

DO YOUR FEET HURT?



Healing Heel Pain

You don't have to suffer with heel pain any longer. Dr. Ron Freireich, of *The Heel Pain Centers*, says there are non-surgical solutions to get you back on your feet.

by **Nina PolienLight**

Millions of Americans experience heel pain, yet don't do anything about it. That's a mistake, says Dr. Ron Freireich, of *The Heel Pain Centers*.

"The longer you have untreated heel pain, the more difficult it is to successfully remedy," the podiatrist says. "But when approached in a timely manner, 98% of patients can be treated conservatively without surgery. In fact, one woman came to us with severe heel pain. Following our non-invasive treatments, she ran the Boston Marathon the next summer."

A recent American Podiatric Medical Association study found that heel pain is the most common complaint among individuals with foot problems. The pain is at its worst in the morning or following extended periods of inactivity. As soon as the feet hit the ground, the pain shoots up the heel.

Tendon, nerve and bone issues—as well as arthritis—are often to blame. But the biggest culprit is plantar fasciitis, an inflammation of the soft tissue structure that runs from the heel to the base of the toes. This condition is often caused by foot structure (i.e., flat feet), excessive weight, increase in exercise, and standing or walking on hard surfaces all day.

"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 Dr. Freireich's general podiatry practice, The Heel Pain Centers offer custom treatment protocols and sophisticated office equipment, including X-ray and diagnostic ultrasound.

"We're focused on achieving the right diagnosis and providing the most appropriate treatment to resolve our patients' heel pain in the quickest, most cost-effective manner," he says, adding that treatment

is covered by most insurance plans.

THE HEEL PAIN CENTERS



"We'll heal your heels."

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



Free heel pain guide!
The web address is www.TheHeelPainCenters.com where you can order a free guide to heel pain.