

HEALING YOUR HEELS



Feel the Burn?

Don't let burning heel pain stop you from enjoying your exercise routine. Drs. Ron Freireich and Brian Weiss, of *The Heel Pain Centers*, can extinguish the pain and get you back on your feet.

by **Nina PolienLight**

Congratulations on sticking with your New Year's resolution to exercise despite the occasional temptation to hit the snooze button instead of heading to the gym before work. Nearly three months of squats and lunges, speed walking and striding on the elliptical machine have made you stronger and leaner.



Dr. Ron Freireich

So what's up with the aching heels?

"Many people come to our centers frustrated because they started exercising to lose weight or get in better shape, then had to stop because their heels started hurting,"

acknowledges Dr. Ron Freireich, of *The Heel Pain Centers*. "We don't want heel pain to be the reason they break their New Year's resolutions."

Burning heels are common when starting a new exercise routine, or adopting a more active lifestyle after being sedentary for an extended period of time. That's because most exercises are weight-bearing, which can lead to overuse injuries of the tendons, ligaments and bones of the feet.

Other contributing factors include flat feet, high arches, inadequate foot support, improperly fitting shoes, and the development of tendonitis, stress fractures and plantar fasciitis (soft tissue

inflammation).

The first step in eradicating heel pain is to get an accurate diagnosis. For optimal results, it is best to seek treatment at the first signs of burning or discomfort.

"Depending on the severity, treatment may include a customized stretching program, anti-inflammatory medications, cortisone injections, custom shoe inserts or night splints, which keep feet at a 90-degree angle so the plantar fascia is stretched all night to reduce heel pain in the morning," the doctor explains. "Surgery is only used as a last resort."

A specialized area of Drs. Freireich and Weiss's general podiatry practice, *The Heel Pain Centers* offer specialized treatment protocols and sophisticated office equipment, including X-ray and diagnostic ultrasound.

"Many people with good intentions get stopped in their tracks, literally, by heel pain," Dr. Freireich notes. "We can help get them back on their feet so they can follow through on their resolutions."

THE HEEL PAIN CENTERS
"We'll heal your heels."

Extinguish the pain at The Heel Pain Centers, located at 5035 Mayfield Road, in Lyndhurst; 18660 Bagley Road, in Middleburg Heights; and 28790 Chagrin Boulevard, in Beachwood. The Lyndhurst number is 216-382-8070; the Middleburg Heights number is 440-243-1473; and the Beachwood phone number is 216-591-1905. The web address is www.TheHeelPainCenters.com.