

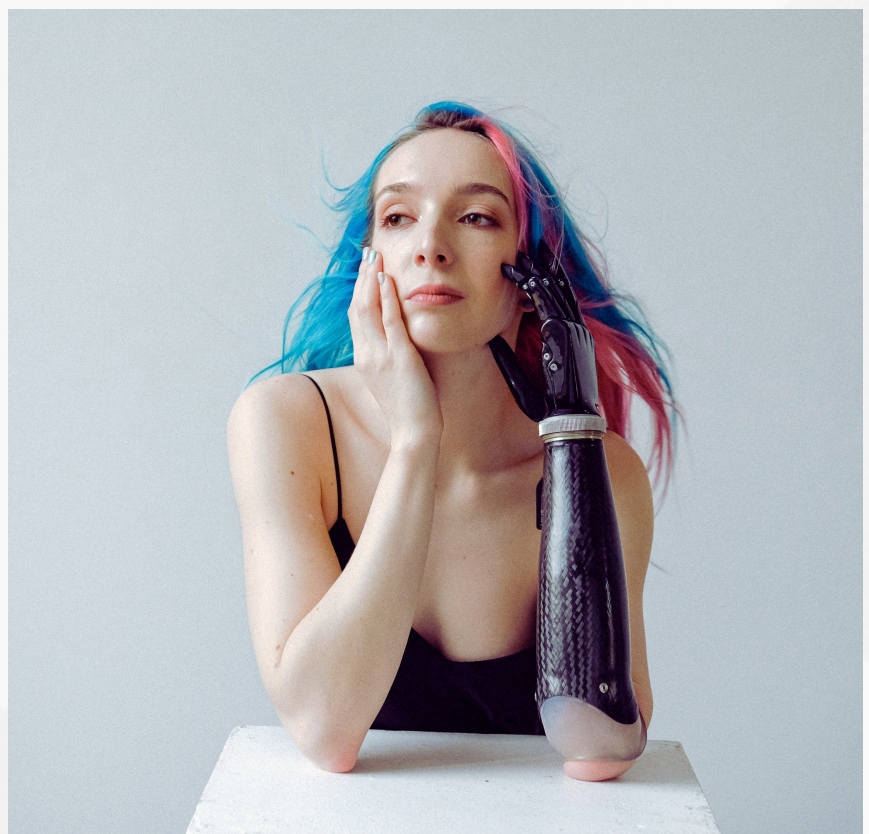


## Q2 2024 O&P UPDATES

Provided by  
Calibration Marketing LLC

# THE BIG UL COMPARISON

In June, The O&P Edge published an article on How We Choose the right Upper Limb Multi-Articulating Hand. Calibration Marketing then unveiled the big upper limb comparison chart and original, full, article that was sent to O&P Edge. The article was spearheaded by Karl Lindborg with support from Susi Ebersbach & Linda Calabria. **You can find the entire booklet on our website.**



# Q2 2024 ANALYSIS

Q2 did not slow down when it came to the absolute waterfall of acquisitions, consolidations, new products, etc. There is one name you'll see almost a half dozen times when it comes to acquisitions.

We also saw some coding updates and added a new section that highlights some of the new clinics on the map. Read on!



# Q2 2024 Updates

Acquisition|Consolidation|New Innovations

UPDATED AS OF JUNE 30, 2024

Data is not comprehensive of other changes within the industry that are not noted below.

## HANGER

- **Hanger** unveils their 2023–24 Hanger Institute Annual Report
- **Integrum** and Hanger began a commercial collaboration and distribution agreement

## ACQUISITIONS

- **Capstone Orthopedic**, California, acquired **Diablo Prosthetics and Orthotics, California** (Acq. may have originally taken place in late March)
- **TLI** Assumes Ownership of Limb Loss and Preservation Registry in Collaboration with Amputee Coalition
- **Eqwal** acquires House of Feet, a leading Belgian company in orthopedic footwear
- **Thuasne** announced the acquisition of **Corflex Global**, an orthopedic bracing company
- **Eqwal** purchases **TASKA**
- **Nordic Capital** to sell **Sunrise Medical**, a global leader in assistive mobility solutions, to **Platinum Equity**
- **Eqwal** completes acquisition of **Optech** out of Chicago, Illinois
- **Eqwal** completes acquisition of **South Beach Prosthetics**

## NEW ON THE MAP

- **Artisanal Orthotics** comes on the map in Baltimore, MD
- **New Vision O&P** opens its doors in Atlanta, GA
- **BioLogic P&O** moved to a new location in Orangeburg, South Carolina
- **Alpine Medical Prosthetics, LLC** opened in February in Billings, Montana.

## CODING UPDATES

- **ReWalk** Personal Exoskeleton is covered as a medically necessary device for eligible Medicare beneficiaries with spinal cord injury!
- New Codes: K1007, L1320, L5841
- **BionIT** receives PDAC approval for the Adam's Hand for code L6880
- **BionicM** announces that their Bio Leg™ has been approved by PDAC with 5 codes (L5828, L5856, L5859, L5845, L5848)
- **CGS** and **Noridian**, the Durable Medical Equipment Medicare Administrative Contractors, updated the Dear Physician letter for AFOs and KAFOs
- **Medicare** will not require prior authorization and face-to-face encounter and Written Order Prior to Delivery for Healthcare Common Procedure Coding System (HCPCS) code L-1833 (Knee orthosis, adjustable knee joints (unicentric or polycentric), positional orthosis, rigid support, prefabricated, off-the shelf). CMS also selected the following six orthoses codes for required prior authorization.
  - L-0631, L-0637, L-0639, L-1843, L-1845, L-1951
- Effective for dates of service on and after 8/12/2024, the following codes are being added to Medicare's Prior Authorization List: L0631, L0637, L0639, L1843, L1845 and L1951.

## SHOW UPDATES



At OTWorld 2024, 25 pioneering start-ups from ten nations showcased their innovative solutions. A unique combination of World Congress and Trade Show took place in Leipzig. This year's partner country was France and presented the country's unique expertise in new developments and patient treatment with modern medical aids.

Another key feature of the French program was the Paralympic Games which are being held in Paris in the summer of 2024. The world congress focused in particular on pediatric, adolescent, and neuro-orthopaedics in order to promote the latest developments and innovations in these essential areas.



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## PRODUCT UPDATES

- **RUSH** foot portfolio, from **PROTEOR**, expands to feature the sandal toe option across all models & the SYNSYS microprocessor full-leg system comes on the market
- **ottobock** launches the Genium X4, Evanto foot, SKEO Sealing 3D Liner, Nexgear Tango dynamic ankle joint
- **ottobock** unveils their new UL confidence plan extending out of box warranty to 3 years for bebionic
- Glide, by **IBT**, a myoelectric control system designed for patients with upper limb difference, has received FDA clearance
- **College Park** unveils their soon to be released Icon MPK
- The EVAQ8 Collection by **PROTEOR** has now expanded and is now available with a wide array of carbon fiber and fiberglass feet
- **BrainRobotics** unveils the soon to be released Kneuro™, a new MPK
- **Alt-Bionics** teases their new multi-articulating hand which will launch at AOPA
- **Willowwood** unveils the META® Flow – their new Active Dorsiflexion foot

## BRAND UPDATES

- **REBEL Bionics** enters into a strategic partnership with **AM Healthcare Group**
- **Integrum** entered a commercial agreement with **LEDA Orthopaedics**, a medical device distributor, to introduce the OPRA Implant System in the United Kingdom.
- **NuTech Synergies** welcomes **Impulse Technology & Aether Biomedical** as new technology partners
- **OneStep**, a digital healthcare platform, is partnering with **NovaCare Prosthetics & Orthotics** to use the OneStep gait analysis app to monitor and track patients' gait progression
- **Lindhe Xtend** partners with **Empire Medical** to boost access to their innovative prosthetics & connect with more O&P clinics
- **Psyonic** Partners With **EastPoint P&O**
- **eqwal** celebrates year two in business with 3,000 employees in 11 countries
- **Ekso Bionics** appointed a new board member

## OTHER IMPORTANT UPDATES

- **SUPLAI.AI** is brought into the conversation
- The US Food and Drug Administration (FDA) granted Breakthrough Device Designation to **Blue Arbor Technologies'** Restore Neuromuscular Interface System for people with upper-limb loss
- **Össur** has been granted a patent for an adjustable seal system for prosthetic sockets
- **Enhancing Skills for Life** unveils an upper limb product catalog with everyday assistive tools



Commission building is seen in Washington on Jan. 28, 2015. Alex Brandon — AP

## IN OTHER NEWS...

A new FTC rule bans '**Noncompete**' agreements for most employees. There is a lot of chatter about how this will affect the O&P industry. Our take is that it will indeed allow for more innovation, more great people to stay in the industry, and a lot less of a "you're either in or you're out" mentality.

And, **East Tennessee State University** (ETSU) celebrated the launch of its Master of Science in Orthotics and Prosthetics Program (MSOP) on June 25



# HEAR FROM OUR CLIENTS

"I just wanted to send a quick THANK YOU for the work you are doing. I'm sorry I can't be more helpful right now, but I hope you know that just speaks to the fact that I trust you immensely.

Yesterday I was on a call with a client, and he said, "Jess, I am getting spammed by you!" I had no clue what he was talking about, and he showed me the work you had done on LinkedIn. I was shocked and happily surprised.

I am SO thankful for you and your work."

- Jessica Norrell - Owner & CPO - [MOZN Solutions](#)



## COMPANY OVERVIEW

With Boston being the home of Calibration Marketing LLC, we are perfectly positioned to support companies and clinics across the US as well as start ups overseas looking to enter the US.

If you are in need of someone to keep a pulse on the industry, help with go to market planning, or write content to get your brand name out there, please reach out! With close to a decade in this industry and experience in both a large organization, and small start-up, we are well poised to understand your needs.

If you would like **a special sponsored highlight** in a future installment, please reach out via the **[Calibration Marketing website](#)**. Our Q1 highlight wrap up received 1,979 impressions & the top views were from the top two global manufacturers, and the largest US O&P provider.



You can now view our webinars with solutions providers, manufacturers, clinicians, and users [on YouTube!](#)