING?
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pedorthicsusa@gmail.com; send a fax to (888) 563-0945, or mail
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Ames, IA, 50010.

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Fax: 1-800-431-7801, 845-277-2851
E-mail: info@pedifix.com
Return this Coupon to:
PediFix, Dept. PF315,
281 Fields Lane, Brewster, NY 10509

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