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ANODYNE

PREMIUM QUALITY

QUICK START GUIDE

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Welcome

Hi,

We're glad to have you on board! We put together this all-inclusive "Quick Start Guide" to answer 99% of the questions you'll have, in terms of getting started with us.

If there's something that isn't covered here that you're still unsure about, don't hesitate to reach out to us at 1-844-637-4637. In case you don't always have this guide handy, everything covered here can also be found on our website – www.anodyneshoes.com.

Cheers,

The Anodyne Team

Our Story

Manifesto

It seems everywhere we go, no matter the occasion, we're yearning for a sense of relief. A comfort in where we stand. And for many of us, it's not just where we stand. It's how we stand and what's keeping us going. It's easy to forget (and neglect) what allows us to stay active and on to our next venture. After all, the root of what keeps us stable, upright, and moving, is our feet.

An anodyne, by definition, is something that brings you a sense of soothing and comfort. The comfort we desire (and in some cases need) is unique to each of us. We believe that you deserve shoes that will meet your comfort and style needs, and allow you to maintain an active, healthy and productive lifestyle.

In a far too stagnant market of comfort-based footwear, we're bringing you an unparalleled collection of therapeutic and, at the very same time, refined footwear. At Anodyne, we've avoided the commercial vision of quick and easy comfort. Instead, we've returned to the fundamental roots of footwear – meticulous design, quality craftsmanship, and rigorous attention to detail. We're re-inventing the paradigm in comfort, and we want you to experience it firsthand.

History

Born and raised in the emergent city of Milwaukee, Wisconsin, Anodyne represents the core of an age-old Midwestern culture – pride, dedication and hard work.

Dinner at a local restaurant in downtown Milwaukee brought together a collection of old friends that are more like family. This group had a common element among them – all had experience working in the footwear industry. All agreed that, sure, there was a mass availability of shoes in the market; however, a common concern was expressed – was there room for improvement? The answer, unequivocally, was yes.

This gathering eventually prompted the creation of a brand dedicated to embracing the quality, commitment and trust that's missing in the industry.

We're a group of designers, fit experts, pedorthists, and most importantly, a group of friends that share a common goal. We understand the nature and landscape of the footwear industry. We know what to do to create a cohesive product, service, and brand. And perhaps even more importantly, we know what not to do.

Self-improvement is our guiding principle. It's our belief that you, our customers, are in the best position to guide our growth. So don't ever hesitate to reach out and tell us how you feel. We want to hear from you. Seriously. Cheers to continual innovation, research, and improvements that will bring your anodyne closer to home.

Design

Styling

With Anodyne, you genuinely want to wear your shoes. The materials we've used and designers we've engaged have succeeded in bringing you a product that will effectively address both your aesthetic desires and comfort needs.

Comfort

- Light Weight Outsole – all day comfort, increased durability
- Padded collar – an alternative to leather, our collars prevent possible irritation where the material meets your ankle
- Padded tongue – prevents foot slippage and ensures proper fit
- Lining – we've designed all styles with the absolute minimum number of seams. By avoiding excess seams, you lower the risk of possible irritation and complication.

Protection

No Metal

Metal can often irritate and damage the skin, and in rare cases, sewing needles and staples may accidentally be left in shoes and, in turn, cause serious damage. Recognizing this potential hazard, we've circumvented any such exposure by eliminating absolutely all metal components from our shoes. In addition, every pair of shoes is run through a metal detector prior to shipping.

Antimicrobial Treatment

In order to ensure our shoes are 100% hygienic, we spray the inside of every pair with our proprietary, Anti-microbial Protectant before shipping. This 100% natural, anti-fungal and anti-microbial process naturally reduces 99.9% of germ, virus, and bacteria exposure.

Additional, Precautionary Components – each of the following shoe components, carefully incorporated into each design, help maintain the durable structure of the shoe while protecting the feet and preventing potential injury.

- Extra Depth – accommodates for swelling, and placement of orthotic/insert (5/16 in extra depth)
- Protective Toe Box – protects toes
- Shank – adds extra support to arch area of shoe
- Heel Counter – provides maximum foot support by cradling the heel to reduce over-pronation and prevent heel slippage

Service

Offering a high quality and artfully crafted product isn't enough in our opinion. The service we offer and the interactions we have are a reflection of the care and dedication that we put into building every aspect of the Anodyne brand.

Real service, unfortunately, is a lost art. The common endless, touch-tone, automated service is outdated and doesn't suit anyone's needs at this point. With Anodyne, you'll experience customer service the way it used to be – a general ease of doing business and real people with the right credentials answering the phones.

We pride ourselves on maintaining a small, family business mentality with a big business mission. The service we offer will always be personal, diligent and immediate – each and every time.

Laboratory

With our full service laboratory, we have the capability of providing a 100% custom, accommodative product. Feet come in all sorts of shapes and sizes, and often times, the best way to treat and support them is through a product made custom for them. Using premier materials and an experienced team of experts, the quality and craftsmanship of our laboratory is unparalleled.

Custom Inserts and Partial Foot Toe Fillers

Hand-crafted by our lab staff and based on the exact contours of a patient's feet, our Custom Accommodative Inserts and Partial Foot Toe Fillers allow for maximum foot support, total contact and enhanced stabilization. Moreover, our custom inserts can be used to isolate and individually treat any particular irregularity that a patient's feet may have, including the off-loading of certain areas, adding metatarsal pads, arch flanges, Morton's extensions, heel raises, etc. All custom inserts crafted by the Anodyne lab are A5514 reviewed, and all partial foot toe fillers are L5000 reviewed.

Anodyne Scanner

Working with a team of industry experts, we've developed an ultraportable, easy-to-use, and affordable 3D scanner. With accuracy within +/- .5 mm, there is no longer a need for impression foam boxes or plaster casts. Orders can be sent and received within minutes, eliminating shipping charges and reducing lead times. Our scanning software is offered to all Anodyne suppliers free of charge (no fees or click charges). If you prefer not to scan the feet directly, you can instead send scans of either plaster casts or impression foams.

Shoe Modifications

Our lab is also equipped to provide any type of custom shoe modification upon request, should a patient require them. These modifications include, but are not limited to, heel lifts, sole lifts, rocker bottoms, toe skaters, arch fills, etc.

Ordering

Placing Orders

In order to avoid unnecessary shipping charges, make sure to place all of your orders at one time. Orders can be placed a few different ways –

1. Online – the fastest and easiest way to place orders is through our website. Just select the products you would like to order, fill out the associated patient information, and go through the Checkout process.
2. Phone – orders can also be placed over the phone with one of our Customer Support Specialists at 1-844-637-4637.
3. Email – using our standard order forms (found in our online Resource Center – www.anodyneshoes.com/resource-center), email all orders to orders@anodyneshoes.com.
4. Fax – using our standard order forms (found in our online Resource Center – www.anodyneshoes.com/resource-center), fax all orders to (262) 364-2707.

Ordering our Custom Accommodative Inserts and Partial Foot Toe Fillers can be done a couple different ways –

1. Scanner App – the quickest way to order custom inserts is through our Anodyne scanner app.
2. Online – inserts can be ordered separately on the Custom Insert product page, or in addition to shoes on the shoe product pages. Once an order is placed, we will follow-up and ask for you to send a physical or PDF version of the associated custom insert order form, and either a .stl scan file or a foam impression of the patients foot.
3. Mail – send in a foam impression or slipper cast of the patient's foot along with a custom insert order form and/or a shoe order form.

Ordering Shoe Modifications –

1. Mail – send in a shoe modification order form in addition to a shoe order form and/or custom insert order form.
2. Email – send in PDF version of a shoe modification order form, in addition to a shoe order form and or custom insert order form.

Mismatch Pairs

We accept mismatch pair orders, however, a 50% surcharge will be placed on the shoes and/or inserts. If you are ordering custom inserts along with the shoes, no upcharge will be placed on the inserts. This surcharge will not be refunded upon return of the product(s).

Order Status/Information/Tracking

For all questions regarding your orders, log in to your account, where you can view your past orders and/or returns and all associated information. If you still are having questions, contact us by phone, email, and/or live chat.

Frequently Asked Questions (FAQ)

View and Pay Invoices

All information regarding current and past Invoices can be viewed and paid online by logging in to your account. Based on how your account is set up, invoices will be sent via email, fax, and/or mail. To change any of your invoicing preferences, feel free to call our Customer Support Center – 1-844-637-4637. Payment terms are net 30 days after the invoice and order have generated and shipped.

Payment Types

We accept payment by credit card (Visa, Mastercard, and/or American Express) or by check. Checks can be mailed to:
Anodyne
Attn: Accounts Payable
5050 S 2nd St
Milwaukee, WI 53207

Turnaround time

Standard Orders

Typically, all orders will ship no later than 24 hours after your order is placed.

Custom Orders

Custom insert orders will ship up to 3 days after a scan or foam impression and the associated order form is received. Partial Foot Toe Filler orders will ship up to 5 days after the order and paperwork have been received.

Out of Stock Orders

If an order is placed for an item that is out of stock, we will be sure to let you know by email and/or a phone call. Your order will remain in the queue, and once that particular product is back in stock, we will send it out to you immediately. We'll also make sure to keep you in the loop with updates once we have a firmer ETA of the product. As always, feel free to contact our customer support team for any updates.

Resource Center

Find digital versions of all of our order forms, catalogs, brochures, break-in recommendations, care instructions, and more in our online Resource Center – www.anodyneshoes.com/resource-center.

Account Settings

Update any account information and preferences (name, contact info, shipping address, billing address, credit card info, email preferences, etc.), by logging into your account at www.anodyneshoes.com or by calling us at 1-844-637-4637.

Technical Support

Having issues with our website or your account? No problem – reach out to us by whichever way is most convenient for you (phone, email, and/or live chat).

Sizing

In making our shoes, we wanted to make our sizing as simple as possible. We only used one last for all of our women’s shoes and one last for all of our men’s shoes. No matter which style a patient chooses, the fit will be about the same. Our shoes run true-to-size in terms of length and width; however, they do fit much fuller than a typical shoe in order to accommodate for swelling and a thicker insert. Therefore, if in between sizes or widths, we recommend sizing down. We offer our shoes in the following sizes:

Men –

Sizes: 7.5 – 12, 13, 14

Widths: Medium, Wide, Extra Wide

Women –

Sizes: 5.5 – 10, 11, 12

Widths: Medium, Wide, Extra Wide

Width Conversions

Below are our recommended width conversions for our shoes.

Men’s	
M	C, D
W	E, EE
XW	EEE, EEEE+

Women’s	
M	B, C
W	D, E
XW	EE, EEE+

Product Questions

On each product page on our website, we provide general information as to what materials are used for each respective product. If you have any questions that aren’t answered there, don’t hesitate to contact us by email, phone, and/or live chat.

PDAC Review

Each of Anodyne’s diabetic shoes and inserts are reviewed by a PDAC (Pricing, Data Analysis and Coding) contractor and have been confirmed to meet Medicare requirements. We have copies of PDAC review letters for all shoes and inserts in our Resource Center – www.anodyneshoes.com/resource-center.

Pricing

All accounts will be held to our Minimum Advertised Pricing policy, which can be found in the forms section.

Shipping and Returns

Shipping

Typically, our products are shipped via UPS. We offer three shipping options:

- Ground: 3-5 days
- 2nd Day: 2 days
- Next Day: 1 day

Each shipping option is offered at the applicable UPS published rate. If you have an account, you may login to view your entire order history with more complete details.

Returns

We stand behind our products and services, and therefore offer a 6-month, no questions asked return policy. For sock orders, we do request that these be unworn and returned in the original packaging. All orders are shipped with a pre-paid UPS return label in the box, so returning them is easy.

Return Instructions

1. Fill out the [return form](#) (located on the packing slip) and when applicable, a [lab rework form](#)
2. Place shoes in a protective outer box
3. Write down the tracking number for your records
4. Attach the pre-paid UPS return label to your package
5. Drop off the package at any [UPS authorized location](#)

If you cannot find the pre-paid return label, you can generate a new label by following the instructions on our Shipping and Returns page – www.anodyneshoes.com/shipping-and-returns.

Once we have received your returned product(s), we will process them immediately. Please note it can take up to 5 days for the credit to appear on your bank statement.

Please note, we cannot offer refunds for any of our custom products (Custom Accommodative Inserts, Partial Foot Toe Fillers, and/or Shoe Modifications). However, we will rework these items at no additional cost. In addition, if a “mismatch” pair of shoes is ordered, the 50% upcharge applied to the order is nonrefundable.

Medicare

As of December 2014, the American Diabetes Association reported that roughly 30 million Americans suffer from diabetes. 60 to 70% of people with diabetes suffer from neuropathy, characterized as nerve damage and loss of sensation resulting in a loss of feeling. Unfortunately, diabetics with neuropathy in the feet are significantly more susceptible to skin changes, infections, calluses and ulcerations.

In order to circumvent these ailments and the potential of lower limb amputation, Medicare statutes were amended to cover certain therapeutic shoes, inserts and possible modifications for those patients that qualify based on their stated requirements. As opposed to traditional shoes, diabetic footwear is designed to prevent shearing, establish total contact with the bottom of the foot and maintain a greater depth.

Under the following conditions, Medicare covers diabetic shoes, inserts and/or modifications. These requirements are included within the Statement of Certifying Physician (SCP) letter which must be completed by a patient's physician (either M.D. or D.O.) when submitting for fulfillment of a patient's order.

- 1) Patient has been diagnosed with diabetes and has one or more of the following (in one or both feet):
 - a. Partial or complete amputation(s) of foot or part of one's foot
 - b. A history of foot ulceration
 - c. Pre-ulcerative callus formation
 - d. Peripheral neuropathy with sign of callus formation
 - e. Poor circulation
 - f. Foot deformity
- 2) Patient is being treated by the physician under a comprehensive plan for his/her diabetes. The patient must have visited with his/her Primary Care Physician within 6 months and the SCP must have been signed within 3 months of order fulfillment.
- 3) Patient needs therapeutic shoes and/or inserts due to his or her diabetes.

All necessary forms can be found at the end of this guide, or at www.anodyneshoes.com/resource-center. We also offer Compliance Documentation Packets for [DPM](#) and [DME](#). If you have any questions about billing don't hesitate to reach out to our Customer Service Team.

Billing

Medicare eligibility allows for the reimbursement of a pair of shoes (A5500) and three (3) pairs of inserts (either A5512 or A5514). When billing Medicare for reimbursement of Anodyne's diabetic shoes, inserts, modifications and/or toe fillers, the following codes should be referenced:

Code	Description	Reimbursement (per pair) - 2020
A5500	Extra Depth Shoes	\$147.74
A5512	Heat Moldable Inserts	\$60.26
A5514	Custom Accommodative Inserts	\$89.92
L5000	Partial Foot Toe Filler	Avg - \$530

*Note: Medicare reimburses for 80% of the total reimbursement.

Description	Total Reimbursement - 2020
Extra Depth Shoes w/ 3 pairs of Heat Moldable Inserts	\$328.52
Extra Depth Shoes w/ 3 pairs of Custom Accommodative Inserts	\$417.50

*Note: Medicare reimburses for 80% of the total reimbursement.

Looking for help with your billing? We have you covered. We're your best resource for any Medicare related questions or concerns. For more information, contact us at 1-844-637-4637.

Marketing

Once you've taken the steps necessary to educate your staff using the sources available, it's time to execute what you've learned.

Location. Location. Location.

We've found that success comes quickly to those that promote it. The Anodyne display should be placed prominently in the reception area of your office. This will ensure patients are able to introduce themselves to the product prior to your conversation.

Collateral

Encourage patients to inquire further by displaying and giving out our catalogs and trifold brochures. We're more than happy to provide as much collateral marketing and educational materials as your office staff and patients need (all free of charge). If you ever find yourself running low on these materials, please don't hesitate to give our Customer Support Team a call and we'll get more out for you right away.

Supplemental Anodyne products should also be made available to patients once they've purchased shoes and inserts. Explain to them the usefulness of products for sustaining the wear of their shoes.

- Anodyne Anti-Microbial Protectant
- Anodyne Leather Conditioner
- Anodyne Stain Shield

Educate the Patient

Aside from making sure your staff is familiar with the product and process, you'll want to make sure that the patient is equally familiar and comfortable. In order to educate your patient, you'll need to make them aware of the potential risks associated with diabetes and how it may negatively affect their lower extremities.

1. More than 60% of non-traumatic lower-limb amputations occur in individuals suffering from diabetes. Moreover, 60-70% of those individuals with diabetes suffer from some form of mild to severe neuropathy.
2. Make sure that patients are aware that:
 - Diabetic shoes can prevent shearing
 - Diabetic inserts are meant to achieve total contact
 - They can maintain an active lifestyle in diabetic shoes – make sure that they see our full collection of styles
 - Diabetic shoes help prevent foot complications such as callus and ulcer formation. In the event that such complications already exist, diabetic shoes can help prevent their aggravation and/or further damage through the use of custom inserts and greater depth in the shoe.
3. Provide the patient with Anodyne's brochures and other marketing materials that they can take home with them.

The patient should know that Anodyne isn't just another shoe to add to their closet collection. They should be aware that the shoes are designed purposefully for the accommodation of diabetic feet and are reimbursable with Medicare. Let them know that these shoes can have tangible health benefits to help prevent possible complications, including amputation.

Fitting

Patient Foot Assessment

Prior to actually fitting and taking a patient's measurements, a comprehensive foot assessment should be completed. Please note that a foot assessment made by a non-Podiatrist is not meant to function as a diagnosis. Only qualified physicians make diagnoses. The purpose of a fitter's foot assessment is to add notes and observations to a patient's file, to be used later for the appropriate selection of diabetic footwear and inserts.

The information gathered through a foot assessment should be used and placed in the patient's file, either as an assessment form or as part of the S.O.A.P. notes (discussed earlier in the "Patient S.O.A.P. Notes" section).

The foot assessment should be conducted in an exam room with the fitter wearing gloves, both for the protection of the patient and the fitter.

Diabetic Shoes (A5500)

Properly fitting Anodyne shoes and inserts assures that your shoes have total contact and avoid shearing. Fitting a patient should be done with your Anodyne Foot Measuring Device. Measurements should be taken with the patient wearing socks that they will wear with their new shoes. For full instructions on how to use your Anodyne Foot Measuring Device visit www.anodyneshoes.com/Foot-Measuring-Device-Instructions.

In some cases, it's possible that a patient will have a significant variation in the length of their two feet. If there is a size discrepancy of greater than one and a half sizes, getting a split pair will likely be needed. However, if the discrepancy is less than one and a half sizes, we would not recommend getting a split pair. Please note that all split pair orders will incur a non-refundable, 50% up-charge on the order.

It is important to have your patients try on shoes with Anodyne inserts in them. Trying on shoes without an insert will not give an accurate representation of the shoe's fit (diabetic shoes are intentionally made with an extra depth to accommodate insert placement).

Note: In many cases, the use of our supplementary grey insert "fillers" can provide the accommodation necessary for a foot size discrepancy (i.e. by placing underneath the insert of the smaller foot).

Tri Lam Heat Moldable Inserts (A5512)

Qualifying patients are eligible for three pairs of heat moldable (prefabricated) inserts to come with their diabetic, extra depth shoes. Medicare requires that, when dispensed, the inserts be heat-molded using a heat source of 230 degrees (or higher), and make total contact with the patient's arch. Please note, when inserts are dispensed to the patient, all three pairs must be heat molded to qualify for Medicare billing.

Heating the inserts generally takes 1-3 minutes and can be done using either:

1. A heat gun set to a minimum of 230 degrees Fahrenheit
2. A convection oven set at 230 degrees Fahrenheit. When heating the inserts, make sure that both the top and bottom layers are heated, with particular focus on the arch.

Note: When heating the inserts, a microwave should *not* be used and you must be extremely careful to not overheat the inserts, putting the patient at risk.

Once the inserts have been heated, place them (one at a time) on a foam block. Have the patient wear a sock (or other protective material) and position his/her foot on top of the heated insert. With the insert and foot stable, use your hands to press up on the bottom of the insert to mold the arch with the patient's foot. Do this with all three sets of inserts. When you've completed the molding process, place the insert on the floor (or suitable flat surface) and double check to ensure total contact has been established on all parts of the patient's feet.

Custom Accommodative Inserts (A5514) and Partial Foot Toe Fillers (L5000)

Custom inserts and toe fillers require a foam impression, slipper cast or scan/photo of the patient's foot. Impression foams can be purchased directly through us, and scans can be sent directly through our Anodyne iPad scanner app.

Special Accommodations

Custom inserts are often required because a patient may need very specific accommodations made to their inserts. These include, but are not limited to, off-loading of certain areas, heel cups, added metatarsal pads, etc. As long as these accommodations are requested and specified on the Custom Insert Order Form, our lab will make sure that they are taken care of, at no additional charge.

Taking a Scan of the Foot

If you choose to take and send a scan using the Anodyne iPad scanner app, review the following to ensure your scans are sent correctly. For visual instructions, check out our [Scanner App Instructions](#).

1. Open the scanner app and click to enter a "New Patient."
2. Enter the necessary information on the shoe order form for both the inserts and associated shoes.
3. Make sure patient's foot is subtalar neutral by having them lay face down on a table or place their knee on a chair.
4. Click the right foot icon on the top right of the screen and the scanning screen will appear.
5. Click the scan button on the right side of the screen to begin scanning once the foot is focused within the scanning box.
6. Once the scan has rendered complete, click the scan button to stop.
7. Click the "save" icon on the top right of the screen, and then the "back" icon on the top left corner of the screen.
8. Repeat steps 9 through 10 for the right foot.
9. Click the email icon to send the scan and associated order form. You will see a notification on the screen confirming that everything was sent.

Taking a Foam Impression of the Foot

If you choose to take a foam impression of the patient's foot instead of using our scanner app, please carefully review the following steps to ensure you don't damage the foam.

1. Sitting in a chair with thigh and knee at a 90 degree angle, place the foam box next to the patient's left foot (non-weight bearing).
2. Place the foot over the center of the foam (heel about 1" from back of foam box).
3. Gently grasp below the patient's anklebone. Using your other hand, apply some pressure at the metatarsals and heel. Push down on his/her knee until resistance is met.
4. Once the patient's metatarsals and heel are all at the same depth (you may use a pen to check the depth), remove the patient's foot from the foam.
5. Repeat the process for the right foot.
6. Special accommodations may be marked in the foam, gently using a permanent marker.

When you have completed this process, make sure to complete the Custom Insert Order Form and place it in the foam box. Although impression foam is being used, a measurement should still be taken of the patient's feet to ensure proper fit.

If, upon receipt, you find that the custom inserts are in any way incorrect or do not achieve total contact as expected, please contact us immediately and we will coordinate to have them sent back and corrected, at no additional cost to you.

Shoe Modifications

Our lab offers shoe modifications for those patients that the Prescriber (or other qualifying physician) has determined need accommodations for their gait (or other complications). We encourage you to have the patient try on the shoes without modification prior to placing the order with our lab. If you have any questions regarding shoe modifications, please don't hesitate to contact us.

Resource Center

Ordering/Returns

- [Shoe Order Form](#)
- [Custom Insert Order Form](#)
- [Shoe Mod Order Form](#)
- [Return Form](#)
- [Lab Rework Form](#)

Medicare/Billing

- [DPM Pack](#)
- [DME Pack](#)

Compliance

- [Compliance Program](#)
- [Code of Conduct](#)

Account Items

- [Account Set-up Agreement](#)
- [MAP Policy](#)

Training Videos

- [Using Our Scanner App](#)
- [Taking a Foam Impression](#)
- [Heat Molding Inserts](#)
- [Measuring a Patient's Feet](#)

Collateral

- [Catalog](#)

Other

- [Scanner App Instructions](#)
- [Foot Measuring Device Instructions](#)
- [Shoe Fitting Form](#)
- [Floor Stand Instructions](#)
- [Counter Top Instructions](#)
- [Single Shoe Instructions](#)