

WHERE DOES IT HURT?

THE HEEL  
PAIN CENTERS

"We'll heal your heels."



# My Heel Pain is Gone!

These patients are active again, thanks to Dr. Ron Freireich and Dr. Brian Weiss of *The Heel Pain Centers*. Here they tell their remarkable stories.

by **Nina PolienLight**

It can happen first thing in the morning when your foot hits the floor, during your daily jog, as you walk through the mall, or while working long hours on concrete floors.

"Some patients come into our office believing heel pain is normal at a certain age, but that isn't true," says Dr. Ron Freireich of *The Heel Pain Centers*.

Throbbing painful heels may be caused by plantar fasciitis (soft tissue inflammation) or tendon, nerve or bone problems. With their high-tech equipment, such as diagnostic ultrasound and X-rays, *The Heel Pain Centers* can resolve most issues on site.

"Treatment options include taping, padding, over-the-counter and custom shoe inserts, night splints, stretching and anti-inflammatories," Dr. Weiss explains. "We use cortisone injections, when necessary, and only perform surgery as a last resort. It's important to seek treatment early, because it's easier to remedy in the initial stages."

Dana and Don are delighted they heeded the doctors' advice.

"I've been an athlete my whole life, including playing field hockey in college," Dana says. "But when I began running

again after college, I experienced overall pain in my feet."

Dana, who had two marathons under her belt, had developed plantar fasciitis. After being fitted with custom orthotics, her pain disappeared and she ran in two more marathons. She's currently training for the Boston Marathon.

"As long as I'm wearing orthotics in my running shoes I have no restrictions," she says. "If the orthotics fit in other shoes, I put them in."

Don stayed in shape by getting on the treadmill daily. Then he developed heel pain that lasted almost a year. After resisting another podiatrist's advice, Don visited *The Heel Pain Centers*. They confirmed that Don needed better fitting orthotics.

"I instantly felt a difference," marvels Don, who is back on the treadmill. "Within two days of wearing the orthotics, my pain was down 50 percent, in three weeks it was 95 percent gone, and in five weeks it was completely gone."

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



**Dr. Ron Freireich**