



# SNELL P&OVERVIEW

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## “Out with the Old; In with the New”

As we review the past year, we can take pride in the accomplishments we have made, including welcoming several new members to our staff. The addition of these new team members contributes to our ability to grow and continue to service our patients and other health professionals with the high level of quality and concern that are our hallmarks.

This past year has seen exciting progress toward state licensure for O&P, as well, and we continue to be closely involved in the rule-making process that will ensure that the mechanics of the process operate smoothly and effectively. (See story on page 5.)

We are delighted to report that growth in the areas served by our satellite offices has prompted us to explore expansion/modernization projects: our Fayetteville office will reopen in early 2008 in new, larger quarters that include a full fabrication laboratory (See story on page 7), and our Little Rock headquarters also received a needed facelift earlier in the year.

And when the American Orthotic & Prosthetic Association celebrated its 90th Anniversary at a fall conference in Las Vegas, Snell Laboratory was proud to be recognized in a display honoring those distinguished families and individuals that have materially contributed to the growth of O&P during those nine decades. (See story on page 2.)

It has certainly been a year to be proud of. Together with our respected suppliers, vendors, and colleagues, we have not only continued to pursue education that keeps us at the forefront of rapidly-evolving prosthetic and orthotic technology; we have also done our part to advance that technology by participating in beta testing of the very latest advances in our field—helping to assess, improve, and perfect them so that our patients and referrals may continue to benefit from the latest in technology and the best in care.

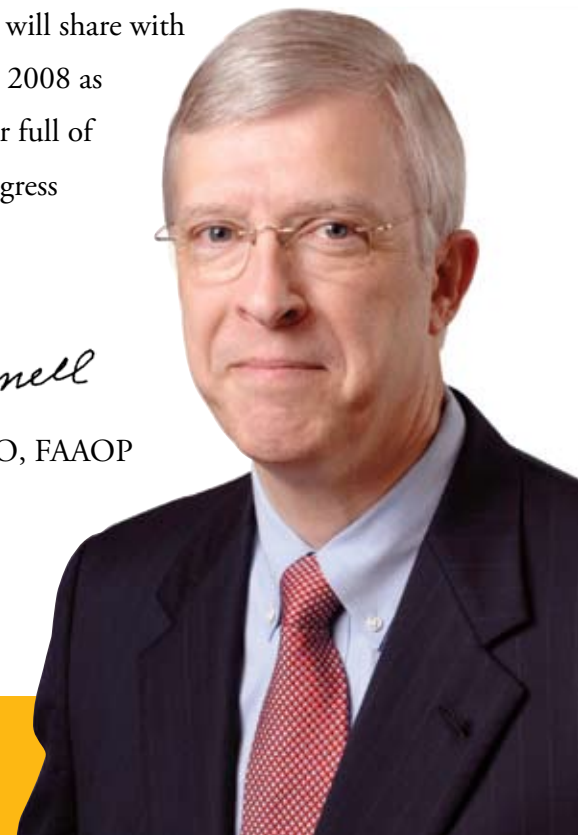
But although we have good reason to be pleased with the successes of the year 2007, the year ahead promises to bring with it still more exciting opportunities for learning and growth, which we are pledged to embrace with equal enthusiasm.

We hope you will share with us in welcoming 2008 as a bright new year full of promise and progress for all!



*Frank Snell*

Frank Snell, CPO, FAAOP  
President



“Nothing endures but change.” — HERACLITUS



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# Snell Laboratory Featured At AOPA Anniversary Celebration

When members of the American Orthotic & Prosthetic Association gathered in Las Vegas in September to celebrate the 90th anniversary of the organization, Snell Laboratory was included in a salute to those O&P professionals who had helped establish the organization and who have materially contributed to the growth of the industry over the years.

Panels on display throughout the 5-day convention presented a brief history of Snell Prosthetic & Orthotic Laboratory, as well as Snell's Prosthetics & Orthotics (Louisiana) and CFI Prosthetics & Orthotics (Tennessee and Mississippi), all of which are individually owned and operated by members of the Snell family.

Ralph R. (Ronney) Snell, CPO, was honored posthumously as a two-term president of AOPA and co-founder of the American Academy of Orthotics and Prosthetics. His son, Ted Snell, currently serves AOPA as president.

In addition to the colorful 96-year history and accomplishments of the businesses, the display featured archival photographs as well as recent pictures of four generations of Snells who have grown with the industry and continue to support it through continuing exemplary service to the patients who rely on them.

**Snell**  
A TRADITION OF EXCELLENCE

Four generations, three states, and a colorful 96-year history filled with contributions to the O&P industry have made the Snell name widely-recognized and respected.  
In the early 1900's "Pop" Snell sold medical books on horseback to pay his way through college, and soon purchased a portion of the business from his Memphis employer, a surgical supply company. Soon his artificial limb, brace, and truss sales company had expanded to include nine locations in Tennessee and Kentucky.

**Tennessee**  
Pop passed on his strong ambition and leadership initiative to his grandson, Ralph R. (Ronney) Snell, CPO, a two-term president of AOPA and co-founder of the American Academy of Orthotics & Prosthetics. His pioneering work in product testing and development of one of the first juvenile amputee clinics still inspires us.  
Snell interests in Tennessee are now represented by CFI (Central Fabrication, Inc.) with three locations in the Memphis area and north Mississippi. As the current AOPA President and a former chair of the Coding & Billing Committee, CFI co-owner Ted Snell continues his father's tradition of service.

**Louisiana**  
Pop's son Jim went to develop a Little Rock branch in 1935, but moved to Louisiana and established his own business there in 1939. At 6'8" "Big Jim" arrived in Shreveport with \$300 in his pocket, and survived polio epidemics, shop fires, and hard times. His contributions include the early development (1948) of a successful aluminum leg brace.  
Jim's son, W. Clint Snell, CPO, President of Snell's Limbs & Braces, assumed ownership in 1976, and continues to operate three Louisiana locations from his Shreveport main office. Clint's 44 years of experience guide him in leading Louisiana's O&P Association as its current president, and make him a popular instructor and lecturer at colleges, medical schools, and hospitals.

**Arkansas**  
Ed Snell, Pop's nephew, purchased the Little Rock business—Snell Artificial Limb—in 1945. When standards tests were established in 1948, Ed was among the first wave of practitioners to qualify as a Certified Prosthetist and Orthotist (C.P.O.). Ed also added bracing to the line of services in 1952, and in 1976, the company's name changed to Snell Prosthetic & Orthotic Laboratory.  
Ed's son Frank Snell, CPO, FAAOP, president and sole owner of the company, began working alongside his father at age 14, and joined the company fulltime in 1972, as a graduate of Northwestern University. Frank became one of the first seven AAOOP professionals to earn the FAAOP designation. He continues to lead his nine-location company in winning awards for community service, and has served as a prosthetic consultant for the Department of Defense and Walter Reed Medical Center.

**Future**  
A fifth generation of Snells is already preparing for the future. Ted, Frank, and Clint each have sons and/or daughters who have joined their fathers' businesses.

**PrimeCare O&P Network**  
In 1997, the PrimeCare Orthotic & Prosthetic Network, LLC, was created by the Snell facility owners in Arkansas, Tennessee, and Louisiana, to serve as an alliance of independent O&P facilities dedicated to providing better patient care. In keeping with the progressive Snell philosophy, PrimeCare stresses education, and offers two annual educational seminars each year, open to all.  
The Snell family continues to use their commitment and their solidarity to build a better future for themselves, their patients and referrals, and their industry.

## Ask Us About CareCredit!

We now offer payment plans through the services of CareCredit. We will be happy to provide more information on how this service can help better manage costs associated with your patients' care. Or, visit their website at [www.carecredit.com](http://www.carecredit.com).

## Snell Laboratory Headquarters Gets a Fresh Look

Renovations to the Snell Laboratory central facility in Little Rock were recently completed, allowing us to welcome patients and visitors with new color, warmth and stylish comfort throughout the building.

Every area of the facility has been updated with fresh paint, wallpaper, and furnishings, including attractive artwork and more pleasing color schemes.

“The previous décor dated from 1986, when the facility was built,” said Melissa Snell, Vice President, Business Development. “We thought it was past time to update our look for the 21st century, to match our progressive service philosophy.”

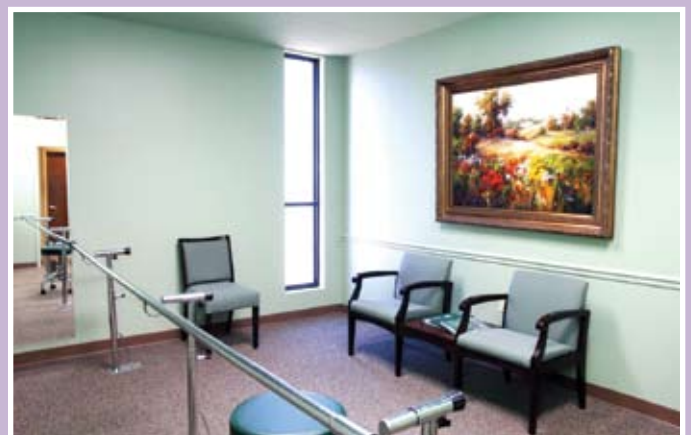
One of the four orthotic treatment rooms was adapted to serve the needs of mastectomy patients. Not only is the décor suited to the tastes and preferences of female patients, with a warmer, softer and more homelike atmosphere, but a privacy screen and personal changing area has been created, and patient consultations are now held in comfortable chairs rather than on an exam table.

“Our patients have definitely been favorably impressed with the changes we’ve made, and they continue to express their appreciation of the greater comfort and more attractive environment,” said Snell.

Snell Laboratory patients, colleagues, and referrals are invited to call and schedule a tour of the transformed facility.



Visitors to Snell Laboratory are often greeted by the company's "therapy-poodle", UCD Theodore Black Forest Bear, CD, RE, CGC, TDI, W-FD/MF. Affectionately known as Teddy, his credentials include certified therapy dog.



## Freedom Innovations' Agility™ MPC Knee: Snell Laboratory Leads the Launch

When Freedom Innovations' Smart Technology department set their sights on developing a microprocessor stance controlled knee that would be the smallest, lightest, and most responsive in its class, their engineers succeeded in delivering the new product after just three years of intense research and development.

In June 2007, Snell Laboratory was selected as one of only 15 prosthetic providers nationwide to participate during an initial limited launch of the Agility™ MPC Knee. As part of the limited launch, Snell Laboratory was one of two companies in the south central United States to receive five units to fit on their prosthetic patients.

The purpose of the launch was to gather widespread clinical feedback regarding the product's field performance, according to Freedom Innovations Regional Sales Manager Marvin McKinney. "Snell Laboratory was chosen because of the expertise and abilities of Frank Snell, and the fact that he is highly regarded and respected in the prosthetic industry," explained McKinney.

During the three-month launch period, June-August 2007, participating providers furnished clinical information that confirmed that Freedom Innovation's product is "an exceptionally good knee that is capable of performance we have not previously seen within the industry," said McKinney. "The reports from Snell Laboratory were excellent. Each and every patient was extremely happy with the knee and the performance of the knee."

"The response was unanimous," confirmed Frank Snell, CPO, FAAOP. "Each wearer was not only pleased, but enthusiastic with the results of their wearer experience."

The knee that is being hailed as the "next generation" of microprocessor knee technology offers advantages that are

welcomed by wearers and prosthetists alike.

One patient, reportedly a frustrated outdoorsman, was pleased to be able to indulge in his favorite hunting and fishing activities without fear of getting the knee wet. His previous microprocessor knee had to be protected from moisture, since getting it wet might void the warranty or impair the action of the knee.

With a reaction time ten times faster than the blink of an eye, the knee's actuator response time (ART)—supported by advanced microprocessor programming, allows the knee to make nearly instantaneous adjustments to knee position and velocity. Because of its speed, the device is able to provide a response to actual gait dynamics as they occur, rather than a step later; thus the knee requires less attention and conscious thought on the part of the wearer, who is free to look beyond the next step.

Its water-resistant capability allows wearers of the Agility™ MPC Knee to enjoy activities previously forbidden to microprocessor knee wearers, such as boating, fly fishing, visiting a water park, or washing a car.

A replaceable battery pack allows users the option of alternating a second battery so that the knee is never "out of power". Lighter, smaller, quicker to respond, water resistant, and always "on", the MPC knee advances the microprocessor knee revolution one giant step forward.

While the initial wearers of the knee continue to enjoy their new freedom and superior mobility, Freedom Innovations is gearing up for worldwide launch in early 2008, however, when it will become available to all qualifying patients.

To learn more about the Agility MPC Knee, contact Snell Laboratory or visit [www.freedom-innovations.com](http://www.freedom-innovations.com).

## New Product Testing: LimbLogic™ VS



Snell Laboratory assisted Ohio Willow Wood with recent beta testing of their new vacuum suspension system, now available to Arkansas amputees.

The LimbLogic VS is the first remote-controlled vacuum suspension system for lower limb prostheses to appear on the market. The system's "Set & Forget" feature monitors the level of vacuum pressure in the socket to maintain a secure and comfortable fit, and does so quietly and automatically. Although a prosthetic practitioner initially programs the LimbLogic VS with the appropriate amount of vacuum pressure, the wearer may use a hand-held control fob to adjust the vacuum level within the practitioner-set range for maximum comfort and performance. Beta testing of the units was completed in August.

For more information about the LimbLogic VS system and its suitability for amputee use, contact Snell Laboratory or visit [www.owwco.com](http://www.owwco.com).



## SPOL Sponsors Record-Breaking Race for the Cure

The Arkansas Race for the Cure annual event has long been one of the largest such events in the country, and this year exceeded all previous records, raising more than \$1.6 million and attracting more than 45,000 registered participants—including 20 volunteers from the Snell Laboratory staff.

The event focuses public attention on the importance of supporting breast cancer research, while saluting the spirit of those who have survived the disease. Snell Laboratory, a long-time corporate sponsor of the Race for the Cure, is proud to also support survivors and their families with specialized services that continue to evolve and improve with advancing technology.

With eleven on-staff mastectomy fitters (CFMs) certified by the American Board for Certification, and additional personnel who have completed their pre-certification training, Snell Laboratory has more qualified specialists in this area than any other company in the state. Each of our nine offices across Arkansas has at least one on-site CFM conveniently available to discreetly serve the needs of regional clients.

Our specialized services are also progressive and comprehensive; they include not only the fitting of breast prostheses in a wide variety of forms, shapes, sizes and designs to suit every need, from a lumpectomy to a radical mastectomy, but also an array of accessories that reflect the newest advances from leading manufacturers:

Breast cancer survivors can enjoy greater comfort and style than ever before from Amoena Climate breast forms, which marry a lightweight silicone form to a Climate control pad that absorbs and equalizes heat, helping to maintain the optimum body temperature and keep wearers comfortable and dry. Juzo recently introduced a popular and fashion-conscious lymphedema compression sleeve called the Dream Sleeve, which is lightweight, comfortable, and available in pink, lavender, and sky blue at no extra cost.

Soft, post-surgical Softee<sup>®</sup> Recovery Camisoles designed to complement healing are available, as well as accessory items like specially-constructed mastectomy bras, including a recently-released strapless mastectomy bra design from ABC that expands the fashion options available to breast cancer survivors.

Our goal is to use the doctor's prescription and the patient's own personal preferences to create lightweight and comfortable solutions that will achieve natural and pleasing results, and contribute to a self-image that can aid psychologically in the patient's recovery from surgery.

Contact your nearest Snell Laboratory, or call 501-664-2624 or 800-342-5541 for more information.



## Snell Chairs State Licensure Board

In ceremonies at the capitol this summer, Frank Snell, CPO, FAAOP was appointed by Governor Mike Beebe to the Arkansas Orthotic-Prosthetic-Pedorthic Licensure Board. Subsequently, Snell's fellow board members elected him as Chairman.

The Board, a division of the Arkansas Department of Health, Health Facility Services, met for the first time on October 4 in the Governor's Conference Room of the Arkansas State Capitol Building.

The seven board members are comprised of 5 practitioners and 2 citizens who are consumers of orthotics or prosthetics devices.

The Board is tasked with two immediate issues, said Snell: 1) The formation and adoption of the administrative rules for the O&P Licensure Act (Act 174), and 2) the grandfathering of all eligible current practitioners in orthotics, prosthetics, and pedorthics who currently serve clients in Arkansas.

The crafting of the administrative rules was scheduled for completion in November, when it was expected to be presented to the Arkansas Department of Health for adoption.

"The window through which practitioners may grandfather in will close forever at midnight on December 31, 2007," said Snell, "so we will begin reviewing the documentation for grandfathering with a December 6 meeting, following by additional meetings later in the month."

The process needs to move quickly, Snell added, since, in accordance with the terms of Act 174, the law becomes effective January 1, 2008.



## Little Rock

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Little Rock, Arkansas 72205  
(501) 664-2624  
1-800-342-5541

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2300 West Main Street  
Russellville, AR 72801  
(479) 968-1713

## Fort Smith

1411 Dodson Avenue  
Fort Smith, AR 72901  
(479) 785-1881

## Mountain Home

333 Highway 5 North, Suite 4  
Mountain Home, AR 72653  
(870) 424-7010

## Fayetteville

1792 East Joyce Street, #2A  
Fayetteville, AR 72703  
(479) 442-4435

## Hot Springs

3810 Central Avenue, Suite B  
Hot Springs, AR 71913  
(501) 525-7943

## North Little Rock

4420 East 43rd Street  
North Little Rock, AR 72117  
(501) 945-5462

## Jonesboro

900 Professional Acres Drive  
Jonesboro, AR 72401  
(870) 268-0001

## El Dorado

416 B West Main Street  
El Dorado, AR 71730  
(870) 875-9900

## Facility Updates



Snell employees at Easter Seals' Rollin' on the River event

- May 15 – Governor's Commission on People with Disabilities Scholarship Banquet
- July 25 – Ossur in-house training re their new seal-in liner system
- August 5 – Juvenile Diabetes Bowl-a-Thon
- August 18 – Easter Seals' Rollin' on the River event
- August 23 – Mastectomy Training in Dallas
- September 3 – MDA Telethon
- September 15 – Alzheimer's Zoo Walk
- September 22 – Miracle League Baseball
- October 12 – Medi compression garment training
- October 18 – El Dorado Health Fair
- October 18 – Wounded Warrior Bike Ride
- October 20 – Susan B. Komen Race for the Cure
- November 7 – St. Joseph's Diabetic Fair

## Wounded Warrior Bike Ride Raises Awareness

As our injured soldiers return from the Middle East and struggle to adjust to their changed lives, the Wounded Warrior Project is committed to their support. On November 8, that support took the form of a bike ride to raise public awareness and involvement.

Snell Laboratory sponsored the ride, from War Memorial Stadium in Little Rock over the pedestrian Big Dam Bridge to the World War II submarine, USS Razorback, on display in North Little Rock; and Snell Laboratory's corporate sponsorship contributed to the visibility and success of the event.

The mission of the Wounded Warrior Project is to raise public awareness and enlist the public's aid for the needs of severely injured service men and women, to help severely injured service members to aid and assist each other, and to provide unique, direct programs and services to meet their needs.

Ask us about future Wounded Warrior events, or visit [www.woundedwarrior.org](http://www.woundedwarrior.org) for more information.

## March Brings C-Leg Seminars To Fort Smith & Fayetteville

The revolutionary Otto Bock C-Leg Microprocessor Prosthetic Knee continues to amaze—and to advance. Following the recent introduction of a new, updated C-Leg design, Snell Laboratory offices in Fort Smith and Fayetteville will host spring educational events to share the news with our referrals, clients, and colleagues.

The program is presented by Otto Bock HealthCare, developers and manufacturers of the C-Leg®, the first microprocessor-controlled hydraulic knee with swing and stance phase control, which enables amputees to walk without consciously thinking about it. The program will allow area patients and healthcare professionals to experience the possibilities now available through advanced prosthetic technology, focusing on the dramatic impact the C-Leg has had on wearer's lives, and the new benefits now available.

In addition to learning about the knee, a patient will “test drive” the new C-Leg, providing a vivid, personal demonstration of the difference applying microprocessor technology to prosthetic devices can make.

The new C-Leg version, which includes a standing phase along with the former swing and stance phases, also comes with a remote control that allows the wearer to switch modes quickly and naturally, explained Walter Governor, Southeast

Regional Sales Manager for Otto Bock. “The presentations will also feature related components, such as the Compact version of the knee that offers microprocessor function for people who need optimal security, and a new prosthetic foot that can be utilized by patients who try the C-Leg,” said Governor.

Michael Leach, CPO for Otto Bock's Professional Services department will facilitate fittings for selected patients and provide an educational session for attending physical therapists, medical doctors, and case managers; and Tammie Denofrio, Otto Bock sales representative and technical consultant, will also be on hand.

To date, Snell Laboratory has fit more than 80 Arkansans with the C-Leg, and Snell Laboratory president Frank Snell, CPO, FAAOP, has served as a C-Leg consultant for the Department of Defense and Walter Reed Medical Center in Washington, D.C.

The seminars will be presented March 25 in Fort Smith, and March 26 in Fayetteville. They are open to the public, and admission is free. Watch for details to follow, or call Melissa Snell, Vice-President Business Development, for more information: 501-664-2624 or 800-342-5541.

## New Quarters for Fayetteville Office

2007 marks the 14th year of operation for the Fayetteville satellite office, which was celebrated in December with the anticipated 1st Quarter opening of the office's new 3500-square-foot location at 3416 North College, Suite #1, on Business 71 in Fayetteville, half a mile from its previous home.

The new office, a former furniture store, offers more than twice the space of the former facility. The original structure, which contained few interior walls, has been completely redesigned and restructured to include full laboratory facilities in addition to expanded examination and treatment areas.

The space now encompasses four treatment rooms, a spacious reception area, larger office and administrative space, plus additional rooms for inventory and storage.

Randy Ludolph, manager of the facility, explains that the new laboratory offers fabrication capabilities that enable the staff to create custom-designed orthoses on site.

“We can now create thermoplastic devices such as ankle-foot-orthoses (AFOs) within our own laboratory, without having to send such orders to our central fabrication laboratory in Little Rock. This means our clients will enjoy faster and more efficient service, as well as a more attractive and conveniently located facility.”

The Fayetteville office is staffed by Ludolph, Joyce Nelle, and Jennifer Moneymaker. Additional staff will be added as business continues to grow.

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# Last Issue's Puzzle Solution

- 1) NICTSINT = INSTINCT
- 2) ACRUDENNE = ENDURANCE
- 3) LISPIENDIC = DISCIPLINE
- 4) SPHINESAP = HAPPINESS
- 5) MORGGOIN = GROOMING
- 6) CHEATLIT = ATHLETIC

**Bonus**  
Our goal:  
CHAMPIONSHIP Service

## It's a Puzzle to Me!

Unscramble the letters to discover five steps people often take to improve themselves and their performance in a new year. (Enjoy a bonus for unscrambling the circled letters in each word to form a final, secret word.)

\*It may be possible to form more than one word from the letters given, so be sure to choose the word that best describes the traits of an ideal working partner.

- 1) STINSEF = \_ ( ) \_ ( ) \_ \_ \_
- 2) HEEDSCLU = \_ \_ \_ \_ \_ ( ) ( ) \_
- 3) VARNEETO = \_ \_ \_ ( ) \_ \_ ( ) \_
- 4) ZANIGORE = ( ) ( ) \_ \_ \_ \_ \_
- 5) MEISSETZY = ( ) \_ ( ) \_ \_ \_ \_ ( )

Bonus—The goal we set:  
( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )

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