

# Leading Podiatric Sports Medicine Physician Improves Clinical Outcomes

Attracts More Patients with Addition of DuoLith, the Newly FDA Approved STORZ Medical Focused Shock Wave Device

## About

*Dr. Robert Conenello, DPM of Orangetown Podiatry has practiced for more than 25 years and is Past President of the American Academy of Podiatric Sports Medicine. He has lectured around the world, specifically about sports medicine pertaining to foot and ankle issues, treatments and surgeries.*



*"If you're treating patients who are active, who want to keep moving, and who are looking to get better, you need to bring in the best to your practice.... You need to have EPAT. It's a no brainer. Now that I offer EPAT, I have people coming from hours away so that they can avoid surgery and get better faster."*

## Practice Profile: CuraMedix

Dr. Conenello recognized that to be at the forefront of sports medicine, he needed to invest in and utilize industry-leading, cutting-edge tools and technology.

In his mind, the idea of playing it conservatively and simply trying to treat his patients with various approaches, then sidelining the patient for 6 weeks in a boot, all while going with a wait-and-see approach was dated. He recognized that the paradigm for patient care was shifting and he wanted to be leading.

Committed to focusing on best practices of 2017 and beyond, Dr. Conenello wanted to provide both the latest and clinically proven approaches to medicine that would help his patients feel better faster, keep them moving, and get them back to doing the activities they love.

## High Level Results

By choosing to partner with CuraMedix and invest in the DuoLith SD1 TT, Dr. Conenello:

- Increased professional recognition and respect
- Improved patient outcomes
- Increased patient referrals
- Increased revenue from a new source
- Increased ability to work smarter not harder

*"Dr. Conenello has been treating me for plantar fasciitis and it has been well worth the 4-hour drive from Syracuse. While others were quick to push surgery, Dr. Conenello chose to treat me with EPAT so as not to risk my ability to run. Having run three decades of sub 3-hour marathons, I'm intent on making it four and not willing to risk it with surgery. Shock Wave has truly been 'just what the doctor ordered!'"*




Greg Carroll, Director of Athletics, Morrisville State College, runner, cyclist, weight lifter



To schedule a demo or request more information:

 877-699-8399

 [info@curamedix.com](mailto:info@curamedix.com)

## Challenges

Dr. Conenello was very familiar with shock wave and had invested in a radial device from CuraMedix over 5 years ago when radial was still relatively new.

His concern now was not if shock wave worked as he'd had an excellent experience working with CuraMedix and using EPAT to get his patients better faster as well as helping many avoid surgery.

He was intrigued with the idea of incorporating focused shock wave with radial to get even better patient results in less time but wondered about the added expense of purchasing a second and more robust shock wave device and whether it would be worth it for this patients and his practice

## Solution

Dr. Conenello reached out to a few of his well-respected peers who had adopted the focused technology and were having great success. Now that he too offers both radial and focused shock wave, Dr. Conenello is currently treating 25-30 patients a week with EPAT and that number is growing.

## Results

Dr. Conenello has achieved an 85+% success rate with recalcitrant patients; those patients who have suffered with pain for over a year and who have tried everything else. He explains, "I don't have to sell my patients on EPAT; I just educate them and explain that we are increasing blood flow in and around the damaged tissue. EPAT takes the healing process to the next level." He tells his patients and truly believes, "EPAT is one of the newest and greatest technologies in our field."