



Q3 2024 O&P UPDATES

Provided by
Calibration Marketing LLC

PARTIAL HAND BOOKLET

Leading right into AOPA, Calibration Marketing launched its newest guide book on Partial Hand prosthetics.

This guide is intended for users and clinicians and shares insights from both sides, as well as including a partial hand solution chart for reference. Please read, share, and explore our new website, fingeramputee.com!

You can find the entire booklet on our website.



Q3 2024 ANALYSIS

The summer months did not see a slowdown when it came to product launches, acquisitions, new clinics, and entities going independent.

AOPA was buzzing with great traffic in the booths and in workshops. The O&P industry is alive!

Q3 2024 Updates

Acquisition|Consolidation|New Innovations
UPDATED AS OF SEPTEMBER 30, 2024

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

HANGER

- **Hanger** acquires **O&P Insight**
- **Hanger Ventures'** debut investment in Canadian-based company **Bionic Power Inc.** a developer of active lower body smart orthotic devices that help to enhance walking abilities for children and adults with neuromuscular diseases and conditions.

ACQUISITIONS

- **Ottobock** acquired **Sahva A/S**, a leading professional supply network for orthopaedic technology in Denmark
- **Formlabs** acquires **Micronics** to develop the next generation of Accessible SLS

NEW ON THE MAP

- **Wright O&P** opens in Bastrop, TX headed up by Ben Wright who departed ottobock.care

CODING UPDATES

- **HCPCS codes requiring face-to-face** encounters:
 - L0635, L0636, L0638, L0639, L0640, L0651, L1845, L1852
- The final **Medicare LCD** for Lower Limb Prostheses that will expand MPK coverage to K2 patients who meet certain coverage criteria was officially published and will take effect on September 1, 2024.

BRAND UPDATES

- **BionIT Labs** closes €5.5 milion investment round to make the Adam's Hand bionic prosthesis the premier product in the American prosthetic market and to expand BionIT Labs' product range
- **Esper Bionics** has successfully closed a \$5M round, led by YZR Capital and co-financed by EBRD Venture Capital and u.ventures
- **WillowWood** announces it has been awarded nearly \$5M over 5 years from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) to establish a Rehabilitation Engineering Research Center (RERC) for Prosthetics and Orthotics
- **Embla Medical** rebrands their network of patient care facilities under a new common brand identity, **ForMotion**
- **BionIT Labs** opens facility in Tennessee & welcomes Gerry Stark & Jeff Keeling to the team!
- **MyoPro** announces moving HQ locations to outside of Boston
- **Metacarpal Ltd** secured £800,000 in seed funding to accelerate development of what is claimed to be the world's first mechanical bionic hand
- **BrainRobotics** relaunches its website with a focus on the Kneuro knee
- **Nord Ability & Elevate Movement** announce a partnership
- **OneStep** announces strategic partnership with the Limb Loss & Preservation Registry

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PRODUCT UPDATES

- **WillowWood** announces the launch of their latest addition to the META® Family of feet: The META® Flow – PDAC approved for L5981/L5968
- **Alt Bionics** unveils the new name for their prosthetic hand, the Genesis hand
- **Elevate Movement** shares a “Coming Soon” message about their new S step – The drop foot sock solution!
- **PROTEOR** introduced Introducing a Full Service CAD / CAM Solution called **orten**
- **C-Leg** from **ottobock** now has an IP rating of IP68, meaning its electronics are protected from dust, dirt and occasional submersion in freshwater
- **ottobock** – The updated Kenevo MPK is now ALSO approved for additional PDAC codes: L5850 – new! & L5925 – new!
- **College Park** launches their new Aura polycentric knee
- **Proteor** announces that the Kinterra ankle is now available in EVAQ8
- **ottobock** launches their new Taleo Adapt, a foot with an integrated hydraulic ankle joint.
- **ottobock** unveils the Skeo Sealing TT liner
- **Össur** launches EmpowerX, the cutting-edge workflow management solution designed specifically for orthopedic clinics
- **Proteor** announces the launch of their NEW SYNSYS Microprocessor Full-leg system
- **Fillauer** unveils that **TASKA CX** is now available in a medium size
- **Össur** launches their new Terra foot at AOPA
- **ottobock** teases the launch of an interim upper limb device for amputees called the Skeo Up Daily Assist device, at AOPA
- **allard** teases release of new foot, Meracus, at AOPA
- **ottobock** introduces the connect go.pro – the new CPO set-up app for the C-Leg and Genium X4!
- **Alt-Bionics** unveils a new robotic focused hand, Surge –a cutting-edge end effector designed specifically for humanoid robots and multi-axis robotic arms! Not available for prosthetics.
- **MISSED IN THE Q2 REPORT:** Ossur launches the NAVii knee which is a fully waterproof bionic knee

OTHER IMPORTANT UPDATES

- **Limb Loss and Preservation Registry (LLPR)** received a \$10,000 donation from the California State Compensation Insurance Fund (State Fund) to support its mission
- The **Robotics Factory**, a program designed to create, accelerate, and scale robotics startups in the Pittsburgh region, accepted **Humotech** for its latest acceleration program.
- **Ethnocare & Levitate** go into a partnership for the Ukrainian market
- **OPIE Software** announces new advances in their software
- **radii Devices** and **OPIE Software** announce a partnership
- **Cascade Orthopedic Supply** and **Ottobock** have agreed that Cascade will redeem Ottobock’s ownership interests in Cascade & continue to operate independently.

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SHOW UPDATES

AOPA 2024 did not disappoint. Over 1,900 people were in attendance – workshops, awards, new technology, collaboration.

You can get [an unofficial peek at what the exhibitors showcased in Charlotte by clicking through to my AOPA 2024 report.](#)



IN OTHER NEWS...

168 delegations, including 3 new NPCs, competed at the Paralympics, as well as a record number of female athletes.

The Opening Ceremony alone drew a peak audience of 22 million in France and for the first time ever, all 22 Paralympic sports were being covered live.

UPDATE ON NON COMPETES

While we shared last quarter that a new FTC rule bans '**Noncompete**' agreements for most employees, not everyone is able to truly celebrate.

On August 20, 2024, the U.S. District Court for the Northern District of Texas ruled that the Federal Trade Commission's (FTC) Non-Compete Rule is unenforceable and will not take effect. There are ways folks are trying to find a way around this but it is important to know the laws within your state.

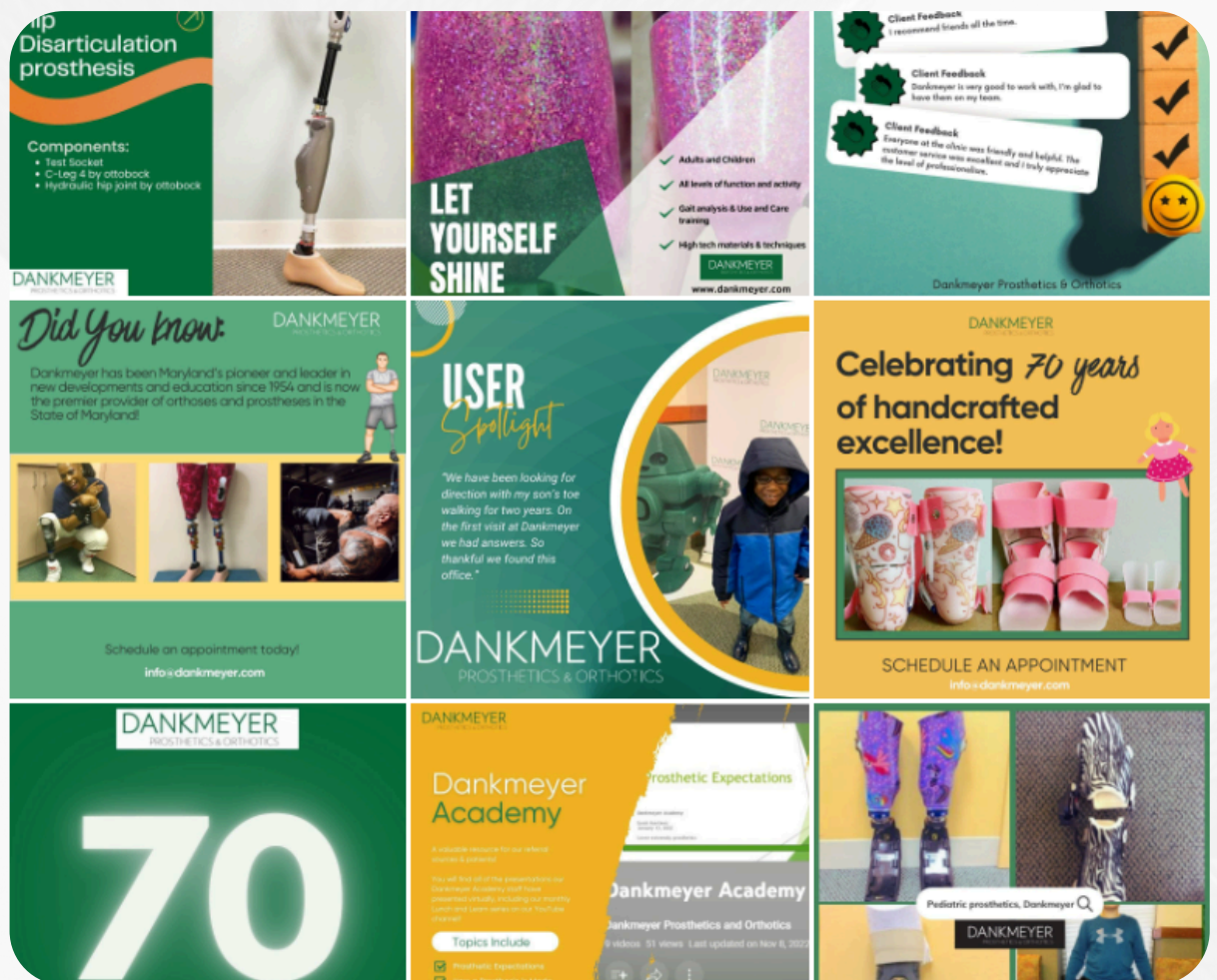
HEAR FROM OUR CLIENTS

Dankmeyer Prosthetics & Orthotics is busy celebrating their 70th anniversary in late September and Sheryl Sachs, CPO, winning woman of the year at this year's AOPA!

It has been such a pleasure getting to know this group, sharing more about all the great things they are accomplishing daily, and seeing them continue to grow! Thank you for allowing me to be a small part of your team!

"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
Dankmeyer Prosthetics & Orthotics

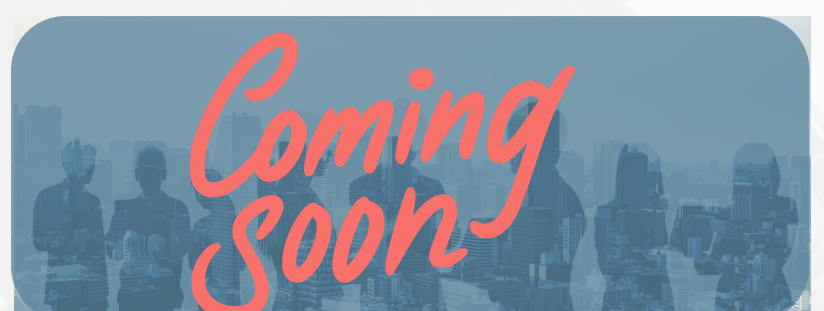


If you would like **a special sponsored highlight** in a future installment, please reach out via the **Calibration Marketing website**. Reach out to get your name out there!

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.



You can now view our webinars with solutions providers, manufacturers, clinicians, and users on YouTube!