Plantari: Informazioni - Q&A

# Informazioni

[Laboratorio plantari\_Necessità aziendali](https://docs.google.com/document/d/1qMtzb0RLwMRnPkVzqNO1L3OgiVN26_h1WueYjOI1NM8/edit?tab=t.0)

[Laboratorio plantari\_Requisiti normativi - aggiornato a febbraio 2023](https://docs.google.com/document/d/1AUVypY5xUVmmz_GBGg-0QyQ9KvCrQyAa1sLtmLrqBP8/edit?tab=t.0)

# Q&A

* When a patient is prescribed a plantar and purchases one from those you sell, is the customization done at your centers? Is the cost included in the selling price of the plantar? Are there cases where patients, after being prescribed a plantar, purchase it from external facilities? If so, is it possible to get an estimate of the percentage?  
  **No, we don’t do the plantars in our centers but the (few) podologists that do them, do them in their personal lab. We have mapped them and we have checked the materials and the machines they use and so on in order to be informed and comply with the legal requirements we have to respect.**   
  **The cost of the plantar making is included in the price of the service we sell. You can find it in our** [**website**](https://www.santagostino.it/it/specialita/podologia) **as “Trattamento Per Ortesi Plantare Bidimensionale” and as“Trattamento Per Ortesi Plantare Tridimensionale”.  
  We estimate that 90% of our patients get their plantars done in external facilities, also because of the very limited number of podologists we have that provide the service.**
* What type of products (plantar) does CMS want to produce internally and sell? The same products CMS is currently buying externally from PAROMED so the 4 types of plantars: single-density, dual density, tri-density and on cast plantars? or do they want us to come up with a new idea of plantar?  
  **We would like to provide our patients with the 4 types PAROMED can produce (single-density, dual density, tri-density and on cast plantars) as they cover the big majority of patients’ needs. If you like, you can provide us a new idea of plantar (e.g. 3D plantars).**
* How long does it take for a costumer to get the plantars from the moment of the measurements? What is the full production line?  
  **If the production is made by the podologist, it can take up to 2-3 weeks.  
  If the plantar is done by an external partner that has a full production line dedicated, it takes 2-3 days + delivery.  
  Production line and operational flow:  
  1. prescription  
  2. measurements on patient (podologist/ orthopedic doctor typically)  
  3. plantar production (podologist/ full production line + orthopedic technician)   
  4. delivery to the patient and first try on. Feedback session and possible need for final refinements that can be done in the medical center directly  
  5. possible small refinements after 1-2 weeks of plantar wearing**
* At what stage PARAMED get involved? For example: is the cad/cam done internally at the moment or is done by paromed?  
  **PARAMED is not involved in the flow atm.   
  If we decide to proceed with them or other external partner, the podologist will stop at the second stage (measurements on patient) and the external partener will handle the whole production, delivery and refinements part.**
* What are the materials used to make the plantar (the raw materials)?  
  **Different ones based on the type of plantar and the patient’s personal needs and feet characteristics. They range from foam, polypropylene or plastic materials, carbon fiber or graphite and gel. Plantars are usually covered with materials as leather, microfibre, gel and other textile fabrics. If you want we can ask PARAMED to provide us the list of materials they use for the plantars they produce.**
* Business Model for Italy or just Milano?  
  **For the whole Italy! We already have medical centers in Rome and in Emilia-Romagna region and the business goal is to open new ones in every region. We would also like to be able to ship plantars and not necessarily deliver them in our medical centers.**
* Sales Numbers?  
  **We are not sure simply because we estimate that 90% of the plantars prescribed are done in external centers. You can find** [**HERE**](https://docs.google.com/spreadsheets/d/19Kmas2ZKODpGPukpBv24ZVC0jLSqCYbRKu0f2Bn1OKE/edit?gid=0#gid=0) **some data about the podology and orthopedic appointments and the prescriptions.**
* What are the prices for the plantars? Do you want to maintain the same price range as previously? Would you prefer a lower price with a quality comparable to other companies, or do you want to prioritize high quality and good manufacturing?  
  **The “Trattamento Per Ortesi Plantare Bidimensionale” costs 175€ and the “Trattamento Per Ortesi Plantare Tridimensionale” costs 250€ (**[**website**](https://www.santagostino.it/it/specialita/podologia)**).**  
  **You can find the suggested selling prices that PARAMED gave to us in the quote** [**HERE**](https://docs.google.com/spreadsheets/d/19Kmas2ZKODpGPukpBv24ZVC0jLSqCYbRKu0f2Bn1OKE/edit?gid=0#gid=0)**.  
  We do not have a strong opinion on changing the prices, but for sure the business has to generate profits. We prioritize high quality and good manufacturing of the products. At the same time we would like to stay affordable or, in alternative, to have 2 types of products: basic affordable ones and premium ones, but both of good quality.**
* What is the product lifecycle stage?  
  **Depends on the use that every single patient does of the plantar and on his/her dysfunction. We can estimate it in the range of 6 months/ 1 year for people that use them every day to 4-5 years for people that may use them just when doing sports or some specific activities.**
* Do you have any consumer surveys to understand clients' opinions about the brand and what kind of image they have of the brand?  
  **No, we have surveys just about the doctors and the service in general (i.e. the visit).   
  We need to work on the products’ marketing and we would like a proposal from you also on this aspect.**
* What does an orthopedic doctor mean when he writes "plantare morbido con sostegno dell'arco mediale" in the prescription text? A custom-made plantar or an insole that can also be purchased at a pharmacy/medical supply store?