

Turning Points

Steeper Newsletter Issue 13 2019



Yuven's Treatment Journey



Steeper Clinic Launch
New Website



Clinicians Take
Centre Stage



steeper

Creating life's turning points, together

CEO message

Paul Steeper

The first quarter of 2019 has certainly been a great one for Steeper Group. There have been business wins, our expert clinicians speaking at national conferences, all areas of Steeper exhibiting and an award win!

Steeper Clinic have launched a new website, and exciting products from Click Medical give flexibility to patients ensuring comfort and control over both prosthetic and orthotic devices.

In this issue we also feature the wonderful work of Steeper Clinic in delightful Yuven's plagiocephaly treatment.

We hope you enjoy this issue, and please do share any feedback to marketingteam@steepergroup.com.

Best wishes,



Steeper Group Win Outstanding Achievement Award



We are pleased to announce that Steeper Group won the Medilink North of England Healthcare Business Award for Outstanding Achievement. The award was given for business excellence in the face of adversity following the devastating flood in 2015, looking to now in 2019 where we boast a fully operational production facility, still based in Leeds with an excellent future in the healthcare industry.

The award was presented at the Medilink North of England Healthcare Business Awards on 13 February in Leeds.

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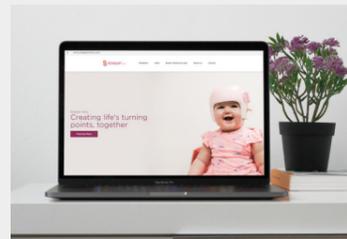
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We would love to hear from you!
Please send your feedback to:

marketingteam@steepergroup.com

Steeper Clinic Launch New Website

The new Steeper Clinic website was launched in March, created to offer quick and easy access to the range of orthotic services the clinic offers, along with information on common conditions and advice about how to approach treatment.



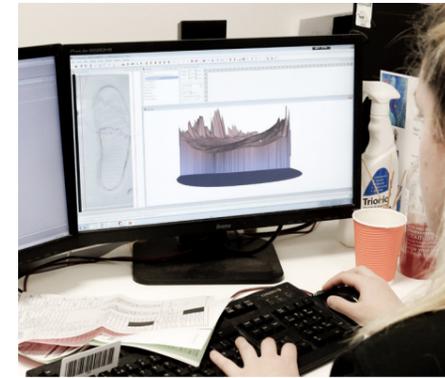
The pages on the innovative STARband™ plagiocephaly treatment have been redeveloped to include vital resources on symptoms, tummy time, and how a baby's headshape is assessed.

The website is a resource for patients and parents looking for more information about orthotic treatment and aftercare, and be able to contact a specialist if they would like to arrange an appointment.

www.steeperclinic.com

Bespoke Insoles Manufacturing: Sculpted Support

The extensive insoles team have been an integral part of Steeper orthotics manufacturing for decades, **working collaboratively with our clinics** to provide devices for support and correction. Possessing a **refined skillset**, they meticulously create bespoke insoles according to prescription, making precise adjustments for best fit.



In recent months, utilising a combination of specialist programs and their traditional **hand skills** has increased productivity levels. **CAD/CAM technology** is used to produce a large proportion of insoles to ensure unparalleled accuracy, however before this process can begin the insoles are digitally sculpted by some of the team. Using specialist footwear software they digitally 'create' the insoles from the scan of a foam impression, inputting additional extras requested by orthotists. By creating a digital graphic for each patient this can then be stored for future insoles - increasing efficiency and reducing the production time for devices.



Whilst embracing technology, hand skills are still a vital part of insoles manufacturing. Creating flat-bed insoles requires technicians to cut them straight from the base material according to the patient's measurements. All insoles then undergo the process of having prescribed features added such as met bars and valgus pads, and then specific top layers added to assist with orthotic requirements. The insole is then **meticulously milled** on fibro wheels to ensure they are smooth, and will not irritate the foot when in the shoe.



For more information on our orthotics manufacturing visit www.steepergroup.com.

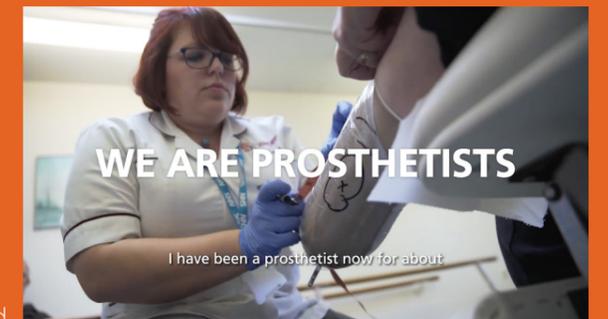
Clinicians Take Part in Recruitment Campaign

Steeper Prosthetists from Harold Wood took part in filming an advert for the #WeAreTheNHS' campaign to help recruit further allied healthcare professionals.

In the video, Steeper Prosthetist Gayle talks about the rewarding benefits of being a prosthetist including building a lasting relationship with patients, and the role being very much about engineering, making it stand out from other healthcare careers.

There is a shortage of applicants within the UK onto allied healthcare courses, so the campaign's aim is to encourage more individuals to take part in the qualification to become Prosthetists and Orthotists and ensure our workforce of the future!

To view the video check out Steeper Group's Social Media:



 @SteeperGroup

 @SteeperGroup

 @Steeper

Steeper Partnership with Abilia

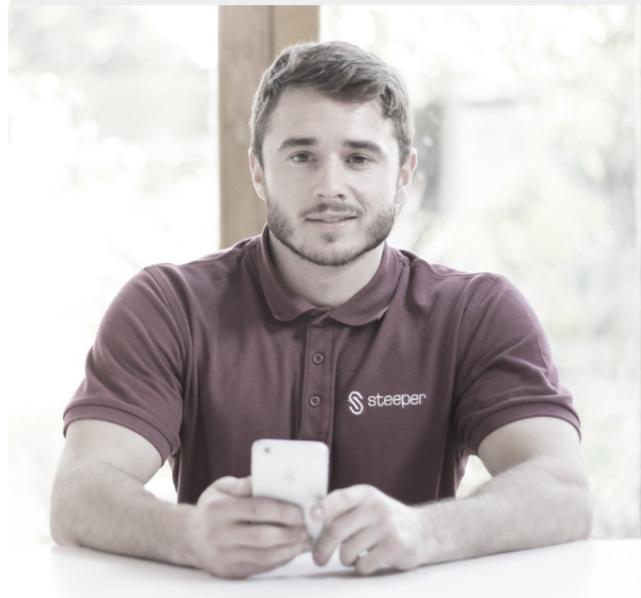
Steeper Group are partnering with Abilia; a leading developer of assistive tools including environmental control and communication aids, bringing a wider product range to our Assistive Technology business.



Abilia Environmental Control Systems (ECS) complement the existing Steeper range, and with our national network of engineers and high-quality customer service the partnership is sure to bring benefits to all clients, and to both Steeper Group and Abilia.

Following this important deal Steeper Group will be the primary partner for Abilia's NHS customers who outsource delivery and maintenance services. Steeper will also resell Abilia ECS products where installation or maintenance has been carried out.

"We are thrilled to partner with Abilia to extend our product range within the Assistive Technology field. Abilia offer excellent environmental control and communication products, with the Steeper patient focussed service wrapped around these we feel our clients will be able to gain further control of their own environment and greater independence" Giles Hodgson, Business Development Director for Steeper Group said of the announcement.



Steeper Awarded New Prosthetic and Orthotic Service Contract

After an in-depth tender process, Steeper were thrilled to be awarded the Prosthetic and Orthotic Service contract for East Suffolk and North Essex NHS FT (ESNEFT) for a term of up to five years.



After a short turn around from the previous supplier our Prosthetic and Orthotic service provision at Colchester Hospital, and Orthotic service at Ipswich hospital began on 1st April.

We're thrilled to build a relationship with the team at ESNEFT and to welcome more passionate clinicians to our team.

Continuing our Long Term Services

After a fifteen year relationship, we were also delighted to be successful in maintaining the Prosthetic and Orthotic Service contract for Hull University Teaching Hospitals Trust (HUTH). This new contract with HUTH began on 1st April and is for up to seven years.



We are thrilled to continue our partnership with the hardworking team at Hull.

Now available: PeroSupport AFOs

Streifeneder's PeroSupport AFOs manufactured using dynamic carbon pre-preg material, are now available to order from the Orthotic Solutions Catalogue. The PeroSupport.pro features additional calf stabilisation for effective foot re-adjustment, whilst the PeroSupport.tec uses a unique, single handed magnetic fastening system for ease of use. For more information on these products contact orthoticenquiries@steepergroup.com or visit www.steepergroup.com.



Click Medical Fastening Solutions

Click Medical have released a new range of fastening solutions. With the option to utilise the fastenings across both prosthetic and orthotic devices; the solutions offer patients a range of easy-to-use fastenings for optimised fit and adjustment.

QuickFit Buckle

Prevents the wear and tear experienced with hook and loop fastenings. Magnetic buckle holds itself in place, making it easy to use for those with minimal dexterity or visual impairment.



QuickFit Lacers

Easily adjusted with one hand and very little force, allowing patients with limited fine motor skills to adjust the fit of orthopaedic footwear or sockets.



QuickFit Strap

Easily control fit and comfort throughout the day; each 'click' of the dial decreases the strap length by 1mm for the perfect fit.



For more details about the Click Medical fastening solutions check out the Click Medical pages on the Steeper Group website.



FREE "Can You Adjust?" Training

A free 30-day transtibial and transfemoral course for fitting the RevoFit2™ adjustable socket system is available now with Click Medical. Sign up and you'll receive a free check socket to start designing!

Visit our website to find out more and enrol now.



LPC Helps Tallulah Return To Sporting Lifestyle

Whilst travelling during her gap year in Peru in 2012, Tallulah was hit by a speeding bus which caused severe damage. With vague and surreal memories she awoke to find her right leg had been operated on. Returning to the UK she quickly realised something was drastically wrong, and after several consultations with her doctor discovered her leg was infected and had to be amputated below the knee. Growing up playing a lot of sport, she was adamant to return to a normal life as soon as possible.

After visiting The London Prosthetics Centre and meeting with Abdo, Tallulah was prescribed a bespoke prosthesis allowing her to quickly transition from walking to running without the need to change legs: *"Its my everyday leg and is the most comfortable leg I have ever had. I can just start running when I want to and it feels fantastic to run because for so many years I couldn't."*

Find out more about Tallulah's story at www.thelondonprosthetics.com

Steeper Showcase at Events Worldwide

Clinicians Take Centre Stage

March saw a whole host of events spanning the UK, in which all three Steeper divisions showcased their Portfolios. The annual **BAPO Conference** took place in Harrogate, and as well as exhibiting, Steeper had various clinical representatives giving presentations and seminars. Steeper Orthotist **Tanmeet Kaur** gave two presentations over the weekend, one detailing a new approach to **total contact casting**, and the other on orthotic considerations for the **Acute Foot in Diabetes**. She said of the experience *"BAPO is a brilliant event to present at and I found I got really good, supportive feedback from delegates. I'd definitely present again, and would encourage others to do so as well."* Also **Sian Baker**, a Prosthetist at Harold Wood, presented her poster and won the poster competition overall!

Other talks included a research study by **Abdo Haidar**, Director of The London Prosthetic Centre, on the **SocketMaster project** and how it has become the optimised measuring technique for transfemoral amputees.



Steeper Orthotists **Kate Chauhan**, **Alex Callaghan** and **Zoe Wright** gave a talk about orthotic management of **Pectus Carinatum**, including information on the **Steeper Chest Compressor Brace**. A patient currently undergoing the brace treatment bravely stood up and spoke about his experience, offering an emotional account about how it has impacted his confidence and self-image.

The following week, Steeper Group then exhibited as Platinum Sponsors at the **TIPS/ISPO/BACPAR Conference** showcasing our upper limb prosthetic portfolio. Harold Wood Prosthetists **Sian Baker** and **Marj Tulloch** presented posters at the event, whilst Seacroft Prosthetist **Asad Khan** presented his case study on the bespoke cycling device for children with congenital transradial absence, and was thrilled with the response; *"It was a huge experience for me, getting a chance to present a real, everyday prosthetic treatment against the upcoming modern technologies."*



The **Assistive Technology Team** also exhibited at the **Jacqueline Webb & Co Conference** in Southampton, hosting an excellent seminar on our innovative product range, including the **evo+ environmental control device**. For more information about future events we are attending contact marketingteam@steepergroup.com



SteeperUSA exhibits at the Hanger and AAOP Conferences

SteeperUSA exhibited at two excellent major events in February and March - the Hanger Education Fair in Las Vegas and the American Academy of Orthotists and Prosthetists (AAOP) annual conference held in Orlando.



At both events we showcased our extensive range of upper extremity prosthetic components and the Skinergy below-knee cosmesis. Kristine Yeagley, SteeperUSA Operations Manager, said *"It was great to meet with so many of our key clients face to face and continue to build and develop strong relationships for the future."*

Steeper Group at Arab Health, Dubai

At the end of January, Steeper exhibited at the world famous Arab Health exhibition held at the Dubai World Trade Centre.

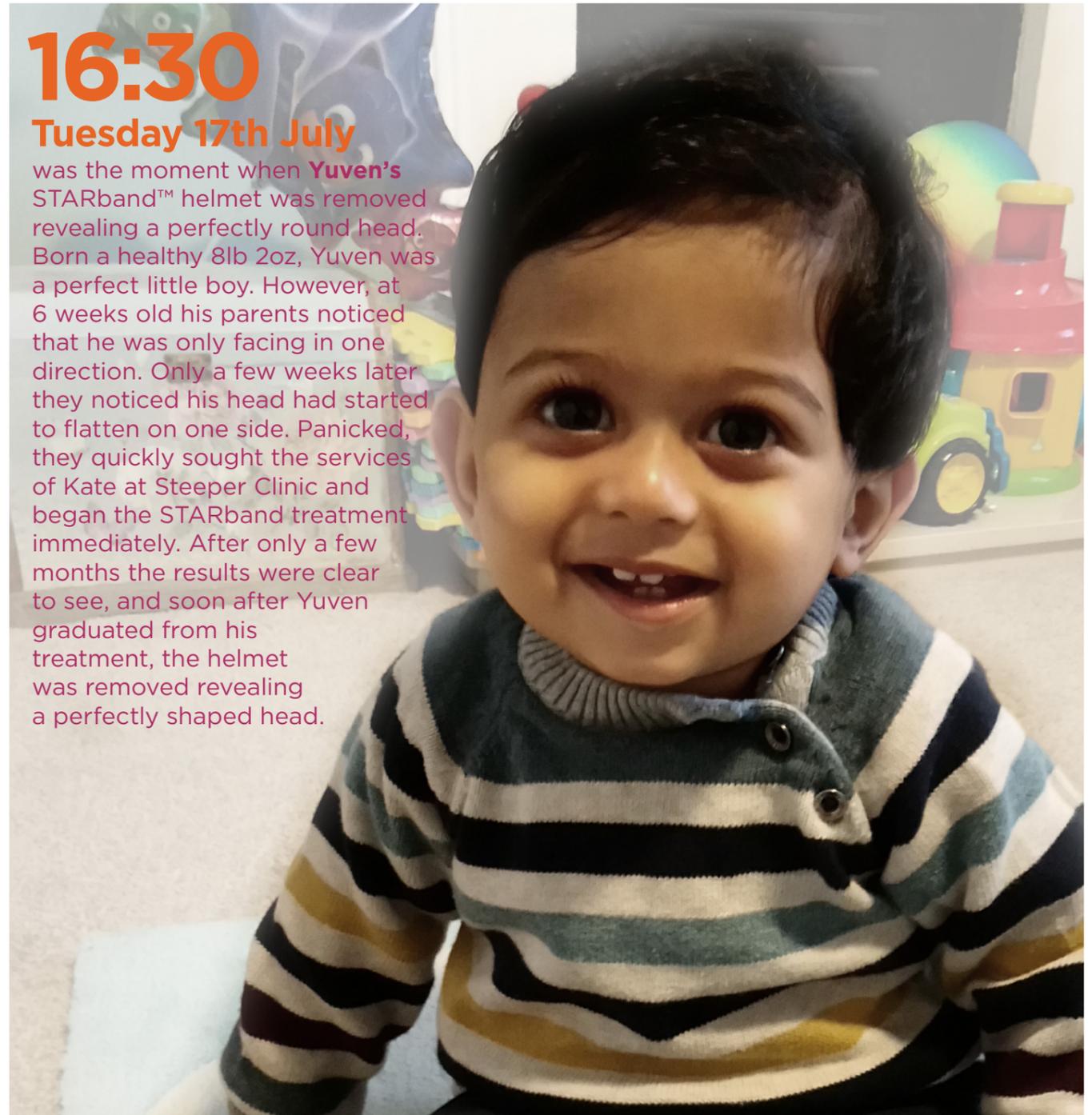
The team were there to showcase the innovative products we manufacture and distribute across all three divisions of prosthetics, orthotics and assistive technology.



16:30

Tuesday 17th July

was the moment when **Yuven's STARband™ helmet** was removed revealing a perfectly round head. Born a healthy 8lb 2oz, Yuven was a perfect little boy. However, at 6 weeks old his parents noticed that he was only facing in one direction. Only a few weeks later they noticed his head had started to flatten on one side. Panicked, they quickly sought the services of Kate at Steeper Clinic and began the STARband treatment immediately. After only a few months the results were clear to see, and soon after Yuven graduated from his treatment, the helmet was removed revealing a perfectly shaped head.

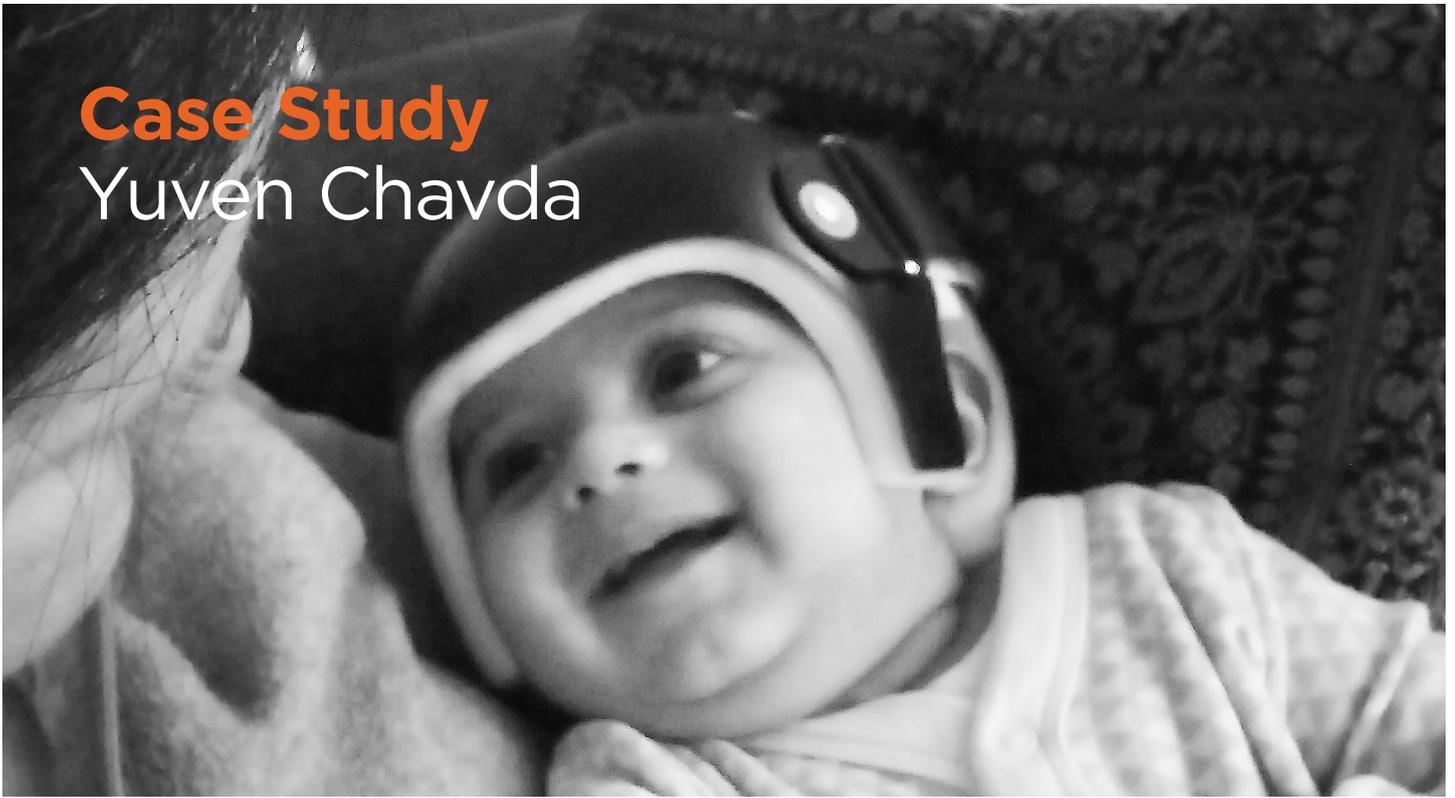


Yuven's mum Bina became worried about his head shape; and after following repositioning advice and seeing no improvement, she contacted Steeper Clinic for help.



Case Study

Yuven Chavda



“Now that Yuven has graduated from his STARband™ treatment I would say the impact is immeasurable. He has a lovely round head and will never really understand what he went through to get it.”

Bina Chavda,
Yuven's mum.

The story

Born in September 2017, Yuven was a perfectly healthy little boy. But at 6 weeks old his mum Bina noticed that he was only facing one side, and by 10 weeks Yuven had developed a flattening to one side of his head. As Yuven was so young, Bina was worried that something may be seriously wrong and began searching online for answers. Like most new mums she looked at the advice given by the NHS, learning that they recommended to leave Yuven's head alone and it would re-shape itself over time. Frustrated, Bina was unsure what to do next as finding reliable, trustworthy advice was challenging, and she didn't want to do anything that may make the situation worse.

The solution

With Yuven's head positioning not getting any better Bina spoke to her GP and Yuven was diagnosed with torticollis, quickly beginning a course of physiotherapy. Whilst attending the session Bina spoke to the therapist about Yuven's flat head, and she suggested that she look into STARband™ treatment at Steeper Clinic. An expert at treating babies with plagiocephaly, specialist orthotist Kate (at Steeper Clinic) has a wealth of experience when it comes to cranial remoulding. Her expertise lies in the STARband™ treatment which is prescribed when the shape of the baby's head is unresponsive to repositioning alone. The treatment requires babies to wear a helmet for a period of time which gently shapes the head into a more round and uniform shape.

Attending Yuven's first appointment at Steeper Clinic was scary for Bina. She was worried that the process would cause stress to Yuven, but her mind was put at ease straight away after Kate explained the process and what both her and Yuven could expect. Over the months the relationship between Kate and Bina grew, with Bina reflecting that “we are always able to contact Kate by phone or text whenever we had any small questions and always felt safe in the fact that we knew we could book an appointment with her if we felt we needed to see her about anything.”

The turning point

The first time that Yuven was fitted with the helmet Bina cried, as she felt that she had failed her son and believed that she should have been able to do something to stop his head from going flat. However after a little while and with the help of Kate, she soon began to realise that Yuven wasn't fazed by the whole process and quickly adapted to life with his new helmet. With the rounded shape of the helmet, Bina also saw an improvement to Yuven's torticollis as he was easily able to roll from side to side. Now that Yuven has graduated from his treatment the impact is immeasurable. He now has a lovely round head that he will live with for the rest of his life.

To find out more about Yuven visit
www.steepergroup.com