



Below-Knee Prosthetics



Preparing Your Residual Limb for Prosthetic Use

844-347-0738

WWW.CECPO.COM



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Clinical Education Concepts

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Become the Expert

You are an expert in your field. You know it. Your patients know it. Education-based marketing ensures everyone else will also know it.

Developing meaningful relationships with new referral sources is imperative for an orthotic and prosthetic patient care facility to grow and thrive. Just as important is protecting current referral sources from competitors. Clinical Education Concepts (CEC) can help you make new connections and protect your existing relationships.

We provide education-based marketing solutions to independently owned orthotic and prosthetic patient care facilities.

You, the orthotist/prosthetist, are a credentialed healthcare professional who is an integral part of the team responsible for the care and rehabilitation of amputees and patients in need of orthotic assistance. CEC will ensure your marketing strategy reflects exactly that.

Education-Based Marketing Programs

Education-based marketing is a marketing platform built around an educational message not a sales pitch. Education is valuable. Providing value helps you establish and develop mutually beneficial relationships.

- Course material for therapists
- Course material for physicians
- Course material for case managers

Our courses are designed to be taught by credentialed orthotists and/or prosthetists.

E-mail Marketing Program

Monthly newsletters help develop customer (patient, client, referral source) loyalty and solidify long-term relationships by building trust and confidence in you, your staff and your practice.

Patient Education Literature

Customizable literature designed to teach new patients about limb loss and the prosthetic process.

Develop Meaningful Business Relationships

Establishing and maintaining solid connections with the therapy community is critical for achieving successful patient outcomes and ensuring the growth of your business. Your referral sources need continuing education credits and they're eager to learn more about the rehabilitation and care of people with limb loss and those in need of orthotic assistance. Position yourself as an expert by becoming a CE provider and facilitating the cohesive team approach necessary for treating patients in today's complex healthcare environment.

Access To Our Series of Courses

Our ever growing library of orthotic and prosthetic course material is approved by state and national therapy organizations and licensing boards. Our course material includes the courses along with tests, evaluation forms, detailed learning objectives and current references. Everything you need to hit the ground running. The content increases the prosthetic and orthotic knowledge base of the medical community while fostering a team approach to O&P patient care.

The Support of an Experienced Marketing and Business Solutions Team

CEC is more than just professional course material. We provide our clients with the support they need to launch and maintain a comprehensive education-based marketing platform. We work with O&P practices across the United States – we know what works and what doesn't work when it comes to marketing your practice. CEC will give your marketing efforts focus, direction, and quantifiable results.



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Welcome

This information will help you learn about limb loss, teach you some important terms and explain what comes next. Always remember, the most important member of your rehabilitation team is you!

There is an entire team of healthcare professionals dedicated to helping you. Your team's roster will depend on the size and type of healthcare facility you are at. Some of the potential team members:

- Surgeon
- Occupational Therapist
- Rehab Nurse
- Social Worker
- Physician
- Psychologist
- Physical Therapist
- Case Manager
- Prosthetist
- Personal Trainer

Learn who they are, write down their names and keep their business cards handy. Your team is here to help you reach your fullest potential.

It is important that you read and understand your insurance policy's prosthetic coverage section. Reimbursement and coverage can vary significantly from policy to policy even within the same company. We deal with health insurance every single day. If you are confused or just feeling overwhelmed, please reach out to us. We understand prosthetic coverage and we are happy to share what we know about it. We can help you choose the best policy for you.

It is traumatic to lose a limb. We are all here to help you. Please ask questions. Ask a lot of questions. You need to play an active role in your rehabilitation. You are unique. Your care should be unique. So, tell us about your hopes, your dreams, and your goals.

There will be problems and challenges ahead. We can overcome them together.

**“The only place that you will find success before work is in the dictionary,”
– Vince Lombardi.**



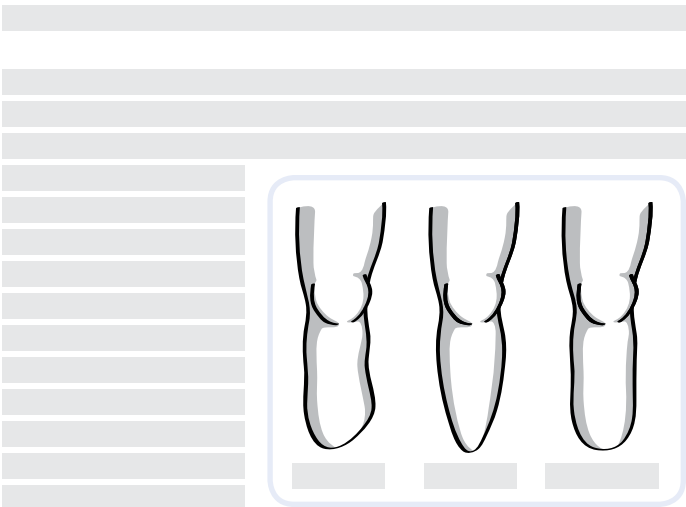
Managing Change

**By 2050
an estimated
3.6 million
people in this
country will
be living with
limb loss.**



Preparing for Your Prosthesis



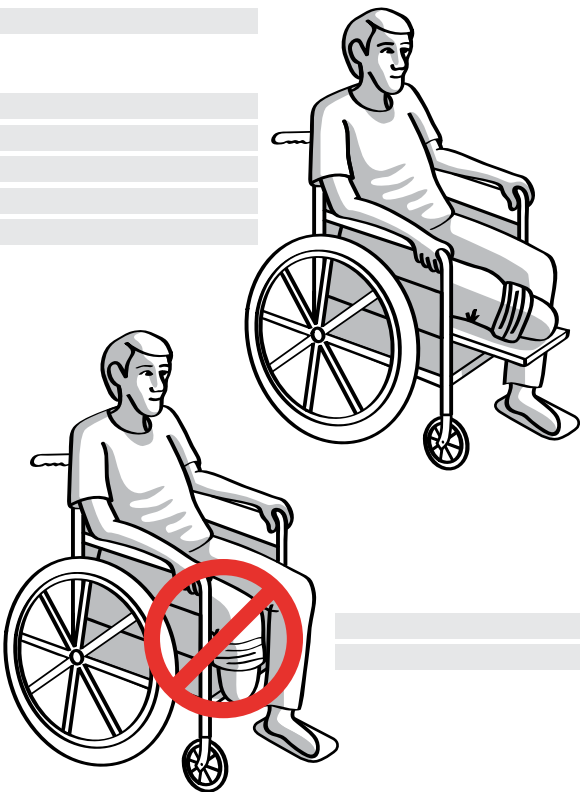


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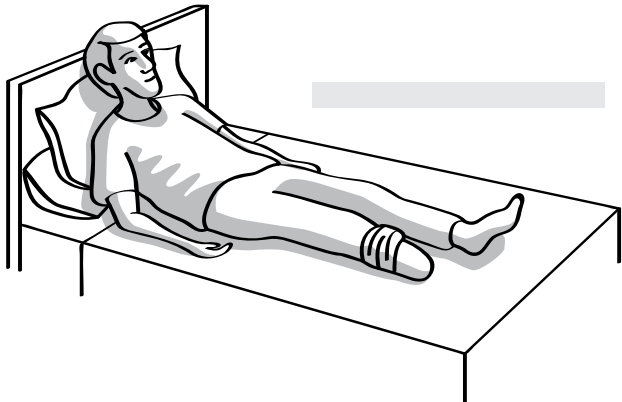
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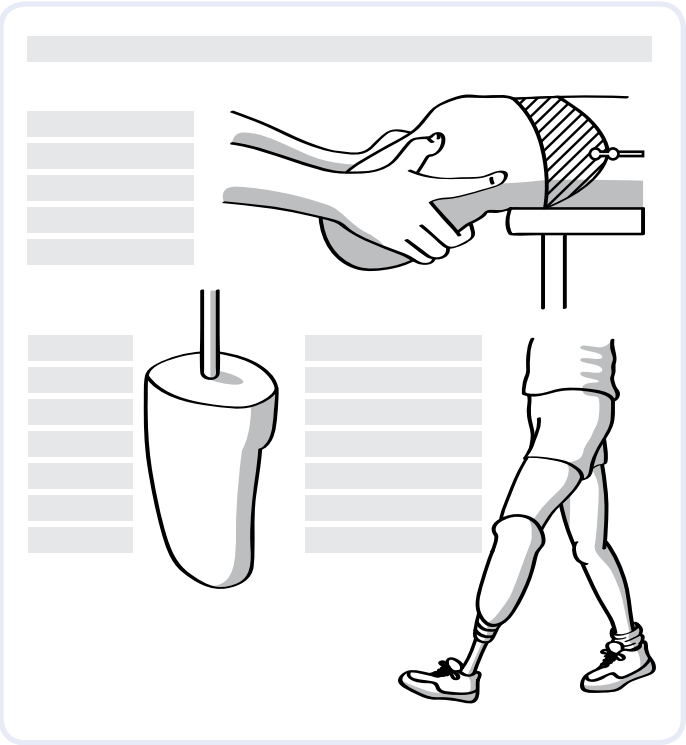
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Your Prosthetist



Your Prosthesis



Building Your New Leg



Socket

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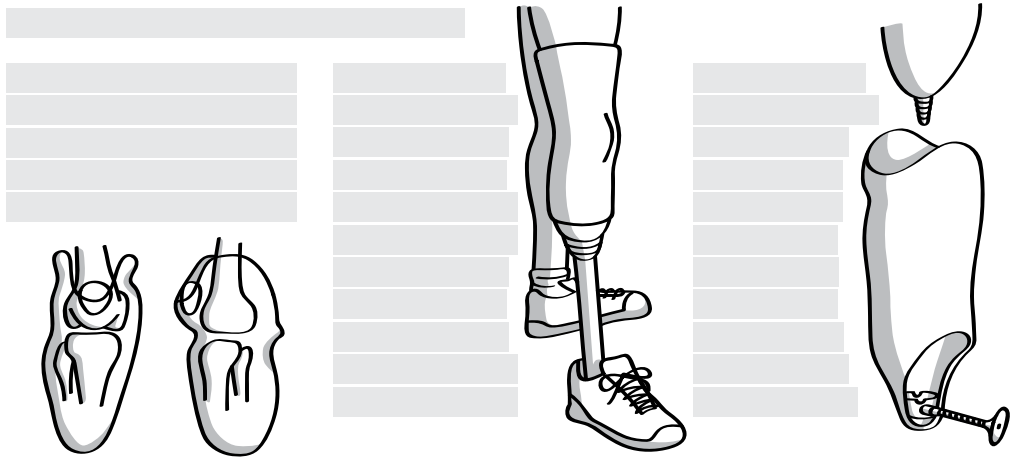
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Suspension



Frequently Asked Questions



**amputee
coalition**TM
A donor-supported nonprofit



Glossary







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