

TOE-DAY'S NEWS

BY RICHARD C GALPERIN DPM

Volume 2, Issue 1

January / February 2018

Client Success Stories of the Month

Bunion

Richard C Galperin DPM

A Division of Podiatric Medical Partners of Texas (PMPT)

We have so many wonderful clients who regularly visit our Spa, Nail MD. I am always being asked to come over from my office to say hello or answer questions. This is an added benefit for our clients, but I am the one benefitting from the experience. Each person seems to have a wonderful story to share about how they heard about us or how grateful they are to learn that a medical spa as unique as ours actually exists.

I have had the pleasure of meeting

- **A 100-year-old lady celebrating her birthday and having her first mani-pedi at our spa!**
- **A diabetic gentleman, passing through from Alaska. looking for a true medical pedicure, finding us online from home.**
- **A cancer survivor coming in during Breast Cancer Awareness Month, in tears after being able to celebrate her success in a safe environment.**
- **A nurse and her boyfriend, knowing the conditions contracted in regular salons, excited to learn and observe our sterile habits.**

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A New Year / A New Deductible

Tonya Hughes, Practice Manger

A Division of Podiatric Medical Partners of Texas (PMPT)

It happens with every New Year...our insurance deductibles start over; sometimes our benefits change; or we may even have a new insurance company. How are all of y'all doing with your insurance companies? We know a lot of patients do struggle with

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A New Year / A New Deductible

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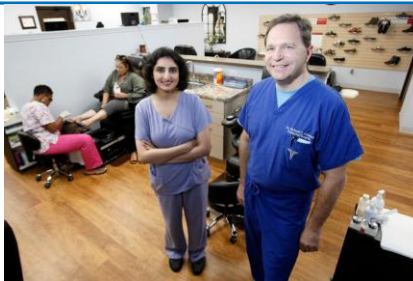
Nail MD Begins



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Ripped from the Headlines



Dallas doctors feel they've nailed unique need with new mani pedi business

by Sabriya Rice, Dallas Morning News, SEP 2016

"Dread" probably isn't a word that comes to mind when most people think about pedicures, but that was the case for 60-year old Oak Cliff costume shop owner Iris Villarreal. She was diagnosed with diabetes 15 years ago. Instead of soaking into relaxing spa experiences, she'd fret about foot infections, which could be difficult to heal and even become life-threatening due to poor blood circulation caused by her condition. When she met a foot specialist in 2015 whose practice had recently begun to offer pedicures on a trial basis, she decided to go. There, a medical nail technician made a key observation. "A yellow discoloration on one of my toenails, which I thought was because of the red polish I like to use," Villarreal recalls. The nail had been discolored for a few months and other spas hadn't flagged it as a concern, but this technician diagnosed a fungus. "I haven't gone to any other salon since," Villarreal said. The spa that made the diagnosis is called NailMD. It's a joint venture by Richard Galperin, a doctor of podiatric medicine in Dallas' Oak Cliff neighborhood, and Dr. Maryam Raza, medical director of wound care & hyperbaric medicine at Methodist Dallas Medical Center. An unnoticed skin tear or a fungal infection lurking on the foot can lead to serious complications, the kind Raza and Galperin often treat, they explained while giving a tour of the spa, located adjacent to Galperin's office on North Zang Blvd. They are delving into the mani-pedi business as a way to offer "hospital-grade infection prevention" to patients with diabetes, hepatitis and other circulatory issues. It also encourages the early detection of diabetic foot wounds, a costly health issue. Pedicures have been offered at the practice for about a year, but by launching NailMD the duo is extending the service to the general population. An open house will be held in the coming weeks. "This is my living, looking at these wounds ... and I don't want to see them," Raza said. "I want patients to take care of their feet. That's where the idea came from."

The costly diabetic foot In fact, foot infections are considered the most common complication of diabetes and one of the key drivers of lower extremity amputations, from toes to feet or legs. An estimated 73,000 diabetic patients needed amputations in the U.S. in 2013. There were 374 hospital admissions for lower extremity amputations in Dallas County that year, and the mean cost of an admission was \$115,000, according to data provided by the Department of State Health Services. That's a major concern as the health care system tries to drive down costs, while dealing with the soaring number of people being diagnosed with diabetes. From 1980 through 2014, the number of Americans diagnosed increased from 5.5 million to 22 million, according to the U.S. Centers for Disease Control and Prevention. An estimated 10.8 percent of the population of Texas had a diabetes diagnosis in 2014. While an infection is possible for anyone getting a pedicure, diabetics are considered high-risk. Sometimes they are discouraged from getting them. "I was leery, but I'd still go," admitted, Villarreal. And there's good reason for her to do so. "Monthly pedicures are very important for diabetic patients," explained Joan Colgin, a certified diabetes educator based in Dallas who serves on the DSHS's Texas Diabetes Council. "It's not just about pretty colors, it's about healthy feet and saving health care dollars." A "medi pedi" at the NailMD spa can range between \$25 and \$75 depending on the service. For example. A 20-minute routine foot care pedicure costs \$25 and includes nail shaping, callus treatment, buff and polish. A 60-minute athletic pedicure that includes fungal nail, skin and shoe treatments and comes with take home products runs \$75. Proper foot maintenance — such as keeping the foot hydrated, preventing ingrown nails and detecting fungi — are key to avoiding major diabetic foot problems. The disease can cause loss of sensation, so patients may not immediately notice injuries, like small cuts and scrapes. They can develop diabetic ulcers — wounds on the feet that are slow to heal and prone to infection — which often require amputation. These problems, however, are often not caught early enough, Colgin explained. "The issue in today's world is that historically there was no reimbursement," she said, referring to the fee-for-service structure in which clinicians were often paid more for high-cost surgeries and other procedures than for preventive care. Under that system, while a podiatrist might get reimbursed for clipping a patient's toenails, "They couldn't do much more than that," she said. "The focus wasn't to achieve a better outcome, it was get the job done and get paid."

A beauty prescription for diabetics? While podiatrists won't get paid by insurance for painting nails, there is increasing interest by clinicians to prevent hospital admissions and go beyond the walls of their facilities to improve care in non-traditional ways. There are an estimated 83,840 manicurists and pedicurists in the United States, and Texas is among the list of states that employs the highest number. Disturbing headlines about deadly infections in nail salons has led to increased awareness about safety and disinfection practices and interest in offering expanded medical training, especially to pedicurists. "Clients do die in this county. It's not a scare tactic, it's the truth," said Debra Bourque, executive director of member services for the International Pedicure Association, an awareness group founded in 2004 by a Texas podiatrist named Dennis Arnold. "We know for a fact that more education is required than what you get with the basics." Licensing for nail technicians and cosmetologists is required in all states except Connecticut, but the laws vary from state to state. For example a nail technician in Texas must have 600 hours of training, but in some states it's more than 1,000, and others require that they work only in a licensed salon. Several programs now offer specialized medical nail technician training, which prepares nail technicians for work in podiatrist offices. They must intern with a foot doctor and be able to identify fungi, cellulitis and other problems that aren't always so obvious. Only a handful of clinicians nationwide have opened up nail salons, and NailMD is perhaps one of the first in Texas. Galperin estimates it cost just over \$200,000 to add the nail spa to his office, which included purchasing chairs with plastic linings that are disposed of after each patient to prevent infection from pipes and drains. The start-up costs also included sending the two pedicurists to a medical nail technician certification program started by a foot care specialist in Tennessee named Robert Spalding. The training and exam came at a cost of about \$1,000 per technician. Galperin, who says he has treated hundreds of patients over the years who developed foot infections shortly after getting manicures, says there are other benefits as well. "This is an extension of my office. So the difference is that we're hospital-based physicians," he explained. "Patients who don't normally go to a doctor or who are intimidated, we'd like to be able to catch them early, in a nice relaxed environment." Co-founder and wound care specialist Raza called it a "prescription for beauty for the diabetic population." Industry leaders call it an interesting concept, and one that's likely to proliferate as the health care industry moves towards offering and rewarding value instead of volume. "It's a step in the right direction," said Colgin, who has helped to start diabetes education programs in U.S. hospitals. "Thinking preventively and collaboratively is a paradigm change, but that's what's got to happen in health care." However, as these types of opportunities emerge, the industry should consider setting national standards for medical nail technicians, Bourque added. And there will need to be validation that the programs are focused on the right goals. "The more negative stories we hear, the more fear it instills, which makes it easier for people to do things with not always the best intentions ... because they see they can make money," she said.

Special of the Month:

Bunion Guard
Regularly \$12
On Sale for \$10

Photo Courtesy of Nail MD

Use Code: BUNION

Offer Expires
03/31/2018



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Client Success Stories of the Month (continued)

- A 93-year-old great-grandmother, coming in with her extended family, catching the eye of a complete stranger who was missing his grandmother, and wanting to participate in the celebration of her life.
- A young lady contracting an infection in her toenail from another prominent spa, so happy to find us so she can continue to enjoy having her feet and hands worked on without fear.

The mood is always friendly here, and we hope your experience is both fun and educational. Please come by, you never know who you may meet.

#TrueStories

Phone (214) 330-9299



HOURS:
TUESDAY – SATURDAY 10AM – 6PM
by Appointment

Our goal at Nail MD is to offer medically supervised nail treatments to our clients and community that utilize a sterile working environment. Instruments are sanitized and sterile, or, properly disposed of, after treatments. And pedicure water liners are replaced after each service. Professionally, we strive to offer a unique service to our clients who deserve the extra care it takes to protect them from cross contamination and injury. We guarantee medically trained technicians cater to all at-risk clients with diabetes, circulation problems, cancer, and other autoimmune diseases, and even our elderly. Thank you for being a part of our dream to lift the spirits while offering a valuable service to our most trusted and loyal friends - you!
Medical Director, Richard C. Galperin DPM

Office Hours:

Monday:	9:00am – 12:00pm	-	1:00pm – 6:00pm
Tuesday	8:00am – 12:00pm	-	12:30pm – 4:30pm
Wednesday	8:00am – 12:00pm	-	12:30pm – 4:30pm
Thursday	9:00am – 12:00pm	-	1:00pm – 6:00pm
Friday	8:00am – 12:00pm	-	1:00pm – 4:30pm
Saturday	Closed		
Sunday	Closed		



Richard C Galperin DPM
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Dallas, TX 75208

A word from one of our Patients:

**"Nail MD is a clean space,
wonderful staff! I have been
embarrassed by my toes for a
long time now and my tech was
so kind and understanding. Not
once did she make me feel self
conscious and I was able to**