

Phits 3D-printed insoles: the future is now!

Foot, knee, hip and back pain is commonly a result of poor biomechanics, often stemming from the feet!

A popular intervention to help correct these issues and alleviate pain are bespoke foot orthotics (insoles). Traditionally, these have been prescribed by a medical professional using a foam impression box or plaster cast to provide the static foot shape, along with their visual opinion of an individual's gait, but times are changing.

Scott Barton and George Cummins, Directors of Gait and Motion Technology Ltd, have more than 20 years of experience in providing cutting edge biomechanics solutions to private healthcare, research institutes and elite sport. Having worked with traditional orthotics for many years and knowing the pitfalls in the assessment, prescription and manufacturing processes, they launched Phits Insoles in the UK in March 2018 with the support of business partners RS Scan International and RS Print.

FOOTSCAN® TECHNOLOGY

Phits has revolutionised the prescription of insoles by considering a fundamental measurement that has previously been overlooked — human movement. As part of the assessment process, an individual is required to complete a gait analysis using a high-speed footscan system that monitors the mechanics of their feet to identify any asymmetries or abnormalities, providing detailed information that simply can't be seen with the human eye.

The footscan technology intuitively translates this dynamic data into the

Phits Insole design to complement the knowledge of the medical professional. 3D printing has also provided many clinical advantages over traditional orthotics, including directional and localised stiffness to cater for the individual's unique foot structure and movement. Phits insoles are also less than half the weight, accurate to within 0.1mm and exact replicas can be produced if required.

There are also key environmental implications of this digital process, as foam impression boxes, plaster casts and paper prescriptions have all been left in the past.

Orthotics aren't just a therapy for pain, they're widely used as a preventative measure to reduce the risk of injury, minimise fatigue and

improve performance. Marathon World Record breaker Paula Radcliffe explains: "Without the support of Phits Insoles, it would have been impossible to recover after my surgery and most likely I wouldn't have been able to continue my running career."

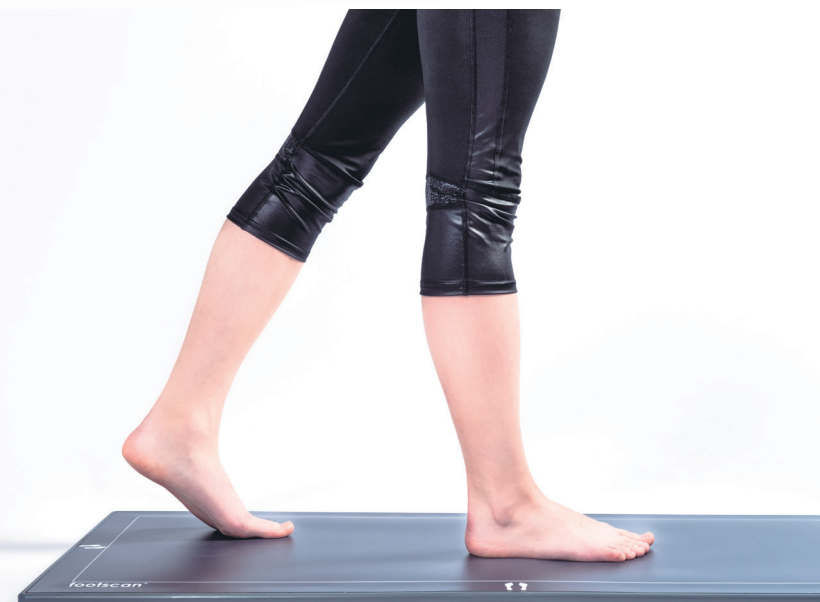
More recently, Lily Partridge was assessed at a 'Phits Expert' clinic prior to becoming British champion at the 2020 London Half Marathon.

The results have been truly phenomenal, with more than 100 specialist clinics now offering footscan analysis and Phits Insoles across the UK, having successfully treated thousands of people to date. Gait and Motion Technology were awarded 'Best Start-Up' at the 2019 Elevate Innovation Awards at ExCeL London.

SUFFERING FROM FOOT, KNEE, HIP OR BACK PAIN? WHY NOT VISIT A 'PHITS EXPERT' CLINIC!



BEST START UP COMPANY 2019 (ELEVATE INNOVATION AWARDS)



LILY PARTRIDGE — BRITISH HALF MARATHON CHAMPION (2020) AT THE RUNNING LAB, CHISWICK

PHITS EXPERT CLINICS:

Epsom Footcare (Epsom)
epsomfootcare.co.uk
 T: 01372 722092

Club Health (Sloane Square)
clubhealth.uk
 T: 020 7823 1273

Mind.Body.Sole (Fleet)
mindbodysole.co.uk
 T: 01252 810409

Perfect Balance Clinic (St Paul's)
perfectbalanceclinic.com
 T: 0800 072 4012

Phoenix Osteopathy (Wandsworth Common)
phoenixosteopathy.com
 T: 0208 673 2989

Physio Extra (Richmond)
physioextra.co.uk
 T: 020 8549 6666

Pod Marlow (Marlow)
podmarlow.co.uk
 T: 01628 477377

The Vale Practice (East Dulwich)
thevalepractice.co.uk
 T: 020 8299 9798

“

ORTHOTICS AREN'T JUST A THERAPY FOR PAIN, THEY'RE WIDELY USED AS A PREVENTATIVE MEASURE TO REDUCE THE RISK OF INJURY, MINIMISE FATIGUE AND IMPROVE PERFORMANCE



Gait and Motion Technology Ltd

T: 01223 603984
 E: info@gaitandmotion.co.uk
gaitandmotion.co.uk