

# MED



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# TECH

## OUTLOOK



**COMPANY:**

Core Products

**WEBSITE:**

coreproducts.com

**KEY PERSON:**

Philip Mattison  
President

**DESCRIPTION:**

Manufactures and offers a full array of products for physiotherapist, chiropractors, massage therapist, and anybody who is treating muscular skeletal injuries

## TOP 10 PHYSIOTHERAPY SOLUTION PROVIDERS - 2019

Any damage to a person's exoskeleton can prove to have a very strong impact in their day-to-day life. While medication and surgery can fix such damages, it is important to exercise the muscles properly to make sure that the patient's mobility is not restricted, or worse, diminished. "Physiotherapy" is the answer to the problem. However, the nuances involved in physiotherapy takes skills that take years to learn, to know each muscle fiber and bone. Against this backdrop, technology has grown by leaps and bounds in empowering physiotherapists and orthopedic surgeons help their patients better.

Innovations, such as photobiomodulation therapy, use different wavelengths of light to help reduce pain and inflammation in the affected parts, and in parallel, stimulate cell repair in the exoskeleton. Being a drug-free and non-intrusive treatment, the possibility of risk or side effects is nearly zero. Taking this further, many physiotherapists are using infrared and red lights to suit different levels of treatment requirements.

While this proves highly advantageous after an injury, the immediate first aid provided to the patient at the time of injury is vital. For that, organizations in the market have crafted muscle and joint supporting systems that can help not only reduce swelling and prevent re-injury but prevent injury and enhance sports performance overall.

That being said, the intensity of injuries can vary from person to person, and sometimes, surgery is unavoidable to help the patient function normally again. In such situations, the use of continuous passive motion devices in post-operative helps track the patient progress based on muscle utilization and frequency. Today, this can be monitored and controlled from a mobile device also.

Amidst this burgeoning healthcare landscape, MedTech Outlook's distinguished panel comprising of CEOs, CIOs, VCs, industry analysts along with its editorial board have reviewed the top physiotherapy solution providers and shortlisted the ones spearheading the charge toward fulfilling the urgent demands of the industry. The listing offers a look at how these solutions are put to use, thereby enabling healthcare practitioners to gain comprehensive knowledge and expertise.

We present to you MedTech Outlook's "Top 10 Physiotherapy Solution Providers - 2019."

## Core Products

### Quality Products for Musculoskeletal Injuries

**D**uring a game or even while practicing, repetitive stress and tension in the muscles of many athletes causes various musculoskeletal injuries. Such injuries also affect people from all walks of life, even individuals working desk jobs. A way to mitigate or treat such condition is through therapeutic and orthopedic products. To this end, one company continues to excel in making comfortable and easy-to-use orthopedic solutions. For 32 years now, at three factories two in Wisconsin, and one in Canada, Core Products International Inc has successfully designed and manufactured its entire line of products for physiotherapists, chiropractors, massage therapists, and any other physician treating musculoskeletal injuries. "We are proud to innovate and manufacture quality healthcare products in North America and Canada. We are passionate about making lives more comfortable, and we are continually bringing effective new products to the consumers who need them," says Phil Mattison, President and Founder of the company.

Interestingly, Mattison started Core products with the vision to create a comfortable, supportive, sleeping pillow after suffering from a sore neck and not having found an ergonomic solution. The Tri-Core Pillow, the first support pillow created by the company, is one of the top-selling orthopedic pillows available today. Another best-in-class product is the Therapeutica Pillow, a dual contoured, semi-custom fit pillow. When a prominent Chiropractic college in Canada conducted a clinical study for posture, muscle activation, and pressure distribution, they tested the Therapeutica Pillow versus standard pillows. The conclusive results of the study indicated that the Therapeutica Pillow did lead to changes in muscle activations, posture of the head and neck, and upper back as compared to a standard pillow.

Furthermore, it reduced mean peak pressures and increased the contact area. It proved to have potential implication for reducing symptoms and improving healing in patients with neck pain. Over the years, Core products have expanded their offerings to include an array of innovative products that treat injuries in every part of the body from head-to-toe. The solutions

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At Core Products International we believe that by offering professional quality supports and braces, designed and manufactured in North America, we fulfill the needs of our customers, and help make their lives more comfortable

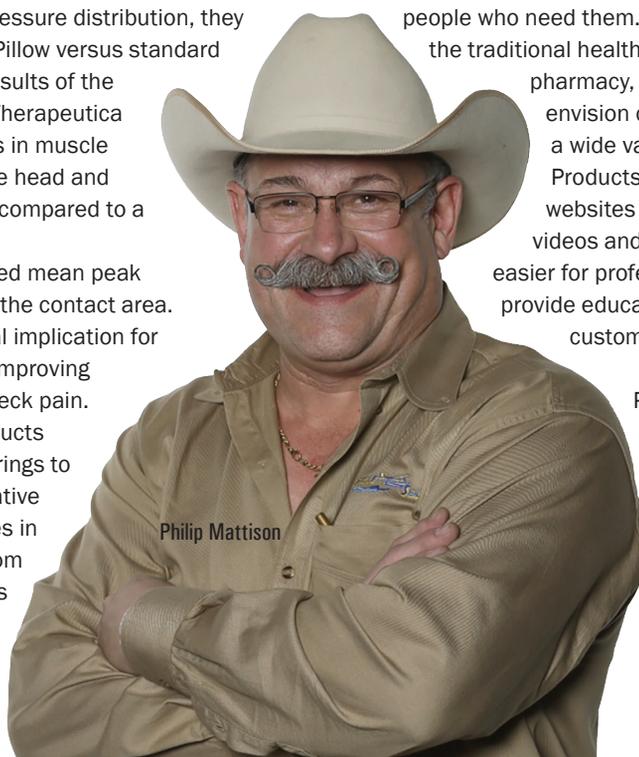
include; hot/cold packs, back support belts, cushions, rolls and rests, moist heat packs, a range of orthopedic pillows, neck rolls, cervical support collars, and many more.

In addition to the product offerings, the company goes the extra mile by strengthening their market reach. They brainstorm strategies and offer informational and marketing tools to their resellers and partners, providing quality content to healthcare providers and end users. This gives them the tools they need to make informed decisions when buying Core's products.

Core Products also offers contract manufacturing and private labeling services. Core provides sub-assemblies, components for complex products, and finished products for other manufacturers.

Over the last five years, the most significant trend Core Products has seen is the way their solution is reaching the people who need them. In addition to providing solutions to the traditional healthcare retailers such as doctors' office, pharmacy, home medical equipment store, they envision catering to a wider audience through a wide variety of e-commerce platforms. Core Products is continuously improving their websites and have started to add instructional videos and product category videos to make it easier for professional to recommend products and provide education to ensure the right purchase by customers.

Mattison concludes: "At Core Products International we believe that by offering professional quality supports and braces, designed and manufactured in North America, we fulfill the needs of our customers, and help make their lives more comfortable." 



Philip Mattison