


**TAKING NEW CLIENTS**

Achieving Marketing Outcomes in O&P Doesn't Have to Be Hard or Expensive

 **Calibration Marketing**  
www.calibration.marketing

**Q2 2024 O&P UPDATES**  
Presented by Calibration Marketing LLC

**THE BIG UL COMPARISON**  
In June the O&P Edge published an article on how we choose the right O&P units. Many are choosing Calibration Marketing's units as the big winner in comparison to the other O&P units.

**HEAR FROM OUR CLIENTS**  
I just wanted to write a quick note to let you know how much I appreciate the support and guidance you've provided me throughout this process. Your team has been a great asset to me and I look forward to continuing our partnership.

**COMPANION OVERVIEW**

Category	Calibration Marketing	Other O&P Units
Overall Score	9.5	8.5
Customer Support	10.0	9.0
Product Quality	9.8	8.8
Price	9.2	8.2
Delivery Time	9.0	8.0
Warranty	9.5	8.5
Installation	9.8	8.8
Training	9.5	8.5
Documentation	9.8	8.8
Compliance	9.5	8.5
Reporting	9.8	8.8
Integration	9.5	8.5
Scalability	9.8	8.8
Flexibility	9.5	8.5
Customization	9.8	8.8
Support Channels	9.5	8.5
Response Time	9.8	8.8
Resolution Rate	9.5	8.5
Customer Satisfaction	9.8	8.8
Net Promoter Score	9.5	8.5
Churn Rate	9.8	8.8
Retention Rate	9.5	8.5
Repeat Business	9.8	8.8
Referrals	9.5	8.5
Partnerships	9.8	8.8
Industry Recognition	9.5	8.5
Awards	9.8	8.8
Media Coverage	9.5	8.5
Thought Leadership	9.8	8.8
Public Speaking	9.5	8.5
Podcasts	9.8	8.8
Webinars	9.5	8.5
Conferences	9.8	8.8
Trade Shows	9.5	8.5
Networking	9.8	8.8
Collaborations	9.5	8.5
Partnerships	9.8	8.8
Joint Ventures	9.5	8.5
Acquisitions	9.8	8.8
Divestitures	9.5	8.5
Rebranding	9.8	8.8
Restructuring	9.5	8.5
Spinoffs	9.8	8.8
Takeovers	9.5	8.5
Mergers	9.8	8.8
Acquisitions	9.5	8.5
Divestitures	9.8	8.8
Rebranding	9.5	8.5
Restructuring	9.8	8.8
Spinoffs	9.5	8.5
Takeovers	9.8	8.8
Mergers	9.5	8.5

# Linda Calabria

## Marketing

### Calibration Marketing LLC – Owner & Chief Marketing Officer

#### Calibration Marketing Independent Projects

Content is my absolute passion.


You can find all my independent work on my [O&P Updates page on my website](#). I have created booklets, infographics, and market reports for the O&P Industry. In September of 2024 I released a [Partial Hand Solutions Guide](#) with the help of a number of clinicians and users and launched a new website to support the effort: [fingeramputee.com](#). The guide was downloaded over 400 times in the first 7 days of being released.

By the end of 2024, I will have led close to 20 LinkedIn Live webinars which have resulted in new leads and new business for my guests, I have been able to gather over 200 unique sign ups, have over 400 views across LinkedIn and [YouTube](#), and thousands of impressions.

I have also begun creating post show recap reports and the [AOPA 2024 report](#) received over 200 views in the first 48 hours, 33 reactions on LinkedIn, over 2,100 impressions, and reached over 1,300 members.

### Comparing Multiculating Hands Available in the United States

by Kari Lindberg, CPO&P, Linda Calabria, MBA, and Ray Edwards, MT (AOTA), MBA — June 1, 2024 in Prostheses



A 2019 symposium at the American Orthotic and Prosthetic Association National Assembly highlighted the leading multiculating hands available in the US marketplace: Oscar's Luke Hand, T300's Digi Hand, and Obodock's bebionic hand were featured as the leading players. Other hands mentioned but not reviewed, either because there was no formal US distribution or they were recently launched and there was not enough information available to fairly compare them, were the Vivant Hand, myoFlex Myoelectric Hand, COVVI's Nexus Hand, Myoelectric Ability Hand, Motus Bionix LUKE Hand, and Open Bionics' Hero Arm.

Fast forward to 2024 and new multiculating hand players are entering the US market, such as COVVI's Hand, Aether Medical's Zeev Hand, and Bionix' Luke Adams Hand. The landscape such as BionixBionics, Esoter, Fadal Bionics, and Planika is evolving at the time, while a few other updated companies have vanished from the market.

In this article, we offer a current multiculating hand comparison for the US market with perspectives on coding, marketing, and clinical choice.

#### Coding Perspective

The current Healthcare Common Procedure Coding System (HCPCS) code for upper limb prostheses is insufficient for describing the significant differences among externally powered prosthetic hands, which are crucial for angling a prosthesis with a patient's specific functional needs, capabilities, and goals.

The Centers for Medicare & Medicaid Services (CMS) guidelines outlined in Pricing, Data Analysis and Coding (PDAC) advisory articles only allow for a single code for all multiculating hands—9580 (providing information that has been intended to inform users about the use of this program on all equipment).

**Based on information that is publicly available:**

- Oscar has the Luke Adams, Hero Arm, and Zeev Hand.
- Check with manufacturer on the specific use.
- While a glove is not required with the bebionic hand, IP-22 rating is achieved with a glove.

**Other Considerations:**

- Not all are single & dual site compatible.
- COVVI is compatible with all but Hero Arm.
- Customize control - 4th quarter.
- One pattern rec system - Adam's Hand.
- MyoPlus pattern rec system available for bebionic.

**Other Considerations:**

- Not all are single & dual site compatible.
- COVVI is compatible with all but Hero Arm.
- Customize control - 4th quarter.
- One pattern rec system - Adam's Hand.
- MyoPlus pattern rec system available for bebionic.

### Multiculating Hand Comparison

Knowledge that can work with users to understand their needs and set realistic expectations about the


Multiculating Hand/Features	Oscar's Luke Hand	Obodock's bebionic	COVVI Hand	Oscar's Luke Hand	Open Bionics Hero Arm	Myoelectric Ability Hand	Myoelectric Digi Hand & CO Hand	Open Bionics Hero Hand
Clinician & User App	✓	✗	✓	✓	✓	✓	✓	✗
Button to ease set up/access (grip on handstock)	✓	✓	✓	✗	✓	✓	✓	✗
Speed of opening Power Grip	1.2 SEC	1.0 SEC	0.8 SEC	0.8 SEC	1.0 SEC	0.3 SEC	0.7-0.9 SEC	1.2 SEC
Size	MEDIUM	S, M	S, M, L	S, S, M, L	S, M, L	L	CX HAND, M, L	MEDIUM
Fast Serviceability***	✓	✓	✗	✗	✗	✓	✓	✓
Remote Access	✓	✗	✓	✗	✗	✗	✗	✗
Req. Covering	✓	✗	✓	✓	✗	✗	✗	✗
Accessibility to grips	THUMB POSITION IN M. RT HAND POSITION IN PCE	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON	MYOELECTRIC THUMB POSITION BUTTON
3D Printed	✗	✗	✗	✗	✓	✗	✗	✓
IP Rating	IP 67	IP 23-***	IP 64	IP 23	IP 23	IP 64	IP 67	IP 67
File Writ	AVAILABLE IN 2024	AVAILABLE	INTEGRATED	AVAILABLE	✗	COMPATIBLE	INTEGRATED	AVAILABLE IN 2024
Years of Warranty	2 YEARS	2 YEARS	2 YEARS	2 YEARS	1 YEAR	2 YEARS	2 YEARS	2 YEARS
Powered Thumb	MANUAL	MANUAL	POWERED	POWERED & MANUAL	POWERED & MANUAL	POWERED & MANUAL	POWERED & MANUAL	MANUAL
Touch Screen Capacity	✗	✓	✓	✓	✗	✓	CX HAND ONLY	✗
PDAC Approval	✗	✓	✓	✓	✓	✓	✗	✓
Weight	1.2 LB	1.2 LB	1.2 LB	1.2 LB	1.2 LB	1.2 LB	1.2 LB	1.2 LB

LEGEND: ✓ Passed ✗ Not passed ⚪ Unknown


Downloaded by Linda Calabria and Kari Lindberg

# Linda Calabria


US Upper Limb Market Consolidations: A History	
1997	Fillauer acquired Motion Control
2015	College Park Industries acquired Liberating Technologies, Inc.
2016	Össur acquired Touch Bionics
2017	Ottobock acquired bebionic
2019	Fillauer Companies acquired TRS
2019	Össur acquired a part of College Park Industries
2021	Coapt acquired Liberating Technologies, Inc. from College Park Industries
2022	Össur acquired Naked Prosthetics
2023	eqwal. acquired Steeper
2024	Hanger, Inc. acquired Fillauer Companies - who distributed TASKA™ Prosthetics




**Webinar**  
Building Confidence to Upper Lead: Perspectives  
34 mins • 1 month ago




**Webinar**  
Double Investment Shows Top Secrets for Drop-Fast  
35 mins • 3 days ago




**Webinar**  
Paycom's Ability to Stand the Competition's Side while you learn  
41 mins • 1 month ago




**Webinar**  
Taking Lead Partial from Prospects with One  
40 mins • 1 month ago




**Webinar**  
Get to Know the Data Breach Panel  
27 mins • 1 month ago




**Webinar**  
From Swindler to the US The Liable Panel  
36 mins • 1 month ago




**Webinar**  
QIP Industry Insurance Re-Negotiation  
33 mins • 3 months ago




**Webinar**  
QIP Marketing Mechanics  
27 mins • 3 months ago




**Webinar**  
April 29 - 2020 QIP  
27 mins • 1 month ago




**Webinar**  
April 29 - 2020 QIP  
27 mins • 1 month ago




**Webinar**  
April 29 - 2020 QIP  
27 mins • 1 month ago




**Webinar**  
April 29 - 2020 QIP  
27 mins • 1 month ago




**Webinar**  
Adam West Discusses & Lists: Microsoft's Most Anticipated Events in the QIP 2020  
27 mins • 3 months ago




**Webinar**  
The Ever Perspective on Prospects  
33 mins • 1 month ago




**Webinar**  
Upper Lead Discussion with Key Manufacturers and Clinicians  
34 mins • 3 months ago



**Webinar**  
Testimony & Case Study: Success from Technology, Workflow, & Prospecting  
37 mins • 3 months ago



**Webinar**  
Rachel O'Donnell: Why you need to not be both an ASGP  
24 mins • 1 month ago

 **Linda Calabro** • You  
Product, Marketing, & US GTM Business Leader 🏆 Certified in O&P Business ...  
1mo • Edited • 📌

UPDATED THREE TIMES: US Upper limb prosthetic market highlights from the last 8 years:

- ➡️ Touch Bionics acquired **livingslim** ➕
- ➡️ **Össur** acquired Touch Bionics
- ➡️ **Ottobock** acquired bebionic
- ➡️ **Fillauer Companies** acquired Motion Control ➕
- ➡️ **Fillauer Companies** acquired TRS
- ➡️ **eqwal**, acquired **Steeper** ➕
- ➡️ **Össur** acquired **Naked Prosthetics**
- ➡️ **Össur** acquired a part of **College Park Industries** who acquired **Liberating Technologies, Inc.** ➕
- ➡️ **Coapt** [Myo Pattern Recognition] acquired **Liberating Technologies** from **College Park Industries** ➕
- ➡️ **Hanger, Inc.** acquired **Fillauer Companies** • who distributed **TASKAM** Prosthetics
- ➡️ **eqwal**, acquired **TASKAM** Prosthetics

Who did I forget?


More importantly, who is left as an independent hand manufacturer?

- ➡️ **Point Designs**...dotted line to **IBT**
- ➡️ **PSYNIC**
- ➡️ **Aether Biomedical**
- ➡️ **COVVI**
- ➡️ **Open Bionics**
- ➡️ **BionIT Labs**

Plus we have some other newcomers like **REBEL BIONICS**, **Esper Bio** and others.


What does this all mean to the user? What about the independent cli many are left, and what about payers? How will it all shake out? Is the unbiased, support there?

If you don't have your popcorn out to see how the rest of the year an years shake out then stick with me because I've got my paper and pen out! **Calibration Marketing - Achieving Marketing Outcomes in O&P**

 CALIBRATION MARKETING LLC

Created on September 11, 2024

~Linda Calabro - CEO



THE

**AOPA 2024**  
The Official AOPA 2024 report

Created on September 17th, 2024

Linda Celestina · Calibration Marketing LLC

### FROM A-Z IN O&P

**THE AOPA 2024 TRADESHOW FLOOR REPORT NO ONE ASKED FOR  
BUT MANY WILL, HOPEFULLY, READ**

👍❤️👍 Ted Varley and 32 others

25 comments · 4 reposts

**Reactions**


Like Comment Repost Send

2,092 impressions

[View analytics](#)

**Post analytics**

Linda Catalina posted this • 1mo



**UPDATED THREE TIMES:** US Upper limb prosthetic market highlights from the last 8 years:  
 📌 Touch Bionics acquired Livingkin ➕ ...show

**Engagements**

Metric	Value
Reactions	93 →
Comments	10 →
Reposts	8 →

**Discovery**

Metric	Value
Impressions	9,476
Unique views	6,098

**Interactions**

- Profile picture of user 1
- Profile picture of user 2
- Profile picture of user 3

Like

Bar chart showing engagement trends over time.

2,092 impressions

# Linda Calabria

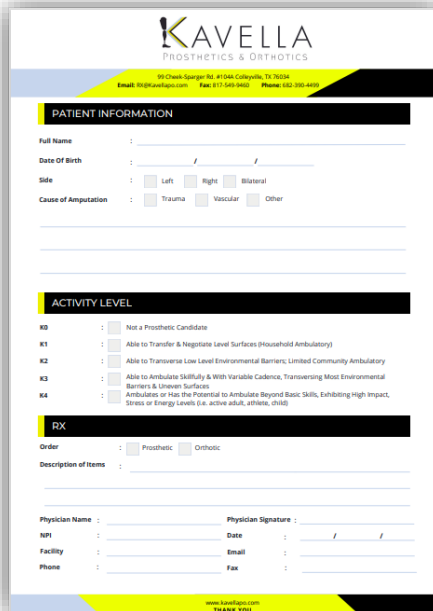
## Calibration Marketing Client Work

Supporting clinics and smaller entities within O&P by creating and executing a marketing strategy offering branding, metrics, consistent content creation, and thought leadership.

### Kavella Orthotics & Prosthetics – Colleyville, TX:

- Built their out their brand and brought it to life through marketing collateral

*"The Calabria Effect" I feel so blessed and honored to be able to work with Linda Calabria. Linda is more than a Branding Consultant. She is the digital visionary that was able to materialize my '2 colors and a feeling' into a full on living brand. Her passion for what she does has been clear since the day I met her. She has continued to reach out to see if everything still feels right or if I'm running out of anything and is always coming up with fresh new ideas for growth or to optimize the functionality of my brand. That's what I call "The Calabria Effect" in full swing. Collaborating with her is truly a 5 star experience, and you can't say that very often anymore." - Summer Siddiqui - Owner & LCPO - Kavella P&O*



**KAVELLA**  
PROSTHETICS & ORTHOTICS

99 Cheek-Sparger Rd., #104A Colleyville, TX 76034  
Email: info@kavellapo.com Fax: 817-546-4499 Phone: 682-390-4499

**PATIENT INFORMATION**

Full Name : \_\_\_\_\_

Date Of Birth : \_\_\_\_/\_\_\_\_/\_\_\_\_

Side : ☐ Left ☐ Right ☐ Bilateral

Cause of Amputation : ☐ Trauma ☐ Vascular ☐ Other \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**ACTIVITY LEVEL**

K0 : ☐ Not a Prosthetic Candidate

K1 : ☐ Able to Transfer & Negotiate Level Surfaces (Household Ambulatory)

K2 : ☐ Able to Transverse Low Level Environmental Barriers, Limited Community Ambulatory

K3 : ☐ Able to Ambulate Skillfully & With Variable Cadence, Transversing Most Environmental Barriers & Uneven Surfaces

K4 : ☐ Ambulates or Has the Potential to Ambulate Beyond Basic Skills, Exhibiting High Impact, Speed or Energy Levels (ie. active adult, athlete, etc)

**RX**

Order : ☐ Prosthetic ☐ Orthotic

Description of Item : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

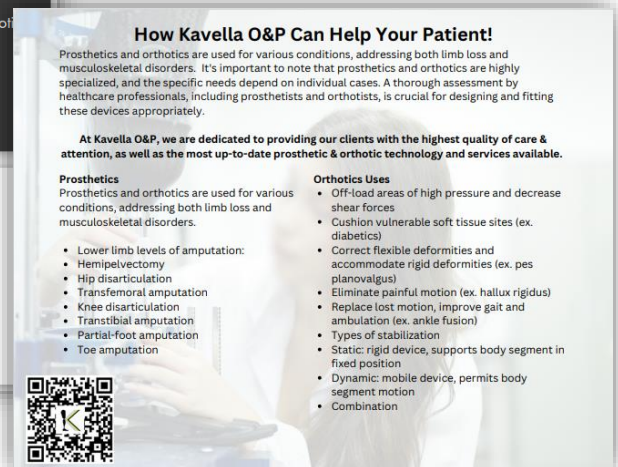
Physician Name : \_\_\_\_\_ Physician Signature : \_\_\_\_\_

NPI : \_\_\_\_\_ Date : \_\_\_\_/\_\_\_\_/\_\_\_\_

Facility : \_\_\_\_\_ Email : \_\_\_\_\_

Phone : \_\_\_\_\_ Fax : \_\_\_\_\_

www.kavellapo.com  
THANK YOU



**How Kavella O&P Can Help Your Patient!**

Prosthetics and orthotics are used for various conditions, addressing both limb loss and musculoskeletal disorders. It's important to note that prosthetics and orthotics are highly specialized, and the specific needs depend on individual cases. A thorough assessment by healthcare professionals, including prosthetists and orthotists, is crucial for designing and fitting these devices appropriately.

**At Kavella O&P, we are dedicated to providing our clients with the highest quality of care & attention, as well as the most up-to-date prosthetic & orthotic technology and services available.**

**Prosthetics**  
Prosthetics and orthotics are used for various conditions, addressing both limb loss and musculoskeletal disorders.

- Lower limb levels of amputation:
  - Hemipelvectomy
  - Hip disarticulation
  - Transfemoral amputation
  - Knee disarticulation
  - Transtibial amputation
  - Partial-foot amputation
  - Toe amputation

**Orthotics Uses**

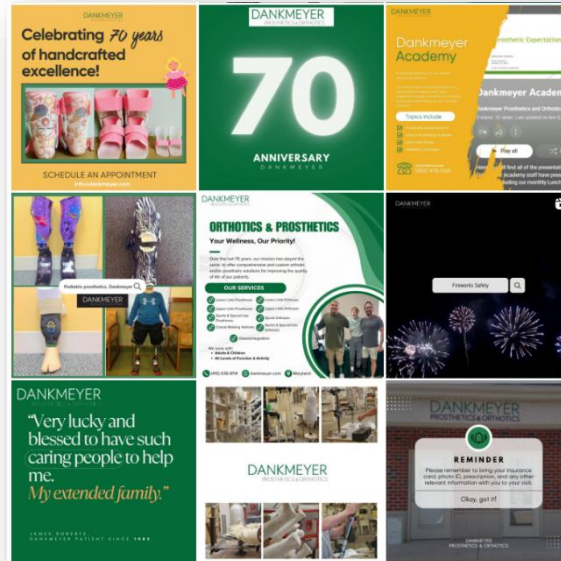
- Off-load areas of high pressure and decrease shear forces
- Cushion vulnerable soft tissue sites (ex. diabetics)
- Correct flexible deformities and accommodate rigid deformities (ex. pes planovalgus)
- Eliminate painful motion (ex. hallux rigidus)
- Replace lost motion, improve gait and ambulation (ex. ankle fusion)
- Types of stabilization
  - Static: rigid device, supports body segment in fixed position
  - Dynamic: mobile device, permits body segment motion
  - Combination

# Linda Calabria

## Dankmeyer Prosthetics & Orthotics – Baltimore, MD:

- Brought on to manage, create, & execute their social media content to grow their following, clean up their brand messaging, and help with getting new referrals into the pipeline
- Currently managing Dankmeyer's LinkedIn, Facebook, & Instagram platforms

*"Amy and I got together and went through the posts...We both love the work and I love seeing these on IG. Bright and fresh!" - Rebecca S Snell - Chief Strategy Officer, IT & Marketing Director*

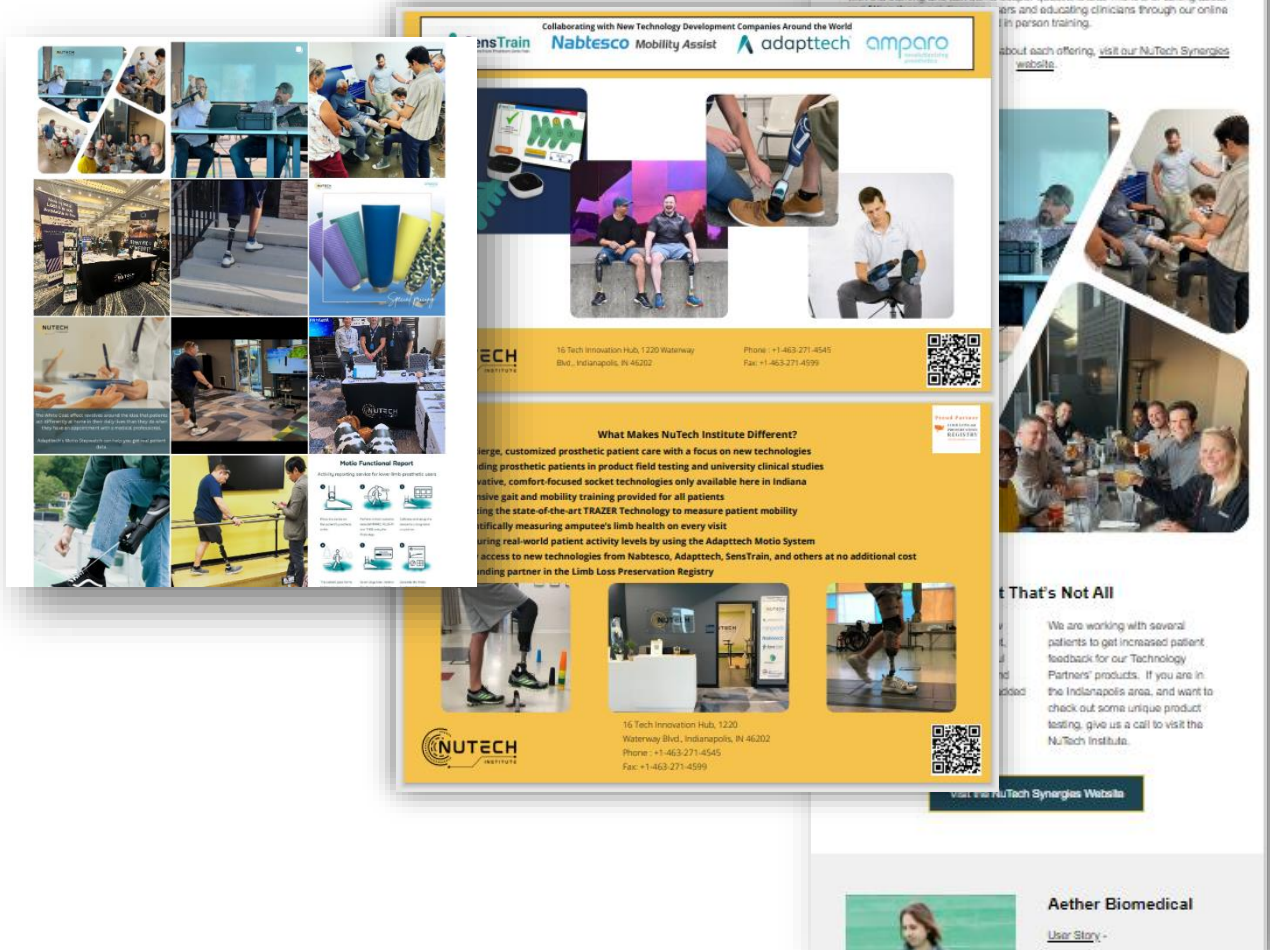




# Linda Calabria

## NuTech Synergies:

- Built their [LinkedIn](#) and Instagram from the ground up
- Post new content daily about our Technology Partners
- Manage and write all the eblasts and online blogs
- Manage the website content
- Manage the messaging for 6 different technology partners under NuTech Synergies



# Linda Calabria

## MOZN Solutions:

Took on content management and creation for LinkedIn in mid-February 2024

- Grown LinkedIn following exponentially
- First 5 posts got a total of 61 likes, 1,648 impressions, and 32 clicks on the relevant links
- Kicked off a LinkedIn blog in mid-March

*"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 of MOZN Solutions*



# Linda Calabria

## BRAINROBOTICS

### LINKEDIN WEBINARS

My self-led LinkedIn webinars, for BrainRobotics, had an average of 80 sign ups at each event, with the maximum being 117, which amounted to over 400 total.

The goal was to become thought leaders and the mfg. that understands the needs of the customer from all angles...as well as lead collection while we prepared for market launch.



Upper Limb Manufacturer Forum II - BrainRobotics x COAPT  
180 views • 9 months ago



Upper Limb Discussions with BrainRobotics The Importance of Socket Fit  
74 views • 10 months ago



Inaugural Upper Limb Manufacturer's Virtual Forum  
203 views • 1 year ago

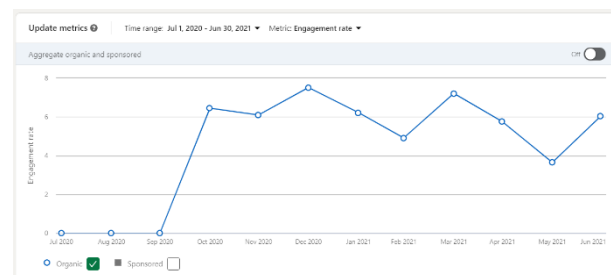
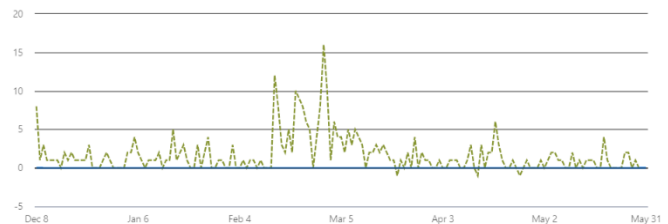


BrainRobotics AOPA Product Preview Theater Replay  
158 views • 1 year ago

### BRAINROBOTICS SOCIAL

#### LinkedIn

- Began adding content in September 2020.
- Started a new LinkedIn company page and was able to have close to 250 followers in the first month and over 570 in the first 6 months.
  - Roughly 16.5% of followers were CPs.
- Had 1,190 clicks Sept 2020 - Mar 2021.
- Got over 32K impressions in the first 6 months.
- Content was shared 67 times Sept 2020-Mar. 2021.
- Grew following to 1,468 before our team expanded in Sept. 2023.
- Added 300 new followers during the time I ran our webinars.
  - 400+ sign ups for all events, total



#### Instagram

- Created one corporate and one community account.
- Corp. account grew to close to 400 followers in 10 months.
  - Has over 1,340 today
- Had reached 14,649 accounts through the first 100 posts.
- Community account has 128 followers and only 1 post.
  - Has over 190 today

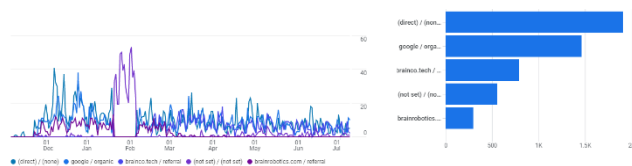




# Linda Calabria


## BRAINROBOTICS WEB

- Launched new website in late November 2020
  - Relaunched in early 2023.
- Had over 5K users visit the site in the early days.



## CUSTOMER SUCCESS STORIES FOR TWO OF BRAINROBOTICS' SISTER COMPANIES

These two markets were completely new to me and I jumped in with arms wide open. In three months I was able to begin creating effective content and writing customer success stories, along with producing social content.



### Jamestown, one of the westernmost cities of New York State, looks to prepare its high school students for the jobs of tomorrow through engaging classroom experiences

Written by Linda Calabria

Situated between Lake Erie to the north and the Allegheny National Forest to the south, Jamestown is the largest population center in Chautauqua County.

In the 20th century, Jamestown was a thriving industrial area, noted for producing several well-known products. Jamestown was also once called the "Furniture Capital of the World" because of the once-thriving furniture industry.<sup>1</sup>



Jamestown High School is a part of the Jamestown City School District which has about 5,100 students. In addition to the standard courses of history, math, science, and English, Jamestown High School teaches courses covering many different areas of art and music.<sup>2</sup>

Scott VanStee is one of the technology teachers at Jamestown High School and knows the importance of teaching through hands-on learning, while sharing his own industry experience.

*"I was in business for 22 years before I came into teaching. I had a furniture factory in Jamestown, it was in my family, and I was a fourth generation, so I come out of the manufacturing end of things. We were certainly starting to get a little more technologically advanced but with our whole industry moving mostly overseas it forced us to close."*

*"This is now my 20th year teaching and I love the challenge and I love bringing in new technology to the classroom."*

With his can-do attitude and the support of the district, he's been able to gain access to several new pieces of technology which allow him to have a more engaging conversation around, what some might consider, advanced topics. Through products that have an industry connection, like the NeuroMaker HAND, VanStee is able to involve his students in hands-on, real-world, learning.

The NeuroMaker solution comes with hardware, software, professional development, a capstone project, and curriculum which can easily complement an existing lesson plan or be used on its own.

Joshua Varela, the Associate Director of Partnerships for the Northeast, is quick to point out that this isn't just a STEM kit, but one built around project-based learning, collaboration, and intended to help the STEM landscape be more accessible, diverse, and equitable.

*"We at NeuroMaker believe there is so much untapped innovation throughout the country. To cultivate this innovation, we need to ensure STEM is accessible and is not segmented. STEM skills are the life skills of the 21st century and equity is non-negotiable."*

While industry continues evolving towards a more technologically advanced future, STEM jobs continue growing faster than the talent that is available to fill those jobs due to STEM courses not being offered to all students. However, the Board of Education in Jamestown takes equity, inclusivity, and diversity very seriously by stating that.

*"Equity in education is about providing each student with what they need to succeed. Equality is treating everyone the same. But not everyone starts at the same place, and not everyone has the same needs."*

NeuroMakerStem.com

@NeuroMakerStem



### Gaming and Mindfulness - How the Minnesota Røkk team trained their brains to have "the craziest comeback in esports history"

*Attach, Standby, MajorManiak, and Prieststahh have made it all the way to the finals, but are now on the verge of losing the championship match. In the face of losing 4 rounds in a row and being 1 round away from the end of their season, they center themselves, focus their minds, remember their training, and pull off esports history.*

In 2020, the global online gaming market generated approximately 21.1 billion U.S. dollars in revenues, which translates to a record 21.9 percent growth compared to the previous year.<sup>1</sup>

As more fans embrace streaming platforms and gaming, it's no surprise that the Wilf family, the owners of the Vikings NFL team, started the Wise Ventures investment fund in 2018 to enter the growing world of professional video games, or esports.

A year later, they unveiled their new e-sports team named the **Minnesota Røkk**, (pronounced "rocker").

The team logo portrays a menacing figure clad in a horned helmet and shadowed in dark purple, blue, and black. Franchise leaders considered about 50 names before settling on Røkk, an old Norse word for "twilight" which is commonly associated with Ragnarök, the end of the world or "Twilight of the Gods" in Norse mythology — which is a subtle nod to the Vikings.<sup>2</sup>

The Call of Duty esports season runs January through August, with five tournaments and one final championship where teams compete for a first-place prize of \$1.2 million. There are 12 teams in the league and each game is four versus four.

While the team was in their off season, FocusCalm caught up with head coach, Brian "Sainttt" Baroska.

One of Baroska's main goals is to assess whether the team can perform at their max. And that doesn't just mean sitting in front of the screen and putting in practice hours.

Røkk players train eight hours a day, six days a week, and get all the benefits of traditional sports players: coaches, nutritionists, personal trainers, and a brand new 11,000-square-foot facility in Eagan, adjacent to the Vikings' training facility.

Because most video games are inherently stressful, the team focuses on both physical and mental training. For this reason, Baroska makes sure to bring the team together outside of the game.

*"We have team workouts with a trainer, multiple times a week."*

*"We're generally working out around five times a week. Before our matches we'll go and have a bit of a lighter team workout, to get the blood flowing and get the brain working a little bit before we load into these matches."*

*"[Additionally] outside of a team workout, we'll try and get dinner together every now and then just kind of build that chemistry outside the game."*

Gamers often find themselves in intense environments and situations trying to navigate multiple elements of surprise, physical tension and fast-changing dynamics, all while striving to improve their skills. It's no surprise that a large percentage of gamers experience increased anxiety and even anger, known as tilt, while gaming.

Enter the mindfulness factor in gaming. Baroska says Røkk was looking for a healthy way to enter a flow state to help them through stressful gameplay and avoid tilt and burnout, which can contribute to a negative outcome in intense matches.

*"When it comes to esports, the mental aspect is by far the most important," Baroska adds. "You're putting in a crazy amount of hours every single week, every single day, and when you're playing on stage there's so many high pressure situations. Your job's basically on the line every single match you play. As a*



<sup>1</sup> <https://www.statista.com/statistics/594030/global-esports-market-revenue-growth-forecast/>  
<sup>2</sup> <https://www.foxsports.com/story/esports-tilt-what-it-is-how-to-avoid-it-foxsports-tilt-what-it-is-how-to-avoid-it-foxsports-tilt-what-it-is-how-to-avoid-it>  
<sup>3</sup> <https://www.esportsmagazine.com/insights/health/psychology/esports-mental-health-report/>  
<sup>4</sup> <https://www.esportsmagazine.com/insights/health/psychology/esports-mental-health-report/>

One of the customer highlight stories I wrote for NeuroMaker STEM, a BrainCo Company, was picked up by 5 local news outlets and resulted in a proposal worth over \$14K. Also wrote one customer highlight story for FocusCalm.

While at Össur, I was able to contribute to our tradeshows, ambassador management, social media, as well as writing user success stories for O&P Edge.

## Today's Consumer

### Ashley Sherman: Myoelectric Prosthesis Opens Up Possibilities

By Linda Calabria

Ashley Sherman is a diver, a horseback rider, and a newly-wed; she is also an ambassador for two organizations close to her heart, the Lucky Fin Project and Össur Americas, Foothill Ranch, California. A twin, Sherman was born with an upper-limb difference, but like her sister, she was raised with the belief that she could do anything she set her mind to.

#### Growing Up With Limb Difference

Sherman's parents expected that she would do the same things that her sister would. "For me, it was really helpful to have a twin because she was the one that always kind of pushed me to do everything that she could do, and that's how my parents raised me as well," she says.

However, elementary and middle school were tough. "I was very shy in middle school especially. In elementary school, kids were mean to me. I say a lot that I was bullied, because I was. I was just an awkward kid who was really tall, thin, and had one arm," Sherman says. "And it was hard to be myself, especially in school because I lived in Florida, where it's hot, and I would consistently wear hoodies and tuck my sleeve into my pocket just so that way no one would see, and no one would know about my limb difference."

In sixth grade she decided to join the dance team, which helped her grow into the confident person she is today.

"I can pinpoint it back to this single day; I showed up to dance and band camp freshman year, and the band director introduced me to all of these kids, maybe like 400 kids all at one time," Sherman says. "It kind of just sunk in...that I'm not going to change for people...and if they don't like me because I have a limb difference, then it shows more of their character than it

does mine.

"And so that day it just kind of flipped a switch. It didn't happen right away, but it did help me in that I started wearing more short-sleeve shirts and going out in public became easier. Yes, dance definitely helped with that."

#### The Journey With Prosthetic Devices

When Sherman was a preschooler her parents tried to get her to use a body-powered prosthesis. But she says she took it off one day and threw it in her toy box and never looked at it again. Until the age of 21, Sherman didn't use any other prosthetic devices. However, not using one resulted in neck, shoulder, and back pain. At one point, after pulling a shoulder muscle lifting a heavy scuba tank, she realized that she should explore prosthetic options.

It was about that time that John Jump, CPO, a family acquaintance who is a clinician at the Daytona Beach, Florida, Restore OPC clinic, mentioned to Sherman's father that there was a lot of new technology in upper-limb prosthetics that he would like to be able to fit a patient with.



Sherman started her modeling career two years ago around the time she received her new prosthesis. Photograph by Mandy Lynn Photography.

That's where the next step in Sherman's prosthetic journey began.

Jump and Helga Robinette, OTR/L, began working with Sherman to determine whether her muscles could be used to operate a myoelectric prosthetic device. Sherman remembers a conversation during her first meeting with Robinette. "Helga came in and said if anyone was going to find my myosites it would be her, and she did."

Jump prepared Sherman for the



## Today's Consumer

### Sam Nicoll: When a Passive Functional Device Is the Right Choice

By Linda Calabria

**A**s is the experience of many people who face a post-traumatic situation and amputation, Sam Nicoll found herself in a bit of a whirlwind.

Nicoll's trauma occurred just days after delivering her third son when she was diagnosed with Strep A.

"Three days after I had [my son] I was in an ICU at a local hospital," Nicoll says, "and I wasn't sure if I was even going to make it."

She spent a couple of months in the hospital in December 2014 then had numerous surgeries to try and regain function in her left hand, which was damaged by the infection. But it became clear that an amputation would be the best option. In September 2016, Nicoll underwent a left trans-radial amputation. It was then, like many people in similar situations, that she entered the whirlwind of post-amputation treatment without knowing or understanding her options or the pros and cons that come with each of them.

She was matched with a local prosthetist who fitted her with a myoelectric prosthetic hand in January 2017.

Unfortunately, it was not a good solution for her as she could not get it to function properly. When the hand worked, it worked well. But it had too many glitches that made taking care of a baby and two boys under ten difficult. "For various reasons, some less experienced prosthetists feel compelled to provide the most sophisticated externally powered prosthesis as a first device, rather than pursue a more conventional,

measured, and collaborative process that would include provision of all types of prostheses, passive, body-powered, externally powered, and activity-specific," says Tom Passero,



Nicoll wearing her Livingskin passive functional prosthetic device.  
Photograph courtesy of Sam Nicoll

CP, founder and clinical advisor at Handspring, Middletown, New York. "This [a more comprehensive] procedure is much more likely to

result in a positive outcome."

"One of the issues important to successful prosthetic care, particularly for upper-limb patients, for whom multiple prosthetic devices are indicated and supported as 'standard practice' in resource materials and clinical journal articles, is that the clinician must listen carefully to patients. The clinician needs to give patients time and information to allow them to understand what they might need and encourage them to ask questions to learn more about their options," says Passero. He continues, "If these exploratory conversations don't happen, patients may be fitted with what the clinician and physician deem to be the best option but does not actually fit patients' lifestyles and functional needs, as was Sam's initial experience."

After two unhappy years with her myoelectric prosthesis, Nicoll started researching her options.

"In the beginning, I wasn't sure I wanted a passive hand because I used to say that it looked creepy," Nicoll says. "But the more I planned to get more comfortable in my situation, I started seeing all the benefits of having something I could just put on that just looked natural. I also, at the time, didn't have any clue, emotionally, how a realistic looking hand would make me feel. It absolutely raised my confidence."

After Nicoll conducted her own research and joined some amputee groups online, a new friend shared insight about her own journey, which gave Nicoll the strength to make

# Linda Calabria

## an INTERVIEW

INTERVIEWER LINDA CALABRIA

### With Rebekah Marine, “The Bionic Model”

Rebekah Marine is a model, an inspirational speaker, and an ambassador for the Lucky Fin Project (LFP). Even though she was born missing part of her right forearm, Marine overcame the odds to achieve recognition in the media and the fashion industry—an industry known for its high demand for perfection.



Images courtesy of Touch Bionics and Rebekah Marine



#### What were you like when you were younger?

I was a pretty confident kid growing up. None of my classmates ever treated me like I was different. I was funny, outgoing, and far from shy. It wasn't until I got into my teenage years that I became uncomfortable in my own skin.

#### When did you first begin to wear a prosthesis?

I briefly wore a prosthesis from Shriner's [Hospitals for Children] when I was young. It was a mechanical arm, and I hated it, honestly. It was heavy, it was bulky, and I never quite understood why I even needed it. It wasn't until I turned 22 that I became interested in acquiring a prosthesis again, mainly due to the pain I experienced in my left hand from the overuse of it.

#### What did you look for in a prosthesis?

When I started my research into how I could alleviate the workload I put on my left hand, I knew I needed something that had similar qualities to a real hand, such as independent movement in

each finger and a sturdy grip, so I chose the Touch Bionics i-limb™.

#### When did you start thinking about modeling?

I always knew I wanted to model. Growing up, I was a ham for the camera. I loved everything about fashion, makeup, and hair.

#### Why didn't you pursue it earlier?

During my teenage years, I gave up on the idea of pursuing this dream because of my insecurities and fear of constant rejection. It wasn't until I was about 23 that I decided to give modeling another shot.

#### Who approached you first in your new modeling career?

My friend told my story to a local photographer, and he immediately reached out to me, offering to donate his time to help build my portfolio. After that, it kind of took off.

#### How has the Lucky Fin Project helped in this new “bionic” phase?

The LFP has given me an incredible platform to speak to parents and children



# Linda Calabria

## Product

### BRAINROBOTICS

While at BrainRobotics I took a product that was not viable for the US upper limb prosthetic market to be an actual contender. In my three years at BrainRobotics I went from a part time marketing manager to senior product manager, which included being responsible for everything from brand building to single-handedly managing the entire business unit within BrainCo.

This included activities such as:

- Identifying and managing outside contractors for engineering, hardware & software, operations, regulatory, and operations affairs
- Pricing
- Reimbursement
- Web management
- Content creation
- Brand building
- Sales pipeline build out
- Training
- Collaboration with industry clinicians
- Internal leadership & working with stakeholders
- Building out the operations plan for a US side of the BR prosthetics business
- Developing a start to finish GTM strategy
- Etc

Ultimately, I delivered the product through completion of our agreed upon contracts after which point it needed to be managed internally. At that point the direction of the business shifted and operations were to continue out of Texas and I parted ways with BrainRobotics.

### ÖSSUR

While at Össur I was responsible for the product management and marketing of our i-Limb, i-Digits, and Livingskin product lines, in my Product Marketing Manager role. Because Touch Bionics was an acquired business, those that carried over from the original company, took on varied roles in order to ensure that the products were being marketed, and sold, in the proper ways.

My daily role included activities such as:

- Developing and implementing GTM strategies in line with the market requirements and supporting the value prop
- Work closely with sales, customer support, global product management, M&O, Training, & Service departments
- Price setting and management
- Sales tracking of key products
- Analyzing existing market potential & how to succeed/where to focus in those markets
- Content creation
- Other Activities