

PRACTICAL SOLUTIONS TO COMMON INJURIES



No one wants to be injured and athletes in particular feel the heightened pain of missing out. It was this understanding that drove Medi-Dyne to collaborate with athletes, trainers, and other medical professionals, including the Mayo Clinic™ to ease the pain on all fronts. Craig DiGiovanni, Medi-Dyne's Vice President of Sales & Marketing describes his company's philosophy as one of practicality. "Our goal is to provide athletes with practical solutions to common injuries," he says. "We produce quality products that are affordable and easy to use so that athletes can get back to pursuing their passion."

For DiGiovanni this philosophy extends to his personal life as well. "I compete in triathlons, and I've recently been sidelined by a foot injury," he says. "I'm chomping at the bit to get back out there, so I know how the people who use our products feel. I think having that passion makes us able to relate to others' need to get back out there."

This mentality is evident in the development of one of Medi-Dyne's most successful products the Tuli's Heel Cup. "There was a podiatrist whose son was playing Pop Warner

Medi-Dyne provides sports medicine professionals with cost-effective equipment for treating injuries that athletes can use on their own

football when he was diagnosed with Sever's Disease, a painful heel condition which kept him off the field," DiGiovanni explains. "You have a football player who can't play because his feet hurt, and his dad's a podiatrist, so you know something was going to be done. The father developed a product to help take his son's pain away. It was so successful that selling them became his full-time gig."

Recently, Medi-Dyne took the next step in their goal of helping athletes get back to the field and court. It introduced its 2Steps™ Solutions for Injury Relief, Prevention, & Athlete Independence. As DiGiovanni points out, the goal is to combine immediate relief with long-term healing to provide a complete solution for athletes. "This concept originated when we read a study done with our heel cup," he says. "Results showed that, by using the heel cup combined with deep stretching exercises, 88 percent of patients with plantar fasciitis realized pain relief and healing."

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"Well, those are some great odds, so we began to research other solutions that could produce similar results," he continues. "For plantar fasciitis we knew Tuli's Heel Cups would provide immediate relief from the pain through cushioning and support. For the deep stretching and long-term healing we identified the ProStretch which provides superior, controlled stretching and strengthening for the lower leg, Achilles and foot."

That first 2Steps Solution led to more than a dozen others, all of which are designed to not only relieve a patient's pain and help them gain strength but do so in a convenient and affordable way. By combining the solution with their 2Steps™ Guide to Injury Relief and Prevention, they are able to allow athletes to set up a regimen with their athletic trainer and use the accompanying guides and videos to do work on their own, outside of a rehab facility or athletic training room.



That, DiGiovanni stresses, is critical today. "Health care costs continue to rise, athletic trainers often find themselves having to manage hundreds of student-athletes, which makes time management crucial" he says. "To be able to provide a solution that is cost-conscious and easy for athletes to use on their own is fantastic. It's easy and intuitive to use and really drives home the patient-centered approach that we believe in."

