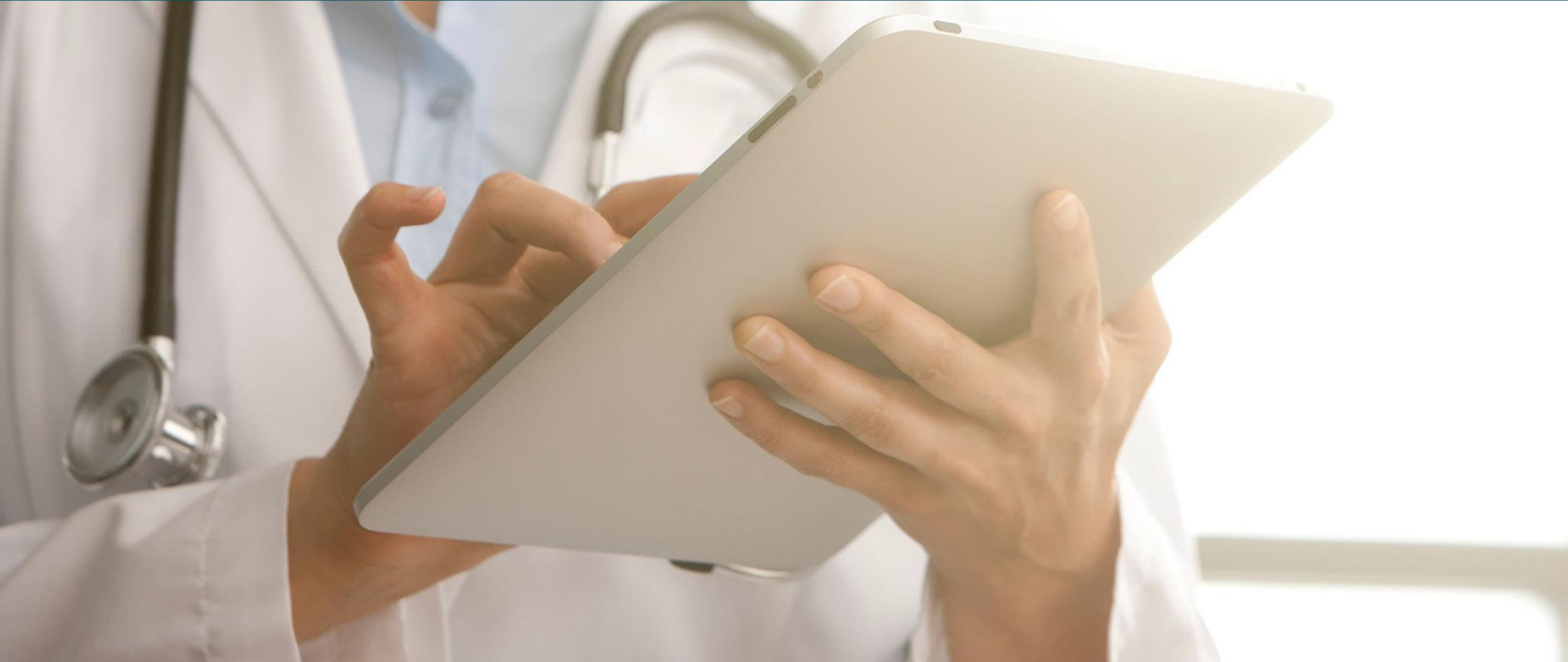




Enertor Insole Plantar Fasciitis Trial

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Background and Objective



Background and Objective

Background

Enertor has designed insoles made with a smart material that reduces the level of shock when walking or running. The insoles cushion the foot when moved slowly, but on impact the material locks together to absorb and disperse energy, before instantly returning to its flexible state. The insoles have previously been marketed at athletes and those taking part in sporting activities. However, Enertor believes that the insoles could also be clinically beneficial for people who suffer from Plantar Fasciitis.

Trial Objective

To obtain robust data on whether wearing Enertor insoles demonstrates a clear clinical benefit amongst Plantar Fasciitis sufferers.





Our approach



Methodology

Extensive pre-screening to ensure right participants



Participants wear insoles for 2 weeks



Participants complete 15 minute online feedback/pain score survey




Participants wear insoles for another 2 weeks



Participants complete a second 15 minute online feedback/pain score survey



Sample

Markets		
Sample size	Plantar Fasciitis sufferers	120
Screening criteria		<ul style="list-style-type: none">• People currently suffering from Plantar Fasciitis• Not currently undergoing any therapy (other than taking/using NSAIDs) that would mean the provision of an insole would represent a clinical intervention• Females weighed less than 80kg, males less than 95kg• Mix of age• Mix of gender





Key Study Conclusions



Key Study Conclusion

- ✓ 91%* reported an improvement in their overall level of pain
- ✓ Levels of overall pain reduced by 35%* on average after wearing insoles for 4 weeks
- ✓ 69% of sufferers claimed the insoles helped heal their plantar faciitis
- ✓ 83%* would recommend the insoles to a friend
- ✓ After 4 weeks, 83%* of chronic sufferers saw an improvement in pain after exercise
- ✓ 87%* reported an improvement in how frequently they experienced pain
- ✓ 75%* of new sufferers agree the insoles have helped heal their Plantar Fasciitis

****STATISTICALLY SIGNIFICANT RESULT***





Overall pain



Key claims on overall pain

- ✓ 91%* reported an improvement in their overall level of pain
- ✓ 21% of new sufferers seeing improvements reported a 'major' reduction in pain
- ✓ Levels of overall pain reduced by 35%* on average after 4 weeks wear
- ✓ Pain after immobility reduced by 42% on average after 4 weeks wear
- ✓ After 4 weeks, 83%* of chronic sufferers saw an improvement in pain after exercise
- ✓ 87%* reported an improvement in how frequently they experienced pain
- ✓ After 4 weeks wear, the proportion of sufferers experiencing pain multiple times per day fell by 62%*

****STATISTICALLY SIGNIFICANT RESULT***





Impact on life



Key claims on impact of insoles on life

- ✓ *91%* saw improvement in the level of impact Plantar Fasciitis has on their life*
- ✓ *37% saw an improvement in their ability to participate in sport after 4 weeks*
- ✓ *38% of new sufferers saw an improvement in their ability to participate in sport*
- ✓ *75%* of new sufferers agree the insoles have helped heal their Plantar Fasciitis*
- ✓ *Proven to help heal Plantar Fasciitis* (69% of sufferers claim the insoles helped heal Plantar Fasciitis)*

***STATISTICALLY SIGNIFICANT RESULT**



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