

Experience gained in practice, for use in practice: the analysis tools for professional insole provision

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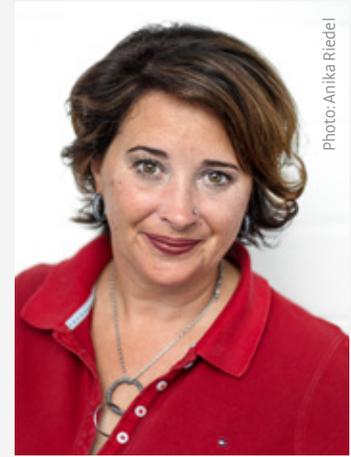


Photo: Anika Riedel

According to a survey carried out in Germany by the ‘Institut für Demoskopie Allensbach’ on behalf of the manufacturer’s federation eurocom, orthopaedic insoles offer patients significant benefits: 78 per cent of the respondents reported relief of their symptoms and feeling less pain thanks to wearing their insoles.¹ One important precondition for successful treatment is that patients have been provided personally with the right insoles for them. This is based on a foot or gait analysis. medi works together with the company Yellow & Blue that offers measuring instruments for analysing foot deformities and poor posture. Anika Riedel, CEO of Yellow & Blue, explains the benefits of the individual modules and how they are used by medical retailers.

Mrs Riedel, what prompted you to develop the analysis tools?

“Our family can look back over 100 years of tradition in the medical retail sector. We have been using measurement analyses for many years now. However, the standard systems on the market at the time did not satisfy our requirements. They were neither practicable nor compatible with other instruments. The costs, for example, for the licences, were high. Which is why my husband and our current manager Thomas Hertz started searching for a better solution about 20 years ago. They channelled their experiences – both on the technical side and with patients – into our own measuring technology. We first used this in our own branches. In 2005, we founded our second line of business, Yellow & Blue, to offer our system to other medical retailers. Thus, we developed the innovative analysis tools, as we call our modules today, in practice, for use in practice.”

Which modules do you have on offer?

“The smallest is the Podomedic podoscope with an integrated camera. This enables the static footprint to be visualised and archived as an image.

We also offer the Gomedic 2D foot scanner. This scanner is available in two models that differ in terms of scan speed and quality grades. The Gomedic Speed is the quicker of the two and scans the foot in only 2.8 seconds. For this reason, it is eminently suitable for medical retailers, who have peak

times, or for children and neurological patients, who cannot stand for long. The scanners come with the necessary software and provide such details as the length and width of the foot, the medial and lateral pedal arch and the metatarsal angle². They can also measure special parameters such as the hallux angle.

The third module, the Pedomedic pressure measuring system enables static measurements to be made, among other things. The pressure sensors are of lightweight construction, so they can be used as mobile solutions for promotion events or trade fairs.”

What benefits do your products offer medical retailers?

“Our products are based on a modular principle and are optionally extendable. One of the major advantages is the comprehensive software with its user-friendly interface that spans all modules. This allows for intuitive operation and provides for a wide range of analyses. Our analysis tools enable medical retailers to keep end-to-end documentation. Individual or standardised insoles can be ordered on the basis of the data measured with the Pedomedic module. The pressure sensors are also suitable for penetrating new target groups, for example athletes. Neurological or diabetes patients can also be measured and analysed quickly and simply.”

How is your technology integrated in medical supplier routine?

“Our system is compatible with our competitors’ products. If a medical supplier is using a system from a different manufacturer, such as a scanner, and would like our pressure sensor as an add-on, he can.”

How are the analysis tools used for giving advice on insoles?

“The scanners are mainly used for patients, who have a prescription* for insoles. They are particularly suitable for firms with central production and branches. The customer is scanned at the shop and the order is transmitted digitally to the workshop. The software provides rapid analysis on the basis of which the CPO or orthopaedic shoemaker can construct the insole individually. The patients can watch the monitor during the measurement. This gives us the opportunity to point out the results such as any conspicuous pressure areas.”

Do you have any recommendations on how medical retailers can offer and promote the measurement service to their customers?

“We distribute flyers around the premises and play a short video in the background that makes clients curious. What’s more, our staff are trained to address customers pro-actively about our analysis tools. We also carry out promotion campaigns. Among other things, we had a sportsman walk over our pressure sensor and presented the results on the monitor. This helps customers understand that they get a far more individual insole through these analyses. Furthermore, on the basis of these results, we can give them tips on which sports are suitable for them or whether it might be advisable to consult a physiotherapist. Athletes benefit because the insoles relieve stresses and

strains on their joints. Power transmission and a healthy rollover profile are also important for them.”

How profitable for medical retailers is an investment in the analysis tools?

“The analysis tools can recoup their costs after only 12 months, depending on how intensively the medical supplier recruits customers and offers the tools. This is achieved firstly by the income generated by the measurements themselves and secondly by sales of more individual and high-quality insoles. In our experience, clients are very happy to pay more money for their insoles, if they have been tailored specifically to their individual needs. Moreover, word soon spreads when a specialist dealer carries out comprehensive measurements of foot deformities and poor posture.

This broadens the retailer’s sphere of expertise and strengthens his reputation in the region. This, in turn, help to secure and expand the customer base.”

Mrs Riedel, many thanks for the interview.

medi tip

The brochure ‘Foot Analysis Tools’ can be ordered from medi’s export administration or by sending an email to healthcare@medi.de

*** Care in Germany**
In Germany, insoles are prescribed by doctors and statutory health insurers reimburse most of them. The care options vary from place to place.

¹ Representative survey by the ‘Institut für Demoskopie Allensbach’ commissioned by eurocom e.V. ‘Better quality of life, less pain: use and efficacy of orthopaedic medical devices; 2014. Published online at: <http://eurocom-info.de/service/publikationen> (last accessed on 23.08.2017).

² Criterion for the diagnosis ‘sprayed foot’



Comedic 2D foot scanner



The Podomedic podoscope from Yellow & Blue delivers findings for foot symptoms.

