

The Care Digest

"Improving the Quality of Your Life is Our Primary Concern."

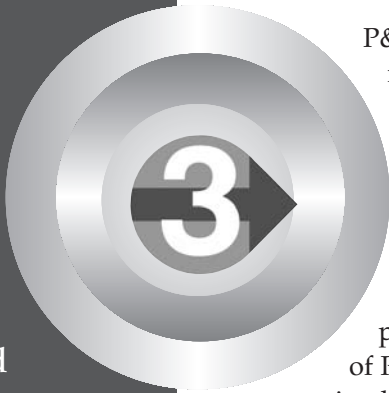


Vol3. Issue 1 2009

The Care Digest ... keeping you informed about what's going on in the prosthetic and orthotic industry right here in St. Louis and around the world!

P&O Care has 3 state-of-the-art on-site fabrication facilities.

Patients need not wait weeks for devices that exceed in both performance and workmanship.



P&O Care Centers are Conveniently Located

St. Louis care Center

1074 Old Des Peres Road
Des Peres, MO 63131

314-775-2041

St. Clair care Center

13 Executive Drive, Suite 13
Fairview Heights, IL 62208

618-212-0006

1-800-871-5237

Jefferson care Center

1479 US Hwy 61, Suite D
Festus, MO 63028

636-232-2982

Behind the Scenes

The Making of a Custom Prosthetic Leg

P&O Care, Inc. is unique in that they have *three* on-site lab facilities that enable them to quickly fabricate prosthetic devices.

Once the patient's doctor issues a prescription and one of P&O Care's thoroughly trained practitioners has taken careful measurements, P&O Care can finish a prosthetic leg in little over a week.

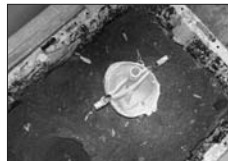
Making an Above the Knee (AK) or a Below the Knee (BK) prosthetic leg involves both an art and a science. P&O Care's goal is to make a leg that is the most comfortable and that provides the most optimal performance for their patients.

The Steps in Making a Prosthetic Socket



The first step in making a prosthetic socket involves the P&O Care practitioner making a cast (known as a negative mold) of the patient's residual limb and taking notes and measurements. Plaster bandages are wrapped around the residual limb and allowed to dry.

Then they take the negative cast back to the lab where it is placed in the "sand box" and filled with plaster. Once the plaster has hardened,



the negative mold is cut away, leaving an exact replica of the patient's limb (the positive mold).

Next comes the most critical step in making a good fitting, comfortable prosthesis. Referring to his or her comprehensive notes and measurements, the practitioner modifies the positive mold by adding and taking away plaster to address pressure-tolerant and sensitive areas of the patient's limb.



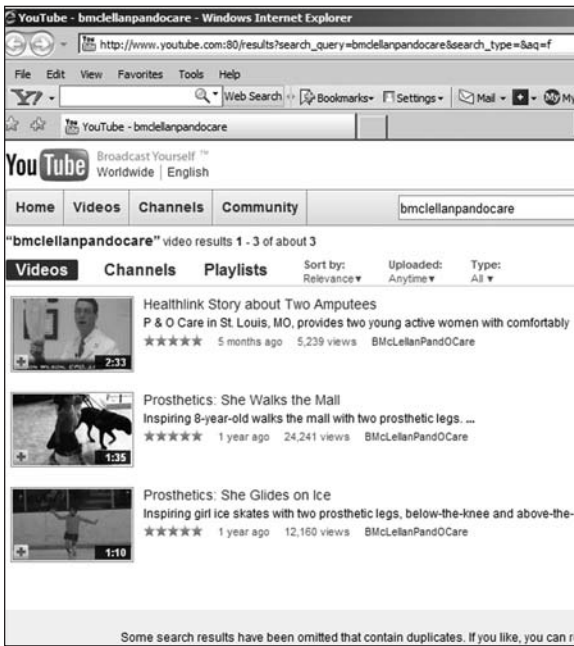
After the practitioner's modifications are made, plastic or foam is heated and pulled over the mold to create a flexible inner liner. Next, the practitioner selects

a suspension system that will hold the leg on and makes some necessary adjustments. At this point, the technician will align the socket with the components that will attach to the knee and foot.



The last step is the lamination of the rigid frame: the inner liner is sealed, covered in plastic and wrapped with layers of carbon fiber, nyglass or nylon. Then it is covered with a second plastic bag and attached to a funnel. A vacuum hose attached to the bottom pulls a quick-hardening resin mixture down over the molded fabric. The resin hardens and the plaster mold inside the socket is removed.

Now, it's ready for the rest of the leg!



The P&O Care YouTube Website.

P&O Care Joins the YouTube Crowd!

P & O Care now has a channel on YouTube that has already had over over 63,000 views. The videos include amateur shots of a pediatric amputee ice skating, and walking at the St. Louis Galleria, along with a two-minute, professionally produced, news-style advertorial.

You can access the P&O YouTube Channel by going to <http://www.youtube.com/user/BMcLellanPandOCare>

If you are a patient, take some pictures or a simple video on your digital camera of some fun activities and send it to Bill McLellan or post it on YouTube yourself.

If you are a doctor or physical therapist, what kinds of videos could you post or encourage your patients to post on YouTube that might reflect positively on your practice?

So much can be gained from the authenticity of a video filmed and posted by patients. The thrill of being on the internet and supporting a good cause provides plenty of motivation to produce a video. Remember, while a patient testimonial telling

how much they like your practice is good, a personal story is better, and the best thing would be straight video evidence of activity the patient would not be able to enjoy without your intervention.



Elizabeth Mansfield

The on-line marketing professional for the prosthetic and orthotic profession, Elizabeth Mansfield, recently argued that all healthcare practices need to use YouTube to get out their message: "I am going to repeat that - consumers are very interested in watching long-form health videos - and you can give them stuff to watch without spending a lot, if any, money," she writes.

Not long ago, as reported in the digital marketing blog Click Z, Excedrin became one of - if not the - first pharma companies to ask their consumers to make their own videos, inspired by their product, and upload them to YouTube, where anyone could view them. These were not simply "I love this product" videos, mind you; in fact, they weren't supposed to say anything about Excedrin at all. The contest asked users to video themselves doing anything at an incredible speed, promoting Excedrin's claim to cure a headache in fifteen minutes. The winner video taped himself hang gliding.

**The P&O
Care Team
Wishes
You and Your
Family
a Splendid
2009!**



Technician Profile

Mark "Doc" Woodson, Certified Prosthetic Technician

Doc leads P&O Care's team of technicians, and has been with the company since it started in 2002. Still, patients rarely see him working tirelessly behind the scenes to make sure their limbs and braces are made on time, fit right, and look spectacular.

Doc's career in prosthetics began in the early Nineties, a few years after losing his leg below the knee in a trucking accident. He always enjoyed creating things with his hands and helping people, so he was a perfect fit for fabricating prosthetic limbs. Doc says he gets special enjoyment from making the limbs our pediatric patients use to walk.

Doc believes there are three critical points in making a quality prosthetic leg: (1) getting a good cast (negative mold), (2) the practitioner's modifications made to the positive mold, and (3) knowing how to align the composites during the lamination process.

When asked what makes a good technician, Doc answered "He has to be good with his hands, know how to solve problems, work well with tools and have excellent communication skills."

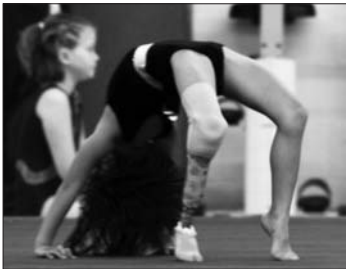
Doc's biggest challenge so far was making a prosthetic leg for a 450 pound person. "The positive mold alone weighed 110 pounds," said Woodson. "Just lifting it and moving it around was a challenge and fabricating it pushed our equipment to its limits."

P&O Care Patient Wins 1st Place in St. Louis Gymnastic Competition

Liana is a young BK amputee who recently won both first place over-all and first place in the beam competition in two gymnastic competitions at the St. Louis Gym Centre. She just turned seven years old and has been an amputee since birth.

Liana works with P&O Care's prosthetist, Greg Doerr. She started performing gymnastics three years ago. During the summer she swims with her prosthesis.

Keep up the hard work, Liana. We're proud of you!



P&O Care is Going Green!

To do our part to help save the environment, P&O Care is preparing to offer the Care Digest in an e-mail format. You can still have your newsletter mailed to you if you prefer.

If you would like to sign up for the e-mail version of the newsletter and stop getting the hard copy in the mail (or stop getting the Care Digest all together), please contact:

Bill McLellan (314) 779-4641
 BMcLellan@PandOCare.com





"All Things American"

MCPLL Trivia Night

Saturday, March 14, 2009

For More Information
Call
J. Freeman
314-606-0442

P&O Care is a Proud Sponsor of
MCPLL Trivia Night

The Missouri Coalition for People with Limb Loss (MCPLL) is hosting a Trivia Night on Saturday, March 14, 2009 at 6:00 pm at The Lodge Des Peres, 1051 Des Peres Road, Des Peres, MO 63131. *Proceeds benefit efforts to get prosthetic health insurance parity legislation passed in Missouri.*



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To comment on these stories and read more, please visit our blog at
CareDigest.Blogspot.com
or contact

Bill McLellan: 314-779-4641 BMcLellan@PandOCare.com

Get connected to individuals and professionals with interests and questions just like yours.

www.PandOCare.com

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