

What Are My Choices?

Editorial Staff

You've made the decision to become a doctor of chiropractic; invested money in your education, the perfect practice location, staffing, etc. Now what? Where can you go to find information on products, education and other goods and services to help grow your practice?

"What Are My Choices?" is a monthly column that gives you the information you need, straight from the experts: the companies themselves. This column focuses on companies that provide orthotics and orthopedic products and supplies. Consider the wide range of choices available:

Advanced Therapeutics, Inc.: Advanced Therapeutics offers a line of products scientifically designed by leading healthcare professionals and ergonomic experts after years of extensive testing. Its patent-pending design provides the targeted relief of pain to areas along the spine, reducing the body's mechanical stress.

Products and Services offered: SpinalForm has been clinically proven in effectively reducing pain associated with sciatica, gout, arthritis, fibromyalgia and bursitis, muscular injuries, surgical procedures and as an excellent source of support during pregnancy. SpinalForm, BabyForm, TravelForm. Phone: (617) 407-2898; E-mail: info@spinalform.com; Web: www.spinalform.com.

Amfit International: Phone: (800) 356-3668; Web: www.amfit.com.

BodySense: Aromatherapy Hot/Cold products combine the benefits of moist heat and aromatherapy. Each contains aromatic herbs and spices, carefully selected for their healing properties, and rice for its moisture content and weight. Can be used hot or cold - Quickly heated in a microwave - Stays hot 30-45 minutes - Stays cold 25-30 minutes - Stays pliable when frozen - Provides penetrating moist heat and gentle acupressure.

BodySense offers 26 product items with 8 different formulas or combinations of herbs and spices. Our product line ranges from NeckEase, Sinus Pack, Eye Pillows, FootEase, Packs, Wraps, Toys and a bamboo flute CD. Phone: (877) 816-3615; E-Mail: sales@shopbodysense.com; Web: www.shopbodysense.com.

Cho-Pat: Phone: (800) 221-1601; Web: www.cho-pat.com.

See page 12 for more information.

ComfortFit Orthotic Labs, Inc: ComfortFit's ChiroFit program provides a collection of Custom Made Orthotic Products designed expressly for Chiropractic Healthcare Professionals. The ChiroFit line is a ComfortFit Orthotic Labs program. ComfortFit has over 50 years experience providing custom molded foot orthotics to the footcare market worldwide. ComfortFit has a reputation for providing high quality products, flat rate pricing, fast turnaround times and exceptionally good customer/technical support.

Products and services include: Custom made Orthotics, Prefabricated Orthotic Insoles, Bite Footwear Custom Sandal Program, GW Heel Lifts. Phone: (888) 362-2021; E-Mail:

comfortfitlabs@aol.com; Web: www.comfortfitlabs.com.

Core Products International, Inc: Core Products International, Inc., is the industry leader in the manufacture of orthopedic and comfort care products. We emphasize quality, design and performance in the production of support pillows and positioning products, braces and supports, and hot and cold therapy. Our signature products include the Tri-Core(r) Pillow, the industry's #1 fiber support pillow, the CorFit(r) Belt, the best fitting lumbosacral belt on the market with its patented proportional sizing system, and CorPak(tm) Hot & Cold, the only hot and cold therapy that stays in place. "Making your life more comfortable" is more than just the motto at Core Products, it is the Core Experience.

Products Offered: Tri-Core® Support Pillow, Headache Ice Pillo®, Wave Comfort Pillow®, Leg Spacer® Positioning Pillow, Sitback Rest® Back Cushion, Soothe-A-Ciser® Positioning Pillow, CorPak(tm) Hot and Cold Therapy, CorFit® Belt Fitting System, PowerWrap® Ankle Brace, PowerWrap® Wrist Brace, Performance Wrap® Knee Support. Phone: (800) 365-3047; Web: www.coreproducts.com.

See page 8 for more information.

C.P.R. Ltd.: Distributor of pillows manufactured by Carpenter Company. Some pillows are physician-designed for comfortable neck support. The Structure line products are made of visco-elastic foam. This unique material responds to body heat and pressure, molding to every curve for personalized comfort.

Products and services include: Pro Pillow, Structure Pillow (visco-elastic), Sensafoam Pillow, Quiet Comfort Pillow (snore reduction), Structure Mattress Pads, etc. Phone: (877) 668-7299.

Ergoboy.com: Ergoboy.com is a comprehensive ergonomic website devoted to all things ergonomic. We are interested in relaying information and offer ergonomic products, which facilitate human activities in the most efficient and productive way.

Products and services include: Ergonomic Spinal Supports, Orthopedic Products and Pillows, Carpal Tunnel Therapy Devices. Phone: 1-866-ERGOBOY; E-mail: info@ergoboy.com; Web: www.ergoboy.com.

Foot Levelers, Inc.: Foot Levelers, Inc. was founded in 1952 by Monte H. Greenawalt, DC, DABCO. The company provides custom-made, flexible Spinal Pelvic Stabilizer Orthotics and other biomechanical support products to licensed healthcare professionals. SPS Orthotics are scientifically designed for the individual's unique postural problems. Each pair is based upon exacting measurements from weightbearing foot castings (or electronic scans) and the doctor's instructions. Foot Levelers offers a wide selection of other high-quality products.

List of Products: Custom-made SPS Orthotics, Shoethotics, Sandalthotics, Cervical Support Pillows, Rehabilitative Equipment, Electronic Postural Scanners. Phone: (800) 553-4860; Web: www.footlevelers.com.

See page 17 for more information.

G & W Heel Lift, Inc: G & W Heel Lift is a supplier of high-quality cork and injected molded heel lifts. We also distribute the new, versatile "Clearly Adjustable Heel Lift, which is adjustable in 1mm increments. Also other foot care products are available such as, heel wedges for valgus and varus problems, spur pads and heel cups for heel spurs and painful heels.

Products and services include: Cork Heel Lifts, Injection Molded Heel Lifts, Clearly Adjustable Heel Lifts, Adjust-A-Lifts, Heel Cups, Spur Pads, Valgus & Varus Wedges, Technical Help, Continuing Education. Phone: (800) 235-4387; E-Mail: admin@gwheellift.com; Website: www.gwheellift.com.

MagEyes, Inc.: In 2002, we began manufacturing Body-Rite, The Posture Pleaser. This gentle counter balance is worn while doing repetitive tasks, such as: typing, long haul driving, assembly, sewing, teachers, nurses, etc. The Body-Rite helps one to stay in proper postural alignment while doing tasks requiring extended periods of time. Recommended for preventative posture help, various rehabilitation needs and as lumbar support. All American-Made Products.

Products and services include: Body-Rite, The Posture Pleaser, MagEyes magnifiers, Double Lo (1.6x & 2.0x lenses), Double Hi (2.25x & 2.75x lenses), Double Lo Plus (1.6x, 2.0x, plus 5x loupe), Double Hi Plus (2.25x, 2.75x, plus 5x loupe), MagEyes Single (1.6x lens), HatEyes (One lens, any power) Clips to caps, hats and sunvisors. Phone: (800) 210-6662; Web: www.mageyes.com.

Mediflow Inc.: Manufacturer of the Chiroflow Waterbase Pillow, the cervical pillow that has been *clinically shown to be effective for relief of neck pain and to provide a more comfortable night's sleep. We also manufacture a line of body posture supports, including a Backrest with adjustable lumbar support, and a Lumbar Cushion, both with an Adjust-Air(TM) inflatable air chamber. Phone: (800) 308-3069; E-Mail: info@mediflow.com; Web: www.chiroflow.com.

* "Cervical Pain: A Comparison of Three Pillows" Johns Hopkins University, Baltimore Md.

Chronic Neck Pain Study, Logan College of Chiropractic, Chesterfield, Mo.

Quality of Sleep Survey, Logan College of Chiropractic, Chesterfield, Mo.

See page 15 for more information.

Practical Things, LLC.: Everyone has fallen asleep in a seated position and experienced the painful problem of head droop. As a medical professional, you understand long-term problems this can cause besides the temporary discomfort. Our revolutionary solution was initially designed for the traveling public, but there is clearly a need for head control in the medical field. This elastic system allows maximum adjustability, comfortably supporting the head and stabilizing the neck to maintain cervical alignment. Phone: (310) 951-6906; E-Mail: sales@practicalthings.com; Web: www.practicalthings.com.

Pro-Med Products Inc.: Pro-Med Products, Inc, located in Bronx, New York, is a leader in orthopedic supply manufacturing, specializing in back support products. The company is best known for its development and production of the orthopedic SUPPORT seat. This widely used product was developed in 1989 under the name of the "relax seat" and later changed, using its new trademark label SUPPORT.

In 1994, the company expanded its product line to include a variety of colored fabrics and are composed of a hi-impact ABS thermoplastic form, foam pad and covered with high quality, stain-resistant washable fabrics including: orthopedic SUPPORT seat, orthopedic pillows and braces, support-a-back, support pad, cushions, rolls. Phone: (800) 993-4010; E-Mail: info@pro-medusa.com; Web: www.pro-medusa.com.

If your company offers products or services to the chiropractic profession and would like to be listed in "What Are My Choices," please contact *Dynamic Chiropractic* at (800) 324-7758.

