

multiple clinics across the state. But when asked to consider further growth, Beiswenger admits that he is not enthusiastic about spending more time to develop additional business.

The company's volume developed as it began partnering with a children's hospital, traveling with hospital staff to clinics across the state to provide pediatric O&P care, which spared Beiswenger the cost of maintaining multiple facilities.

"That's worked out really well for us, accessing multiple locations through our allied health partners. I think it's a unique way to do clinics without financially having so much overhead."

Philosophically, Beiswenger believes that patient service and the O&P profession would both be improved if practitioners chose to be colleagues rather than competitors. "In some cities,

Gary Lamb, CO, FAAOP, owner of Comprehensive Orthotic-Prosthetic Enterprises, Abilene, Texas, also enjoys taking as much time as needed to answer all patient and family questions. Lamb decided to stay small in an effort to maintain the quality of workmanship. "Working only by physician referral, we strive to establish relationships based on trust and confidence."



Gary Lamb, CO, FAAOP

Lamb served as department head of orthotics at a local rehabilitation center in the 1980s. When the logistics of selling his home made it impossible for him to accept an invitation to join a large multi-facility O&P group, divine providence opened an alternate door, he believes. Physicians in the community asked him to stay in the area and open his own single-practitioner operation in 1988.

Why hasn't he expanded? The need never justified it. "I never got busy enough for a long enough period to be able to justify adding another practitioner. Although there were times when I was swamped and worked really long hours, it was for one month. It's not possible to find a practitioner in this field with-

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they can't even talk to each other. We should support each other as mutual resources. It's sad that our profession isn't quite there yet. I'm hoping that the newer generation will manage it."



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