

FOOT AND ANKLE EXPERTS PROVIDING INSIGHTS, PRODUCTS AND ADVICE, AND EXPANDING THE PATIENT EXPERIENCE BEYOND THE DOCTOR'S OFFICE.

BUSINESS OVERVIEW

FootSourceMD.com began with a retail space created by physicians to provide their patients a single, trustworthy source for doctor-approved products, reliable information and solid insights into foot and ankle care. Building on that success, FootSourceMD.com offers the same combination of ease and assurance to physicians and patients in an engaging online experience.

KEY DIFFERENTIATOR

FootSourceMD is not only a simple, intuitive resource patients can trust to find physician-recommended products, it's also a robust interface physicians can use to extend the patient experience beyond the office. By utilizing FootSourceMD's electronic recommendation system, physicians can connect their patients with specific products. Several medical practices throughout the eastern U.S. are already using this powerful tool, and more are coming online.

PRODUCTS

FootSourceMD offers a product mix like no other. Every item is handpicked by physicians based on quality, merit, and proven effectiveness. Quite simply, if it's available on FootSourceMD, it's approved by a doctor.

With an intuitive, easy-to-navigate interface, any given product is searchable in three different ways:

- > By Category – Categories include specialty, athletic, casual and dress shoes; socks and stockings; inserts; braces and splints; spacers and pads; tools for rehab and stretching; skin and nail tools and treatments.
- > By Condition – Patients can search by Skin & Nails, Toes, Arch/Midfoot, Ball, Heel, Ankle, Chronic Conditions
- > By Product – Patients can search for a specific product by name

RESOURCES

FootSourceMD also supports its product mix with a wealth of educational and informational resources, including:

- > Information provided by physicians
- > A comprehensive FAQ section
- > Videos explaining common foot and ankle conditions in plain language
- > Sole Science Facts, additional tips and content relevant to the user's search focusing on injury prevention and promoting wellness

LEADERSHIP

FootSourceMD was founded by leading foot and ankle surgeons from the Orthopedic Foot & Ankle Center in Westerville, Ohio:

- > Thomas H. Lee, MD
Board certified, orthopedic surgery
- > Gregory C. Berlet, MD
Board certified, orthopedic surgery
- > Terry M. Philbin, D.O.
Board certified, orthopedic surgery
- > Christopher F. Hyer, DPM
Board certified, podiatric surgery

FOUNDED

E-commerce site: July 2010

Original bricks-and-mortar store: October 2007

MEDIA CONTACT

Kim Miller

ELEVATE Thinking on behalf of FootSourceMD.com

Phone: 614.397.8481

E-mail: Kim.Miller@ELEVATEthinking.com