


[Custom Orthotics vs. Over-the-Counter, Arch Madness](#)

NEW MEXICO Foot & Ankle INSTITUTE

 [Friend on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)



Daylight Saving Time
(United States) 2015
begins at 2:00 AM
on Sunday, March 8



May your day be
touched
by a bit of Irish luck,
brightened by a song in
your heart,
and warmed by the

Custom Orthotics vs. Over-the Counter

It's about more than cost

An orthotic is an insert that fits inside a shoe and is designed to decrease abnormal foot motion, realign the foot, restore balance and eliminate or reduce foot pain. Orthotics generally come two ways, customized by a podiatrist to fit your foot and meet your physical needs or, over-the counter, trim to fit.

Today, you can find orthotics in the drug store and the grocery aisle. They come in multiple sizes, designed for men or women, walking or sports. So, why go through the hassle and expense of seeing a doctor to get custom orthotics made instead of picking some up at your local Target? For one thing, you could do more harm than good.

The Challenge

When the average person picks an orthotic shoe insert off the shelf, they risk causing more harm. It is difficult for the average person to determine the cause of their pain or discomfort.

smiles
of the people you love.

National Doctors' Day
March 30th



National Doctors' Day commemorates the nation's doctors, who have dedicated themselves to public service by helping to ensure the good health of US citizens. It is a day designated to celebrating the sacrifices and contributions made by our nation's doctor's.

The red carnation is the symbolic flower used for this holiday.

Thank you Dr. Ivey & Dr. Williamson for your caring service to our community.

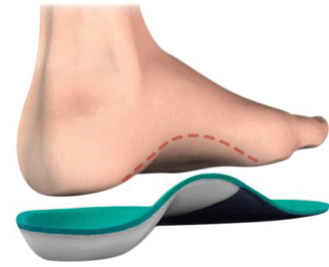
People pay the doctor for his trouble; for his kindness-they still remain in his debt.

Seneca, ancient Roman philosopher.

WHAT'S

Orthotic devices may be recommended for several reasons, including:

- aligning and supporting the foot or ankle
- preventing, correcting or accommodating foot deformities
- improving the overall function of the foot or ankle



People risk worsening their symptoms because the orthotic addresses something unrelated to the cause of their problem. If they select the wrong type of device, they could change the mechanics of their gait and cause problems instead of curing them.

Over-the-counter orthotics can serve the needs of some people adequately, particularly when combined with a stretching and exercise program. The trick is to understand who will benefit. An over-the-counter orthotic made of hard plastic polymer will provide more support than the typical soft shoe insole. Some brands even offer a semi-custom fit with an orthotic you can mold yourself after heating them in an oven before standing on them.

What You Get

The reason there is such a difference in price has to do with the customization and materials used when making the orthotics. The quality and durability of the materials, coupled with the custom molding process, contribute to the expense of custom orthotics. They cost more, but last longer and can be more effective.

If you suffer from chronic foot, heel, knee or toe pain that you suspect is related to your feet and how they are supported as you walk and run, see a specialist. The answer may be an over-the-counter orthotic, a custom orthotic, or some simple stretching. When your health and comfort are in question, it pays to get an expert opinion.

AFOOT?



Our Doctor Store

Did you know we have a store on our website? You can shop by Brand, Condition & Product Type. Follow the link below and see the selection.

[Our Doctor Store](#)



Happy Birthday Tammy!

NMPMA Winter Conference



Arch Madness Special

Could your back, pelvis, knee, neck, headache, or foot pain be the effect of poor ARCH support?



We have gone MAD and we are offering YOU \$50 OFF of custom orthotics.

*Bring us your Over-The-Counter or old Custom Orthotics and trade them in for \$50 OFF of 1 new pair of Custom Orthotics.

*Book your appointment by April 1st & MENTION THIS AD.

*One offer per person.

Offer Good Thru: 03/31/15



Current blogs on our [website](#):

Topic: [What's in it for me? Why an orthotic?](#)

Insurance & Financial Information

We had another great opportunity to learn at the 2015 Winter Seminar hosted by the [NM Podiatric Medical Association](#). Thank you, Dr. Ivey, for believing in us & investing in our future.

We had the privilege of being a guest presenter at the UPS Precommunication Meeting on February 19th. What a great group of hard working men & women. Their safety program is impressive & we give a two thumbs up to their Stretching Stations in the warehouse. We look forward to doing this quarterly.



NMPMA's Legislative Day at the Roundhouse



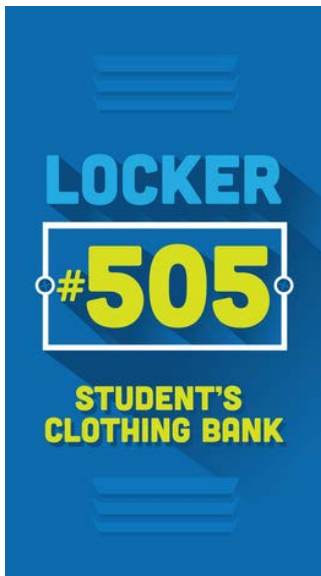
Dr. Ivey, Jeanie & Lori spent a day in Santa Fe participating in the NMPMA's Legislative Day at the Roundhouse. This was a great opportunity for us to see

With all the changes occurring in the insurance industry there are more questions than ever. It is a good idea to know and understand your coverage. If you have questions about your coverage it is recommended that you call your insurance carrier for answers. They can explain your coverage, financial responsibilities and answer all of your questions. All insurance agreements/terms are between you and your insurance carrier. Remember you have one insurance coverage plan to understand and we would have dozens if it was the physician's offices responsibility.

Please keep in mind that you have agreed to your insurance carriers arrangement/terms and that we are required by contract/legal obligation to collect them. You have agreed (with your insurance plan) to meet your financial obligations spelled out within it. We have agreed to provide truthful information to your carrier about the services rendered, our patient's condition and our true charges for the services. It is also necessary to understand that a quote of benefits is not a guarantee of coverage.

As a courtesy to our valued patients that have insurance plans, our office will file insurance claims for reimbursement for all rendered services. Actual benefit payments are determined only when the claim is processed by your insurance company. Therefore, it is the insurance company that makes the final determination of benefits. If the insurance payment does not fully reimburse for the treatment rendered, the financially responsible person is responsible for the remainder of the balance. We are required by the insurance carriers to collect all copays and deductibles at the time of your visit.

the legislative process and to advocate for the services we provide to our patients and citizens of New Mexico.



We are collecting for [Locker #505 Student's Clothing Bank](#) which benefits all students (K-12) in Bernalillo County.

Go through your closets and find all the shoes you no longer wear and drop them in the boxes provided in our offices!

Shoes we accept: All gently worn, paired men's, women's and kids shoes that are still reusable and re-wearable! That means no holes in the soles, nothing wet, mildewed or torn. This includes athletic shoes, dress shoes, casual shoes, timberland type work boots, sandals, heel and

[Click here](#) to review our Financial Policy.

Definitions

Deductible- the amount on covered services that an insured must pay toward covered benefits before the insurance carrier/plan begins paying

Copayment (Copay)- the dollar amount that a patient must pay toward a covered medical service (usually used to refer to a flat dollar financial responsibility-ex. \$50 per visit)

Coinsurance- the percentage that a patient must pay toward a covered medical service (usually used to refer to a percentage of an allowed amount or billed amount for which the patient is responsible-ex. 20% of the allowed amount)

Covered Service- service to which insurance benefits apply



Non-covered Service- service for which the patient has no insurance benefits and must pay for at the full billed amount

We hope this has been helpful as we all navigate through all of the insurance carriers and their terms.



Patient Portal

Connect with us online 24/7 to:

-  [Message our office](#)
-  [Access Care Plans](#)

flats.






Shoes we do not accept: Ski boots, winter boots, roller skates, ice skates, roller blades, flip flops, crocs, bedroom slippers or single shoes.

Thank you!

Albuquerque Go Red Luncheon



The American Heart Association's [Go Red For Women](#) is the world's largest network standing together to end heart disease and we had a great time participating and can't wait for next year.

-  [Request or check appointments](#)
-  [Request or check prescriptions](#)
-  [Update personal information](#)
-  [Fill out forms](#)
-  [See Visit Summary](#)

Provide us with your name, date of birth & email address.



[Click here to register.](#)

OUR DOCTORS



[Nathan Ivey, DPM](#)



[Jonathan Williamson, DPM](#)



Copyright © 2015 New Mexico Foot & Ankle Institute
All rights reserved.

March 2015 Newsletter

Our mailing address is: 4343 Pan American Freeway NE
Suite 234
Albuquerque, NM 87107
505.880.1000
OR
4801 McMahon Blvd. NW
Suite 235
Albuquerque, NM 87114
505.872.3333

Our email address is: info@nmfootandankle.com

Our website address is: <http://www.nmfootandankle.com>

NEW MEXICO
Foot & Ankle
INSTITUTE



[unsubscribe from this list](#) | [update subscription preferences](#)