

## Anodyne— The New Standard in Diabetic Footwear

By David Gelfand

They say that finding a flaw is easy. Constructing a solution—that’s usually left for those willing to get their hands dirty. Fortunately, **Anodyne’s** co-founders Bobby Kanter and Brian O’Reilly are ready to roll up their sleeves.

Flashback to spring of 2015 and Anodyne was just an idea as Kanter and O’Reilly contemplated addressing what they believed to be a glaring weakness in the diabetic footwear industry.

For years, the market has been served with run-of-the-mill “old people shoes,” the kind that you brush off as medical-looking, and flat-out ugly. Year after year, the same companies produce the same shoes. Nothing exciting. Nothing noteworthy. Nothing different.



“Making an A5500 qualifying diabetic shoe is easy,” explains O’Reilly. “It’s the extra steps we take that truly differentiate our products from the rest. Where most companies are looking to cut costs and offer something that’s ‘good enough’, we’re doing the opposite.”

All Anodyne shoe styles feature low-sheering microfiber linings that are treated with a proprietary antimicrobial spray before shipping. Additionally, all metal components have been removed from the shoes, as all shoes are run over a metal detector in order to avoid any broken sewing needles or staples that may have accidentally ended up in the shoes during manufacturing.

Aside from including the standard features of A5500-reviewed footwear (added depth, protective toe box, stiff shank, strong heel counter), Kanter and O’Reilly made it a point to make sure that their shoes are extremely lightweight and as seamless as possible. “Never has there been a collection of shoes so meticulously engineered for diabetics,” said Kanter.

The thoughtfulness and creativity used to design the product itself also extended to the packaging. On the inside lid of every shoe box there is a mirror decal that allows patients to readily check their feet without needing the help of someone else. “Starting with a blank slate has allowed us to incorporate a lot of cool, unique features into our product, our service, and our brand as a whole,” said O’Reilly.

In addition, Anodyne has a fully-functional custom lab specializing in providing A5513 custom inserts, L5000 toe fillers, and shoe modifications. Current turnaround time on all products is between 24 and 48 hours. “The craftsmanship of our custom products is unparalleled. You won’t find a higher quality product in the marketplace,” explained O’Reilly.

Anodyne has also developed the first portable iPad foot scanning app for A5513 custom inserts. Using Anodyne’s iPad Scanner App, suppliers cut the cost of paying for impression foams, reduce turnaround time (typically by 2-5 days), and eliminate the risk of foams being damaged in shipping. The company is offering the App free to all of its suppliers, with no click or send charges.

For more information, visit [www.anodyneshoes.com](http://www.anodyneshoes.com), call 844-637-4637 or click here.

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“It just made sense,” Kanter explained. “Like the rest of us, people with diabetes don’t want shoes that they have to wear, they want shoes that they want to wear. The market just wasn’t giving them that option.”

In October of 2015, Kanter and O’Reilly officially launched what they believe to be the new standard in diabetic footwear—Anodyne. By definition, an Anodyne is something that brings a sense of soothing or comfort. For Kanter and O’Reilly, this is exactly the message that they want to send to the market.

O’Reilly explained that Anodyne’s core purpose is to ultimately prevent foot complications by encouraging patient compliance through shoes that meet both the comfort and style needs of diabetics.

As they began designing their product line, the aesthetics and styling of their shoes was only the beginning. An equal if not larger emphasis was placed on the comfort and functionality of the footwear.

