



Dr Comfort Update – Nov 21, 2008

Happy Thanksgiving from Dr. Comfort!

Wow - here we are at Thanksgiving already! This is one of our favorite holidays of the year as we spend time with family and friends enjoying the blessings and fellowship that come with being together. We wish you a safe and wonderful holiday! This is a short week for our office – we will be off Thursday and Friday, but back at it on Monday. The retailers hope that we are all spending those off days filling our shopping carts. Good luck braving the stores this Black Friday.

Great News! The Medicare Reimbursement Rate is Going Up Over 5%!

We have just received early word that the Medicare Reimbursement rate for shoes and inserts is going up by more than 5% in 2009! Getting a 5% raise during this difficult financial time is a nice surprise. Ok – here’s the breakdown

	<u>2008</u>	<u>2009</u>
Pair of shoes (A5500)	\$63.58	\$66.76
One heat moldable insert (A5512)	\$25.94	\$27.24
One custom insert (A5513)	\$38.71	\$40.65
Pair of shoes / 3 heat moldable inserts	\$282.80	\$296.96
Pair of shoes / 3 custom inserts	\$359.42	\$377.42

The reimbursement for toe fillers (L5000) is also going up 5% - check your region for the actual increase. A revised Medicare Reimbursement Schedule will be available on our web site soon.

The New Shoes Are Available at www.drcomfortdpm.com

Most of the new styles are in our warehouse and are ready to ship to you. The new catalogs are close to being complete – we will send these, along with new order forms to your offices in early December. You can look at the new shoes online, though. If you have set yourself up for online ordering, you can even order the new shoes online. If you want to order the new shoes before you receive the new order forms, simply write in the style and color – or call us. Remember – all men’s shoes come in sizes up to 15XW!

It’s Time to Request Your Patient Lists

Want to track down those patients who bought shoes from you in 2007, but haven’t ordered shoes for 2008 yet? We can help. Just call any of our customer service reps and ask them to run the 2007 Patient List report for you. This report compares the patient names for 2007 and 2008, eliminates the names of patients (spelling of names is important) that purchased shoes from you in both years – leaving only those that you have not sold shoes to in 2008. We can fax or email this list to you almost immediately.

YOU CAN NOW ORDER SHOES AND INSERTS ONLINE!