

## Anodyne—It’s All in the Details

By David Gelfand

“People always ask us what our differentiator is? What makes **Anodyne** better than the competition?” said Bobby Kanter, Chief Executive Officer. “And honestly, the answer is everything.”

Over the last decade, the diabetic footwear industry has been static, some would even say stale. The same players selling the same shoes. That suddenly changed when Anodyne entered the marketplace in October of 2015. With a completely new product line, and a contemporary mindset, the company has, over the course of the last two years, established itself as the new standard-bearer in the industry.

Starting any new business from scratch is no small feat, and due to the plethora of SKUs and custom fabrication aspects of the diabetic shoe business, an added layer of complexity is needed. Nonetheless, the Anodyne team has embraced these challenges as opportunities to out-compete the competition, challenge the status quo, and ultimately, help patients and providers.

“Our goal has never been to sell as many shoes and inserts as possible, because we’re not a shoe company. We’re a healthcare brand. Our goal is to help improve patient outcomes.” Kanter continued, “the way we achieve that is simple—offer patients the absolute best shoes and offer providers the absolute best service.”

### The Product

Naturally, it starts with the shoes. Diabetic shoes typically share the same common characteristics: additional depth, a protective toe box, a stiff shank, and a rigid heel counter. Historically, the main difference from company to company was purely aesthetics.

When Anodyne’s design team first came together to develop the company’s shoe collection, they wanted to make shoes that were not only the best looking, but more importantly, the best functionally.

“From designing, to wear testing. Style by style, everything was meticulously done with the diabetic end user in mind,” explained Kanter.

The final styles, ranging from athletic shoes to hiking boots, involve features that have rarely been seen by other diabetic shoe manufacturers. Among other things, the shoes are incredibly lightweight, feature a low-sheering, antimicrobial sprayed microfiber lining, and have virtually no exposed seams on the insides.

According to Kanter, the feedback that the company



has received from patients and providers regarding the styling, comfortability, and overall quality of the shoe collection, has been overwhelmingly positive. Nonetheless, the company’s focus on being the best didn’t stop with the product.

### The Service

Anodyne recognizes that, like patients, its partners and providers each have distinct needs. Patients suffer from varying foot-related problems, seek unique accommodations, and favor different styles. In a similar vein, providers serve particular client populations and require and prefer specific service offerings.

“Customer service is a lost art,” said Kanter as he regurgitated horror stories he’s heard about experiences that customers have had with previous shoe vendors.

Stories of patients and providers, far too often, finding themselves unable to get clear help or answers from a company’s customer service team, and ultimately left to “figure it out” for themselves.

“As customers, we want everything to be simple and easy. And nobody likes waiting,” said Peter Coulter, Anodyne’s Director of Customer Support. “Which is why we do everything in our power to offer our customers a quick, honest, human-to-human experience.”

That experience, first and foremost, starts with customer-focused procedures, policies and standards. Such as industry-leading turnaround times on all orders (typically 24 to 48 hours), a 6-month, no-questions-asked return policy, and a support team located in Milwaukee, WI, USA, answering phone calls in less than two rings.

“We’re human and we make mistakes from time to time. But as an organization, no matter what it takes, we do right by our customers,” explained Coulter.

### The Future

As a young, entrepreneurial company, the Anodyne team is excited about the progress they’ve made, but by no means satisfied. As the company continues to grow, evolve, and improve, its modus operandi of offering its providers and their patients “nothing but the best” is unwavering.

“As we move forward, our biggest challenge is ourselves. We don’t look to competitors to copy products or ideas. We put ourselves in the shoes of our patients and providers, and search for what they want and need. Even if they don’t know it yet.”

For more information, visit [www.anodyneshoes.com](http://www.anodyneshoes.com) or [click here](#).

