

# PERFECT FORM

## CUSTOM RUNNING ORTHOTICS

### BECAUSE MOTION IS LIFE...

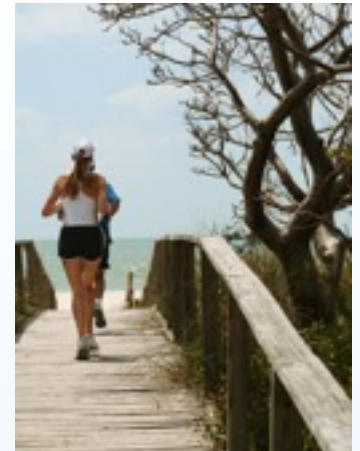
**at Doc On The Run we offer custom solutions to help you run faster, avoid injury and alleviate running related pain.**

We understand that not everyone is the same. Busy people, relaxed people, high arches, no arches. Different people need different things. And feet are no different. Your feet are unique to you. They carry you through life. But life can take a toll. Custom orthotics are highly specialized shoe inserts. They are custom; for you and only you. Dr. Segler will determine if they can help you by realigning the bones, ligaments and tendons that work together to move you through early morning runs, kids soccer games, and board meetings alike. All are important, and you can't afford to let foot pain or an inefficient foot structure slow you down.

Your custom orthotics start when your podiatrist takes an impression of your feet to permanently record the structure of your feet. These impressions are then sent to a specialized lab for fabrication according to the doctor's specific prescription. Once the finished orthotics arrive you will be instructed about their use. You may then move freely through life. Your



custom orthotics will be specially created to increase biomechanical efficiency. Depending upon your condition, this is critical to increase running efficiency, prevent injury, and relieve pain. All with the intent of freeing you to get back to all the motion of life. If you are a runner, triathlete, marathoner or just someone with a busy calendar and a desire to keep moving, ask Dr. Segler if custom orthotics should be custom created...just for you.



#### **Biomechanical Perfection**

*In the simplest of terms, biomechanics is the study of the efficiency of movement of any living creature. Your biomechanics can help or hinder your performance. Orthotics address your unique anatomy and bony alignment, all to allow you to run efficiently, move painlessly, and perform at your peak...every day.*

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## The Biomechanical Exam: *What exactly is the problem?*

The foot is made of up 26 bones and over one hundred muscles, tendons and ligaments. All of those structures work in concert to absorb impact and propel you through life. Unfortunately, some of us have subtle imbalances in our feet, legs, and ankles. These slight malalignments can lead to an inefficient running style, increased stress and a higher risk of injury. Your biomechanical exam will determine the extent of these problems so that they can be corrected.

Dr. Segler will record exact measurements of your subtalar joint motion, midtarsal joint motion, pronation, supination, forefoot position and rearfoot position. In addition, any contributing deformities from your ankles, knees and hips will be calculated as well. In the simplest terms, he will determine how your unique lower extremity architecture is effecting the way you walk, run or cycle.



## The Orthotic Prescription: *Your lower extremities by the numbers.*

Dr. Segler will take all of the information from your biomechanical exam and translate it into mathematical and biomechanical language on your prescription form. The orthotic lab will use the casts of your feet and the prescription to custom build your orthotics in a way that will re-align the feet and lower extremities to optimize your natural walking, running and cycling form.



## Orthotic Casting: *A corrected perfect impression of you.*

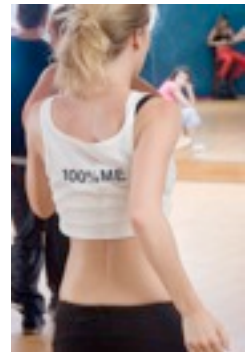
Dr. Segler, an expert in biomechanics, will personally cast your feet to make a permanent plaster impression of your feet in the corrected alignment. The plaster casts of your feet will be sent to the nation's premier orthotics lab for fabrication. The plaster molds of your feet will then be used to create a solid reproduction of each foot. The orthotics lab will use this exact replica of your feet to perfectly form your custom orthotics according to Dr. Segler's specifications, as determined during your biomechanical exam.



## Your Custom Orthotics... *Delivered.*

Your orthotics will be 100% custom made for you. The goal is to increase efficiency in gait and improve skeletal alignment when standing. Whether you are a runner, active athlete, or weekend warrior who needs to run more efficiently, increase stability, or simply feel better during long runs and 100 mile rides, you need your orthotics as quickly as possible.

The same day your new custom orthotics are ready, you will receive an email from Dr. Segler. He will then promptly personally deliver your orthotics to you at your home or office. During your fitting appointment, he will explain your corrections and discuss all of the instructions for use. Make sure you have your running shoes and casual shoes available. This will help ensure the very best fit and help you get the most benefit from your custom orthotics. Be prepared for a new level of performance.



# PERFECT FORM CUSTOM RUNNING ORTHOTICS

## The Perfect Form\*

## our very best custom orthotics for runners

For professional athletes, elite runners, Ironman triathletes and casual runners who just want to run faster, this ultimate orthotic is for those who place a high premium on their ability to perform. Not for the masses, the *Perfect Form* is for when you need a guarantee that your feet won't slow you down—whether you're trying to finish your first marathon, covering a 10K in record time, or qualifying for Kona. The finest orthotic available, only this device carries a lifetime guarantee against breakage and our unheard of 100% satisfaction guarantee. Your feet will feel better and you will run faster, or you may return your orthotics for a full refund.

What is included: Private in-your-home or office plaster-casting appointment with Dr. Segler, full biomechanical analysis, light-weight, durable multi-layered composite or carbon fiber orthotic fabricated at the nation's premier orthotics lab, energy absorbing composite heel post, varus/valgus correction, forefoot posting, forefoot modification, full-length neoprene top-covers, mid-foot correction, and a personal in-your-home or office fitting follow-up appointment with Dr. Segler. In addition, you can opt for a 50% discount on additional pairs of orthotics for your cycling shoes, dress shoes or casual shoes that are ordered at the same time.

### Guaranteed to Make You Run Faster!

*Dr. Segler is so confident in his ability to make the best running orthotic for you that he offers a "PR guarantee."*

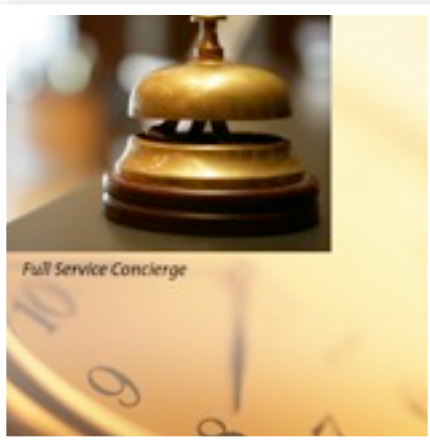
*If your Perfect Form custom orthotics don't help you run faster splits and set a new marathon PR or*

*Ironman PR within one year, you can return them and we will give you a 100% refund.*

*You have nothing to lose...except your competition.*



\**Perfect Form* orthotics may be covered by your HSA, flex spending account or insurance plan. Please check with your insurer.



*If your time is valuable, we can get you to the front of the line.*

## CONCIERGE SERVICES

### Priority Casting: *I've Got To Get Started Now!* \$100

Your plaster casting or foam impression will be performed at your appointment today without rescheduling. An extraordinary service of convenience, never covered by insurance.

### The Rush: *Please Go to the Front of the Line.* \$150

When you can't wait to feel better and get back to the activities you live for.

What is included: You get casted for your orthotics today, and priority 1-day lab service. In short, you get to jump the line. Your casts are personally escorted through the fabrication process in only 1 day instead of several weeks. Overnight shipping to and from the fabrication lab is also included. Priority re-scheduling; you will be granted availability of the doctor as soon as you like when your custom devices arrive.

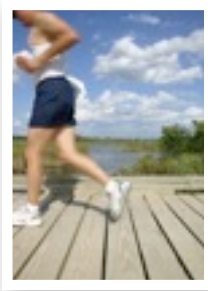
An extraordinary service of convenience, never covered by insurance.

# PERFECT FORM CUSTOM RUNNING ORTHOTICS

## Do I Need Custom Orthotics?

If you have annoying foot pain when you run and you hope for a new PR, you may have heard that custom orthotics will help. But the truth is that not everyone really needs custom orthotic correction.

The truth in fact is that most runners will do well with cheaper over-the-counter shoe inserts or off-the-shelf arch supports.



Given the high cost associated with having an expert in foot and running biomechanics evaluate your biomechanics, cast your foot while correcting alignment and create a custom fabricated device, it may be worth trying more cost-effective options first.

In the chart below are Dr. Segler's best recommendations for low-cost replacement shoe inserts and arch supports. While no over-the-counter foot support can compare to custom orthotics, some are better than others. The following are ones to consider. If they don't work, you can always go custom later.

## OVER-THE-COUNTER ARCH SUPPORTS

Over-the-counter Model	Where to Buy	Activity	Best for:	Customization
Sole Dean Karnazes or Sole Softec Response	Fleet Feet 2076 Chestnut Street San Francisco	Running	Performance Better Stability	heat moldable
Sole Ed Veistures Edition or Sole Softec Ultra	Fleet Feet 2076 Chestnut Street San Francisco	Hiking	Cushion and Stability	heat moldable
Sole Thin Sport	Fleet Feet 2076 Chestnut Street San Francisco	Cycling Dress Shoes Snow Skiing	Performance Better Stability	heat moldable
Superfeet Green	Fleet Feet 2076 Chestnut Street San Francisco	Running Walking Casual	Men, Med-High Arches Shock absorption Heel Pain, Arch Pain	none
Superfeet Orange	Fleet Feet 2076 Chestnut Street San Francisco	Running Walking Casual	Men, Med-High Arches Forefoot Cushion Ball of Foot Pain	none
Superfeet Berry	Fleet Feet 2076 Chestnut Street San Francisco	Running Walking Casual	Women, Med-Hi Arches Forefoot Cushion Ball of Foot Pain	none
Superfeet Blue	Fleet Feet 2076 Chestnut Street San Francisco	Cycling Dress Shoes Skiing	Men and Women Performance and Stability Low-volume shoes	none