



The Academy ADVANTAGE, our weekly e-newsletter, stands as one of the O&P industry's most comprehensive and trusted news sources, delivering over 120,000+ impactful moments annually. Tailored to match individual subscriber preferences, it features a rich blend of content, including groundbreaking research, professional development opportunities, and curated O&P news that highlights industry advancements and trends.

Distributed to Academy members made up of a diverse audience of certified practitioners, state-licensed professionals, assistants, technicians, and fitters, *The Academy ADVANTAGE* is an essential resource for staying informed and connected.



Each year, the Academy ADVANTAGE experiences a significant impact through a remarkable tally of over **120,000 influential moments**, contributing to its widespread recognition and influence in the market.



55%
Avg: Open
Rate



1.5%
Avg: Click
Rate

2025 Stats

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