

To shoulder the world

Protection to suit the indication

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The foot – both a tool and a means of compensation

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Bodytronic 600 measurement system

“The system helps us stand out on the market”

In Switzerland, the ORTHO-TEAM Group is a market leader in the supply of orthopedic and phlebological aids. It is no surprise that the company is also setting new standards with modern measurement technology. Since last year, Bauerfeind's Bodytronic 600 has been in use at six sites in all the major cities of German-speaking Switzerland.

These days, no specialist orthopedic supplier can get by without reliable measurement and production technology. “To further improve our ability to give advice and to stand out from the competition, we decided to install Bauerfeind's Bodytronic 600 measurement system,” explains Marc Moser, a member of ORTHO-TEAM's management. “The modern measurement technology fits into our concept perfectly. We want to use it to sharpen our profile further still and increase customers' faith in their treatment.” Circumference, length, and volume measurements for the appropriate tailor-made care using supports and compression stockings are therefore now taken digitally at the Bern, Solothurn, Basel, Lucerne, Zurich, and St. Gallen sites.

Innovative projection of beams of light

Bodytronic 600 can measure the legs up to the hips. This makes it possible to select perfectly fitting compression stockings from the entire VenoTrain range or Train supports to treat the knee and ankle. To take measurements, the system projects beams of light, a process that has been used in the automotive industry for many years. This process cannot be disrupted by external factors and is completely safe for humans because it uses normal, visible light.

Precise 3D image

To generate the 3D model, the measurement system projects beams of light onto the body part to be measured and captures them digitally. The system quickly generates a perfect 3D model with the length and circumference measurements of the body part to be treated – without touching the patient at all and without any need for measurement clothing. During the measurement process, the patient stands on a measurement platform that revolves automatically.



The steady rotation excludes the potential for error, thereby avoiding time-consuming repetitions of the process. The circumference and length measurements taken from the 3D image can then serve as the basis for selecting a product from the Bauerfeind online shop. In the shop, the product configuration tool suggests the

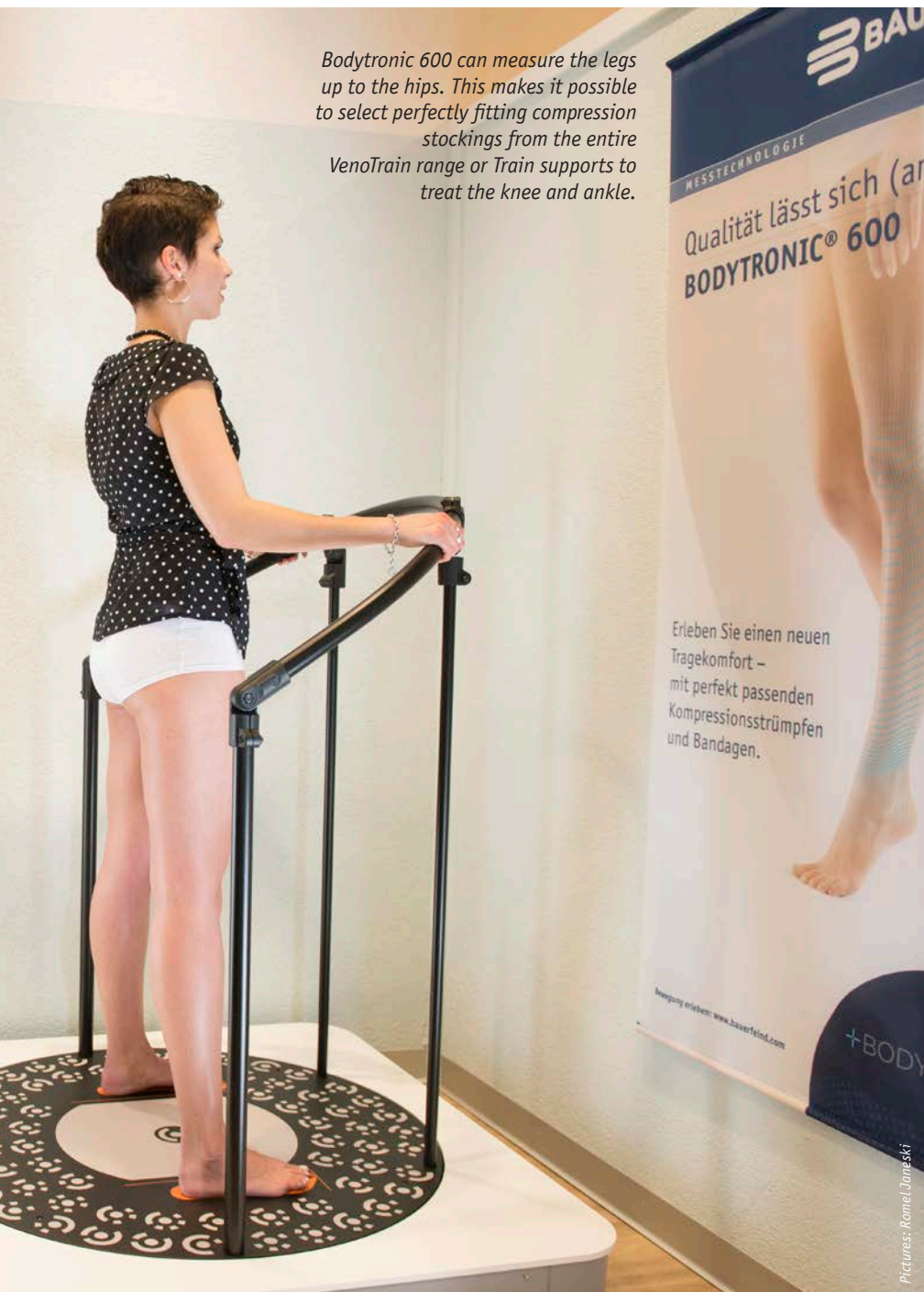
perfect size. The medical retailer can decide between a custom-made solution or a standard product depending on the proportions of the patient's body. This removes the need for time-consuming searches in catalogs or size tables. After all other required product features, such as the compression class, color, or pattern, have been selected by

the specialist, the product can be ordered directly from the Bauerfeind online shop.

Providing evidence to health insurance funds

"At the moment, we mainly use the system for providing care using medical compression stockings, and sometimes for supports – if they are custom-made," says Marc Moser. "The non-contact measurement process is very comfortable for customers and the modern technology has already given rise to a great deal of amazement and admiration." However, making a good impression is, of course, not the only thing that is important to him and his team. "For us, the most significant features are the precise, >>>

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"A valuable marketing tool"

"In the orthopedic technology division, we regularly use scanning, such as for the 3D modeling of torso orthoses or seats. I therefore found it very easy to use the Bodytronic technology. I think the main advantages of the system are the precise, error-free measurement process and the reproducibility of the measurement data. As the measurements are always taken in the same way, it is more accurate than taking them manually. The direct connection to the ordering system makes it much easier to obtain custom-made solutions. Bodytronic 600 is also a valuable marketing tool for us. As a market-leading company, we ultimately always have to be up-to-date with the latest developments in the industry. I would be delighted if we could also use the system for other areas of care in future."

Nadaraja Maden, Head of Ortec, Bern site.

Pictures: Romel Ljameski

>>> reproducible measurement process, the simplified order process, particularly for custom-made solutions, and the documented measurement results,” says the manager. These results not only make internal quality



“Saves a great deal of time”

“The system is almost self-explanatory, and we also received good training from the Bauerfeind employees. I use the Bodytronic 600 to measure for compression stockings and the GenuTrain knee support. I find it particularly useful for the stockings. The measurements are precise and you have them in the system straight away. You don’t have to take measurements again for simple follow-up care. I personally also like the fact that a precise stocking recommendation is provided at the end. That way, you don’t have to find out the sizes yourself after measurement. This saves me a great deal of time! Most of our customers are pleasantly surprised by the modern technology. It helps us stand out from the competition even more. Bodytronic really enhances ORTHO-TEAM’s image.”

Patrik Baumann, Ortec hospital service and customer service at the Bern site.

management easier, but also serve as a tool for networking with physicians and therapists. “They are, of course, also interested in the measurement results to monitor the progress of treatment.”

Marc Moser also lists another advantage that is very important to him: Bodytronic 600 simplifies communication with health insurance funds. “Particularly with compression stockings, it is very useful to be able to use the leg volume measurements to



Marc Moser, a member of ORTHO-TEAM's management.

demonstrate the requirement for a custom-made solution to health insurance funds,” he emphasizes. Even if a new product is required due to physical changes, the available measurements can be used as a reference when trying to convince the funding organization.

40 percent of the compression stockings supplied by ORTHO-TEAM are custom-made solutions. “This is because a large number of compression stockings are also supplied at pharmacies or drug stores in Switzerland. Sometimes patients are not even measured manually, but are just sold the product straight away, over the counter,” says the manager. However, compression stockings ultimately cannot be compared with a drug that is the same for all patients. “In the end, the aid must fit the body perfectly to be able to fulfill its therapeutic purpose and be comfortable to wear. Therefore, many patients come to us because they know that expertise and technology are available here.”

The interest is there

Four to twenty employees work with the measurement system depending on the site. “No one was really scared to touch it. The system is so easy to use – almost like an iPhone,” says Marc Moser with a smile. The company has advertised the new technology in its own magazine for physicians and therapists, on its own website, and with an article in the magazine of a hospital network. “After that, we already had compression

stocking wearers coming in who were specifically interested in being measured with the Bodytronic 600. As I said, the system is a good opportunity for us to distinguish ourselves on the market and enhance our image further still.”



“Volume changes are visible immediately”

“Thanks to the Bodytronic 600, when we are supplying compression stockings, we can quickly tell whether the customer’s body measurements have changed. This is particularly useful for customers with edemas. For example, we have edema patients who came to us before surgery. It is then particularly impressive for them to see how much the volume of their legs has reduced after surgery. This is also interesting to communicate to physicians. In general, one of the main advantages is, of course, that the system provides reproducible data. There are always minute differences between manual measurements. One employee pulls slightly tighter than the other, but the device always measures in the same way.”

Anne Jeangros, Head of Sanitec/Compression Stockings, Bern site.

For further information

please visit www.ortho-team.ch.
For more information on Bodytronic please visit:
www.bauerfeind.com/en/products/measurement-technology.html