



## THE POWER TO GROW YOUR BUSINESS WITH SUPERIOR PATIENT CARE IS JUST A STEP AWAY.

- #1 PODIATRIST-RECOMMENDED BRAND OF ORTHOTICS
- PRODUCTS PROVEN CLINICALLY EFFECTIVE
- EXCLUSIVE TO MEDICAL PROFESSIONALS
- BEST IN CLASS MARKETING AND BRANDING SUPPORT
- CONVENIENT DISPENSING OPTIONS AVAILABLE
- SAME DAY CUSTOM ORTHOTIC OPTION



# POWERSTEP HAS A PROGRAM TO FIT YOUR PRACTICE

Whether your patients are seeking pain relief, recovery or performance enhancement, PowerStep® has a variety of products and options. Learn more about our different programs for clinicians:



## IN-PRACTICE DISPENSING

- Stock product for same-day dispensing
- Maximize patient convenience and compliance
- Access to ProTech orthotics line, exclusive to Medical Providers
- 50%+ margins, cash sales
- Loyalty programs available
- In-practice marketing tools available
- Access to Light Orthotics, same-day custom solution



## REFER TO ONLINE ORDERING

- No stock or processing product sales
- Ensure patients receive medical grade orthotics
- 15% Referral Fee on ALL orders
- Easy to implement, refer online as needed
- Patients have access to ProTech line using your referral code
- Patients receive a 10% discount
- In-practice marketing tools available



## REFER TO LOCAL RETAILER

- No stock or processing product sales
- Refer to local retailers
- Control patient care with trusted solution
- In-practice marketing tools available



DISPENSING OPTIONS

BRANDING

DISPLAY SOLUTIONS

**CLINICALLY PROVEN, PROFESSIONALLY RECOMMENDED**  
POWERSTEP IS THE #1 PODIATRIST-RECOMMENDED BRAND OF ORTHOTIC INSOLES.

## MORE THAN SIMPLY CUSHION

Our insoles combine stabilizing arch and heel support, along with cushioning, in a clinically effective design that actually decreases foot pain and improves foot function.



### PAIN RELIEF + COMFORT

plush foam cushioning with clinically-proven support



### FIRM YET FLEXIBLE SUPPORT

in arch and heel with the PowerStep® trusted semi-rigid support shell



### CRADLES ARCH + HEEL

providing contoured support and proper positioning for tired, aching feet

# POWERSTEP MARKETING SUPPORT FOR IN-PRACTICE DISPENSING

Powerstep provides the tools and resources to help successfully market your practice to maximize revenue.

## ✓ CREATE INTEREST WITH PRODUCT DISPLAYS

We have options to fit your space needs, from compact counter top displays to standing floor spinners and slat wall fixtures.

## ✓ INTRODUCE POWERSTEP TO PATIENTS

Use our product style rings to show all available options in the PowerStep® offering.

## ✓ PROMINENTLY DISPLAY BRANDING

Generate patient interest with in-office posters or window clings.

## ✓ BE A PATIENT RESOURCE

Offer informative patient brochures in waiting areas for patients to learn more about common foot conditions and the benefits of PowerStep®.

## ✓ PROMOTE YOUR PRACTICE

Utilize our product images and digital ad templates to promote PowerStep® on your website and social media platforms.



SOLUTIONS PATIENT RESOURCES PROMOTION

## POWERSTEP® IS A PROUD US MANUFACTURER

The majority of our insoles are designed and produced at our Ohio facility following strict quality standards that allow us to provide the trusted, quality insoles our customers expect from the leading brand in the industry. We have over 80 years of manufacturing and development experience in the foot care industry.



## PODIATRIST DESIGNED, CONSUMER APPROVED

In 1991 PowerStep was founded by a podiatrist and avid runner who recognized the need for ready-to-wear orthotic insoles that would be both affordable and easily attainable for people struggling with common foot pain. Seeing a similar pattern in the shape of the custom-made orthotics he prescribed to patients, Dr. Les Appel combined this with his knowledge of foot anatomy, along with his passion for running, to create the first PowerStep® insoles.



# PROTECH EXCLUSIVE STYLES FOR MEDICAL PROVIDERS



PROTECH	MAIN FEATURE	PRONATION	CUSHION	NEUROMAS	RECOMMENDED SHOE
<b>PROTECH FULL LENGTH</b> 1005-01	Full length cushioning and support	Mild	Maximum		Athletic, Casual
<b>PROTECH MET</b> 1009-01	Support with built-in metatarsal pad to relieve ball of foot pain	Mild	Maximum	✓	Athletic, Dress, Casual
<b>PROTECH CLASSIC PLUS</b> 1003-01	Full length support in a thinner profile	Mild	Moderate		Dress, Casual, Low profile
<b>PROTECH 3/4 LENGTH</b> 1005-03	Slimmer, 3/4 length support ideal for tighter-fitting shoes	Mild	Moderate		Athletic, Dress, Casual Tight-fitting shoes, Cleats



CONTROL	MAIN FEATURE	PRONATION	CUSHION	NEUROMAS	RECOMMENDED SHOE
<b>CONTROL FULL LENGTH</b> 1015-01	Full length cushioning and firmer support	Moderate to Severe	Maximum		Athletic, Casual
<b>CONTROL MET</b> 1019-01	Firmer support with built-in met pad to relieve ball of foot pain	Moderate to Severe	Maximum	✓	Athletic, Dress, Casual
<b>CONTROL WIDE</b> 1017-01	Wider toe box and firm support to prevent bottoming-out	Moderate to Severe	Maximum		Dress, Casual, Wide-width and therapeutic footwear
<b>CONTROL 3/4 LENGTH</b> 1015-03	Slimmer, 3/4 length support ideal for tighter fitting shoes	Moderate to Severe	Maximum		Athletic, Dress, Casual Tight-fitting shoes, Cleats



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