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Michigan-based MioTech Orthopedic Group Expands Sales Team to Support Growth in Southern U.S.

HOLT, Mich. – MioTech Orthopedic Group (MioTech), one of the top Orthopedic and Sports Medicine supply companies in the nation, announced today that they are expanding their sales and service teams into the Southern United States.

Headquartered in Holt, MI, MioTech is a leading distributor of medical equipment and orthotic devices, specializing in orthopedic rehabilitation and sports medicine. They currently operate in four midwestern states and are now expanding into Alabama, Florida, Georgia, Louisiana, Mississippi, and Oklahoma.

“MioTech is thrilled to expand into the Southern U.S. market,” said Ken Zisholz, chief executive officer of MioTech Orthopedic Group. “We are very excited to take our customer first model—with actual sales professionals working directly with customers, to advance the care of athletes and patients.”

MioTech was established in 2000 by Zisholz and quickly became a premier provider of sports medical supplies to schools, clinics, and athletic trainers across the Midwest. According to Zisholz, MioTech’s success has been centered around a relationship-based, solution-oriented company culture—one that anticipates customer needs in the sports medicine and orthopedic marketplace.

“This customer centric model will disrupt the current Sports Medicine supply markets,” Zisholz said. “My team and I are passionate about what we do, and we are confident that this approach will drive double digit growth for years to come.”

The sales and service team expansion includes the hiring of 28 additional team members, totaling more than 46 representatives throughout the Midwest and Southern United States. Each new member brings specialized skills that will enhance MioTech’s ability to support the rapidly growing Sports Medicine and rehabilitation industry.

To learn more about MioTech, or to find a sales representative in your state, visit miotech.net/ or call (800) 245-1064.

About MioTech Orthopedic Group

MioTech Orthopedic Group is a Michigan-based company specializing in Bracing & Supports, Athletic Training, and Physical Therapy/PMR. MioTech embodies a relationship-based, solution-oriented company culture that anticipates customer needs in the sports medicine and orthopedic marketplace. For more information, visit miotech.net/.

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