

# Turning Points

Steeper Newsletter Issue 11 2018



## Steeper's Website Launch

Take a look at our new and improved website

## Isaac's Football Dreams

Read how his KAFOs have enabled him to play football

## evo+

Our revolutionary new home control device



# CEO message

## Paul Steeper

Welcome to our latest issue of Turning Points.

Over the past couple of months we have been very busy with the launch of two new websites and the latest addition to our assistive technology portfolio evo+.

With technology developing at a continued pace, we are more committed than ever to ensure our assistive technology products offer a reliable solution to clients. The newly launched evo+ provides a complete home automation solution that aims to return independence back to users, thus creating turning points in their lives.

We hope you enjoy this next issue, and please do share any feedback to [marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com).

Best wishes,



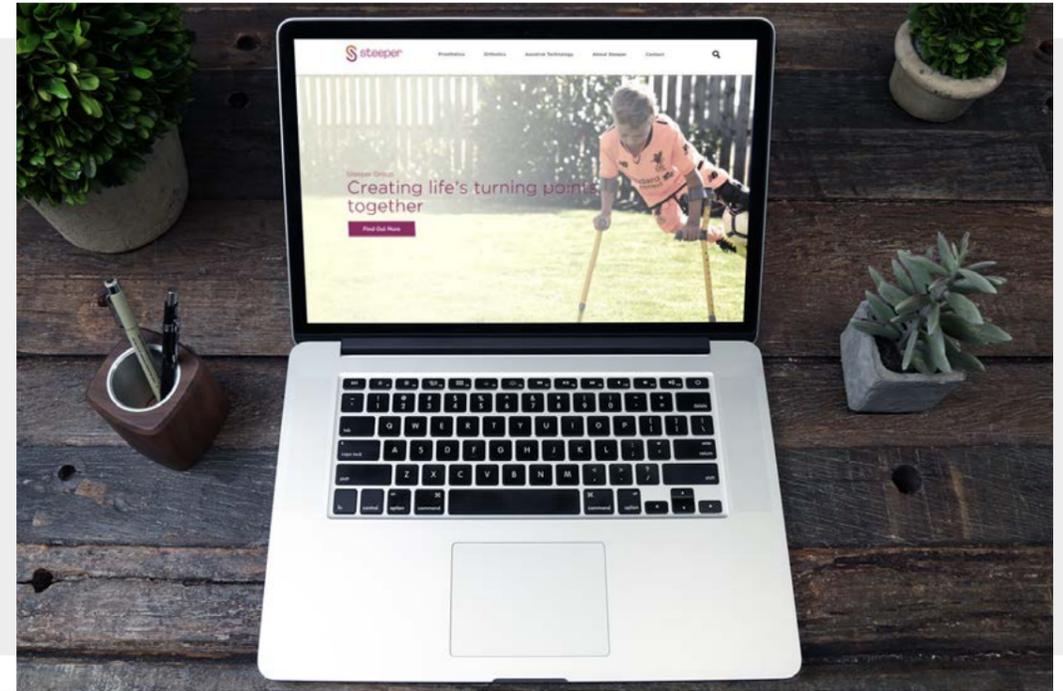
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We would love to hear from you!  
Please send your feedback to:

[marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com)

## New look Steeper Group and SteeperUSA websites



### Two new websites

In September 2018 two new websites - [www.steeperusa.com](http://www.steeperusa.com) and [www.steepergroup.com](http://www.steepergroup.com) - were launched. The newly redesigned websites for both Steeper Group and SteeperUSA offers quick and easy access to new and essential product information, services, and current industry updates. We would love to hear your feedback, please e-mail [marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com) with your comments.

### Several new features

- **Client and clinical service pages;** these new pages will aim to provide patients and clinicians with new and important information from distribution maps and advice for individuals currently undergoing treatment to clinical support literature for HCPs.
- **Our story;** for the first time on our website we have included significant company milestones. This page explores the heritage and history of the company and displays the story of how the company was started for the first time.
- **Streamlined product pages;** showcase features and benefits, alongside multiple images and detailed technical information. Extensive product filters allow visitors to search for a specific product quickly and also display what else is available within specific categories.
- **Insights and case studies;** keeping visitors up to date with the latest news from the industry is very important to us here at Steeper and these pages will be regularly updated with relevant articles and stories.

## Custom Silicone: The story of Julia from casting to walking down the aisle

Wedding days are special, a celebration of love and commitment and with all eyes on the bride, every woman wants to look her best. That is why when Julia knew she would be tying the knot she approached her prosthetist Asad to help improve the appearance of her cosmetic hand. A congenital amputee, Julia usually uses her prostheses on rare occasions, however it was the appearance of her cosmetic hand when trying on wedding dresses that prompted her to enquire if there was anything more realistic that she could wear. On hearing about Julia's wedding day and her goal for something hyper-realistic, Asad prescribed Julia a custom silicone arm. With the wedding not long away the team at the silicone clinic were able to make Julia an arm that was bespoke to her needs and complete with the most perfect french manicure in time for her to walk down the aisle.

The process of creating Julia's cosmesis began with Asad taking colour samples from Julia's arm with the Spectromatch camera. With over 22,000 stored colours, the camera is able to pinpoint exact colours to ensure a perfect match. Next, a cast was taken of Julia's arm so that finger shape and dimensions can be replicated exactly. Before finally, measurements are taken to provide further guidance to our expert technicians. After reviewing the shape of the arm from the Silicone Clinic, Julia was happy to proceed and after a short while she took delivery of her custom silicone cosmesis ready for her big day.

Colour matching



Casting



Measuring



Taking delivery & wearing



## Empowering and rewarding our people

Here at Steeper, we know that what we do changes, enhances and empowers the lives of real people – but without the support and commitment of our employees, we would be unable to deliver innovative products and expert clinical services. That is why over the past few months we have added a new addition to our employee benefits portfolio. The launch of Steeper Social provides discounts, vouchers and well-being advice all in one simple to use platform. With helpful money-saving vouchers from some of the high-street's biggest brands, the platform is easy to use and is available for every Steeper employee to take advantage of.

*"I use Steeper Social for all my online shopping. It is a great way to get something extra back and I have made considerable savings on things I would usually buy anyway."* Claire, Steeper Employee.

For more information on the benefits of working at Steeper, please visit the Our People section on our new website, [www.steepergroup.com](http://www.steepergroup.com) or contact [hr@steepergroup.com](mailto:hr@steepergroup.com).



## Upper limb training at Steeper HQ

The 2nd and 3rd October saw the second of our upper limb training courses being held at Steeper HQ, designed to provide our prosthetic clinicians and technicians with a comprehensive understanding of the wide range of upper limb products that we manufacture and distribute including TRS and Hosmer. The course also featured special educational presentations and the opportunity to learn new practical skills.



Alongside the presentations, the course gave the opportunity for delegates to take a look around our upper limb and polymer manufacturing areas which proved to be very popular, "I very much enjoyed the factory tour - I hadn't realised the skills and manual input in fabrications and

*Aaron, Andy, Dean and Glen were all enthusiastic and keen to share their knowledge."*

Overall the days were a great success, "The course was a great success and I am very pleased to have worked with the rest of the team to produce such a worthwhile course for our clinicians. The prosthetists and technicians that attended were very keen and we received some great feedback, with the delegates stating that they had learnt a lot from the two days. The course proved especially useful for our attendees in understanding more about clinical and practical applications alongside an update on our product offering." Lorna Aitken, Steeper Product Manager.



*"Thank you, I really enjoyed the course. As a result of the days I will be looking into reviewing the devices in use in clinic to improve outcomes!"*

For more information on our upper limb offering or training opportunities at Steeper, please contact [marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com).

## Why a correctly fitting spinal brace is essential for successful treatment

Designed to help stabilise the spine, restrict movement and reduce pain, spinal braces come in a variety of styles from custom made to individually adjustable. Here at Steeper, we offer a wide selection of made to measure and stocked devices all of which can accommodate a range of spinal indications.

In instances where orthoses need to be fitted quickly, spinal braces that are in stock and instantly accessible are preferred by clinicians. These braces provide support and rehabilitation without the long lead times of custom items. As with any orthoses, one of the most important aspects is the correct fitting. By ensuring that the brace is fitted correctly, orthotists can help to improve the quality of life of patients by reducing pain, keeping them mobile and independent and preventing more invasive and expensive interventions.



To assist in the correct supply and fitting of spinal orthoses the clinical team at Steeper have developed new patient and clinician fitting guides for the VENUM Universal TLSO PPX and the Oasis TLSO. The guides feature step-by-step instructions to aid in the donning of these braces coupled with easy to follow images. The documents provide the clinician with clear instructions on the correct fitting procedure and helps to resolve any common fitting queries.

One challenge that orthotists regularly come across is the incorrect fitting of spinal braces by patients or carers. Usually removed at intervals, spinal braces, especially those that are individually adjustable can be difficult to don correctly with the required level of tightness and in the specified position. Providing clear, step-by-step images and instructions, the team at Steeper hope to improve patient knowledge through the patient fitting guide. By providing the guide in an easily accessible format our aim is to ensure that all patients are given the best possible treatment outcomes.

For more information on fitting guides and training please contact [marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com)

## evo+: our latest innovation in home automation

Since 1983, we have been designing and installing award-winning environmental controls and communication solutions to fulfil the needs of individuals across the UK. The latest innovation in our product portfolio is evo+, the next generation of home control. Setting new standards for home automation, evo+ can be easily configured by our engineers to create a complete environmental control solution that runs throughout the home. evo+ returns a level of independence to users by working with the latest Apple technology to turn any iPhone, iPad or iPod Touch into a universal environmental control device.

Mark Davies, Rehabilitation Services Director at Steeper said: "It's very exciting for us to launch evo+. The new app is more responsive, reliable and stable, which is vitally important for users in their homes. By introducing the additional personalisation aspects, we truly believe it will become a prominent feature for users."



evo+ within the home environment

### What is evo+?

evo+ aims to facilitate independent living in the home through everyday tasks, from opening curtains to answering the phone, to changing the channel on the television. Flexible and easy to use, either via touch screen or input switches, evo+ can be configured to best suit the client's needs, whether physically disabled or able-bodied. The new design features enable clients to personalise their home screens to access their most used icons and adjust image sizes for hassle-free use. Along with seamless integration with other peripherals around the home, automatic update reminders and an improved IP intercom system provide a reliable and stable home control solution for any user.

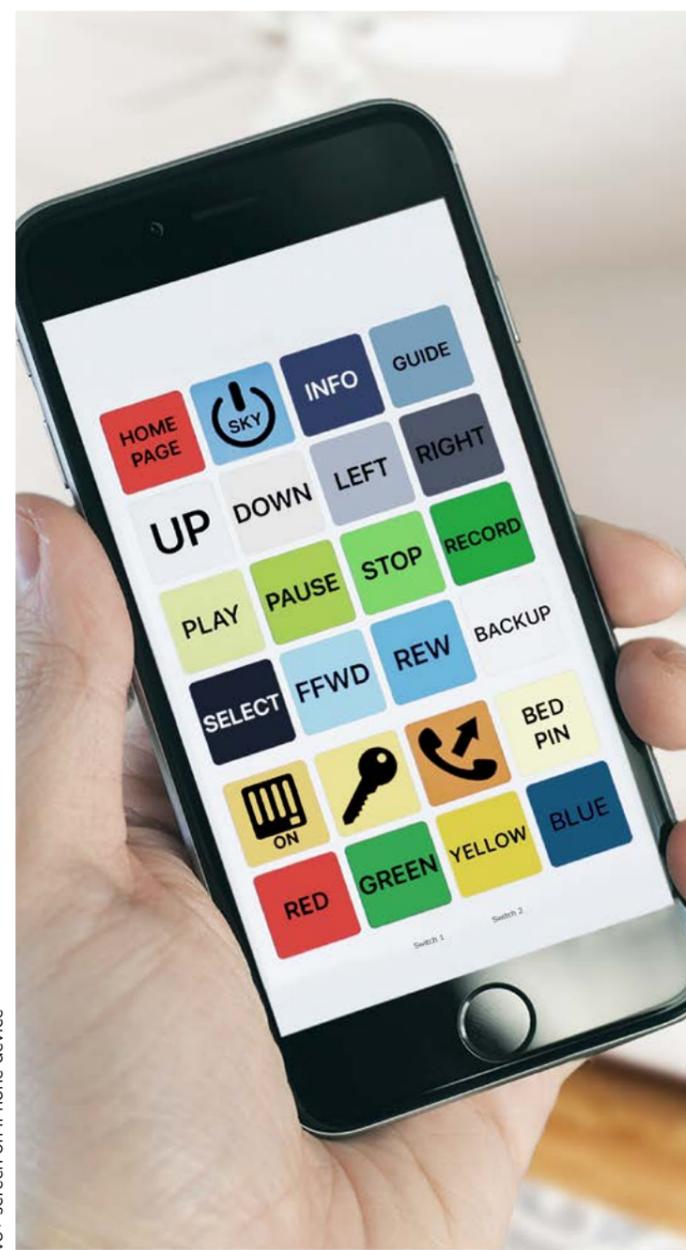
### Why was the evo+ designed?

evo+ was designed to enable the client's full control over automating their home devices, reducing the need for constant care and providing users with a sense of independence that they strive for. With the ability to move freely around the home, communicate quickly, and adjust room conditions for comfort, evo+ allows individuals to spend more time embracing their independence and less time on daily tasks. A complete solution, evo+ was designed to integrate with some of the most widely used assistive technology devices including: wall/ceiling lights, intercoms, curtains/blinds, profiling beds/chairs, window openers, automatic doors, plug-in appliances and home entertainment.

### What do our clients say about evo+?

Jon Clayton, an experienced home control user reports: "The ability of evo+ is a huge breakthrough, giving me more control and versatility. What has come with this is more independence, which to me is very important. As I have little control of many things in my life, having the mere choice of choosing multiple channels and controls is tremendous."

For further information on evo+ and the various packages that we can offer please contact the assistive technology team on 0113 207 0449 or by e-mailing [assist@steepergroup.com](mailto:assist@steepergroup.com)



evo+ screen on iPhone device

## SteeperUSA at AOPA 2018

SteeperUSA was at the 2018 National Assembly from the 26-29th September in Vancouver, Canada. AOPA is one of the most important exhibitions in the US and Canada and is known for its regulatory expertise, research and advocacy. The exhibition was a great place for the SteeperUSA team to meet with top clinicians, customers and manufacturers from around the world. The event was a great success with the team exhibiting the S-Charge System along with our full upper limb product offering!

Don't forget to follow Steeper Group and SteeperUSA on social media to read all the latest news first!

## Steeper Clinic officially opens at Steeper Group Headquarters

In order to offer an improved service to patients by streamlining the process between manufacturing and clinical assessments, Steeper Clinic has now moved to its own, dedicated space with Steeper Group head office in Leeds.



The private clinic, conveniently located on the ground floor, specialises in head-to-toe orthotic treatment, ranging from sports orthoses to improve patient comfort when exercising, to bespoke shoes and baby helmets for treating plagiocephaly.

Andrew Nicol, Head of Orthotic Clinical Services said: *'Bringing Steeper Clinic back within our own premises feels like the final piece of the puzzle in our move to Steeper HQ at Intermezzo Drive. As a clinically-focussed business, providing care at the heart of our business is a great reminder of the tremendous impact our work has on the lives of others.'* Kate Chauhan, Clinical Specialist Orthotist who specialises in plagiocephaly treatment at Steeper Clinic, said: *'We are really looking forward to welcoming patients and their families at our new Steeper Clinic site. Many of our patients and their families may have visited us at our old site, and we are looking forward to continuing their care at our new premises.'*

For expert advice on the treatment we offer at Steeper Clinic, please visit [www.steeperclinic.com](http://www.steeperclinic.com).

## Baking for Macmillan Cancer Research

On Friday 28th September, employees at Steeper took part in the "World's Biggest Coffee Morning" in support of Macmillan Cancer Support. Last year the charity raised over £27 million with all proceeds helping to support the one in two of us that will face cancer. With the money raised Macmillan aim to ensure that no one has to face cancer alone.

The fundraising bake sale was part of our continued charitable program in which we aim to raise money for local and national charities.



## Summer of sporting events

With the rise in temperatures over the summer it seems to have brought around an increased number of sporting personal bests. We caught up with Adrian Howden and Stuart Meikle to find out more about the record breaking summer.

### Adrian Howden

Equally his personal best from way back in 2013, Adrian came second in the PT4 World Duathlon Championships in Fyn, Denmark. Congratulations to Adrian who goes to show that hard work and training goes a long way.

### Stuart Meikle

The summer has been exceptional for our lower limb catalogue cover star, with a series of medals and personal bests. Most notably taking silver at the British Championship Race in July and competing in his first international event in France at the Besancon Paratriathlon World Cup. Good luck to Stuart and don't forget to follow Steeper on social media to hear all the latest news first.

# 08:17

## Tuesday 3rd June

was the moment when **Isaac** decided he wanted to be a professional footballer following in his idol, Mo Salah's footsteps. Sports enthusiast Isaac has always loved football, enjoying nothing more than spending summer evenings in the garden playing penalty shoot-out and practising his skills with his brothers. With the help of his Steeper orthotist Mark and his KAFO, Isaac has all the support that he needs in order to be able to walk, run and perfect his football skills.



# Case Study

## Isaac Crowther



“Isaac’s treatment means a lot to him and the rest of the family. It means he can join in with his brothers playing football in the garden. Before his KAFO he was understandably quite negative, but since it has been fitted he has not looked back!”

Anna Crowther,  
proud mum to  
Isaac

### The story

At only 9 months old, Isaac was diagnosed with a febrile illness that resulted in a flaccid paralysis of his left leg. Up until then, he had been a healthy, active little boy, however, the paralysis of his leg made walking impossible.

Keen to help Isaac as best as they could his family began researching different treatment options and it was at this stage that Isaac began intense physiotherapy. Showing signs of progress, Isaac was then referred to the Leeds orthotic service to determine what orthotic intervention could be tried to help him walk.

### The solution

Aged 2 and a half, Isaac was prescribed his first KAFO by his Steeper orthotist Mark. The KAFO was designed and manufactured to support Isaac’s leg whilst standing and enable him to take weight through his left side.

Four years later and Isaac is on his fifth KAFO and is more confident than ever. Over the years, Steeper orthotist Mark has trialled Isaac with different KAFO designs and knee joints with careful consideration made to keeping the weight and bulk of the KAFO to a minimum whilst remaining robust

enough to stand up to the demands put through them with Isaac’s active lifestyle. Giving Isaac the independence to easily unlock the knee joints for sitting and getting the KAFO on and off have also been factored into the design.

“Working collaboratively with the family and the physiotherapist has been key to getting a successful mobility outcome, along with Isaac’s own commitment and determination to not let his leg hold him back.” Mark, Isaac’s orthotist.

### The turning point

With his KAFO Isaac has a new found confidence and is able to walk, run, jump and perfect his football skills. Recently joining Middlesborough’s disability football team, Isaac now plays every week. Not only does being part of the club provide him with the opportunity to play football it also enables him to visit other football clubs as part of the FA’s training scheme. After a recent visit to Chelsea football club, Isaac is more determined than ever to become a professional footballer and his friends and family have high hopes for this little star!

To find out more about Isaac visit  
[www.steepergroup.com](http://www.steepergroup.com)