



## **Dr Comfort Updates – Apr 18, 2008**

### **In Case You Did Not See This Last Week - You Can Now Order Dr. Comfort Shoes On-Line!**

#### **We Signed Up Over 300 Customers For On-Line Ordering In The First Week!**

***On-line ordering is now available.*** With a few mouse clicks, you can order shoes and inserts, track orders, check order status, view invoices and even print invoices. In short, we've made it much easier for you to place your orders for Dr. Comfort products.

Our secure on-line ordering system has been tested and de-bugged extensively over the past several months – we took many extra steps to ensure that this ordering process is easy to work with and completely confidential to your practice.

#### ***So, how does it work?***

- Email Justin at [Justinp@drcomfortdpm.com](mailto:Justinp@drcomfortdpm.com) to obtain your password
- Login at [www.drcomfortdpm.com](http://www.drcomfortdpm.com) and select CLIENT LOGIN
- Enter the Patient Name
- Select the shoe style, color, size and width from pull-down menus
- Select the number of inserts (heat moldable or gel only)
- Select the ship-to location (if you have more than one location)
- Add it to your shopping cart (you can place more than one order at a time)
- That's it!

***Why do it?*** By ordering on-line, you will save time. In many instances, your orders will be shipped on the same day the order is placed. Because on-line orders are entered directly into our computer system, you will also get the satisfaction that your orders are entered exactly the way you ordered them. The whole process is available in a Power-point presentation at our web site at [www.drcomfortdpm.com/custsupport.htm](http://www.drcomfortdpm.com/custsupport.htm)

#### **Are You Giving Shoe Care Instructions To Your Patients?**

Go to [www.drcomfortdpm.com/custsupport.htm](http://www.drcomfortdpm.com/custsupport.htm) and click on Shoe Care Information for Patients. If you would rather have us fax it to you, simply call.

#### **I'll Have Mine Burnished, Please!**

With the latest shoe styles, Dr Comfort has introduced that "burnished" look on the Frank and Eric styles. We spend a little extra time 'finishing' these shoes and work in a cream with a burnishing wheel to give it that rich, slightly worn look. The application of the burnished finish is purposely inconsistent. We know that your patients will love it.

#### **We Expect To Have An Accreditation Announcement This Week!**

We have been working with several accrediting agencies and expect to finish negotiations by the end of the week – look for an announcement soon.

**YOU CAN NOW ORDER SHOES AND INSERTS ONLINE!**