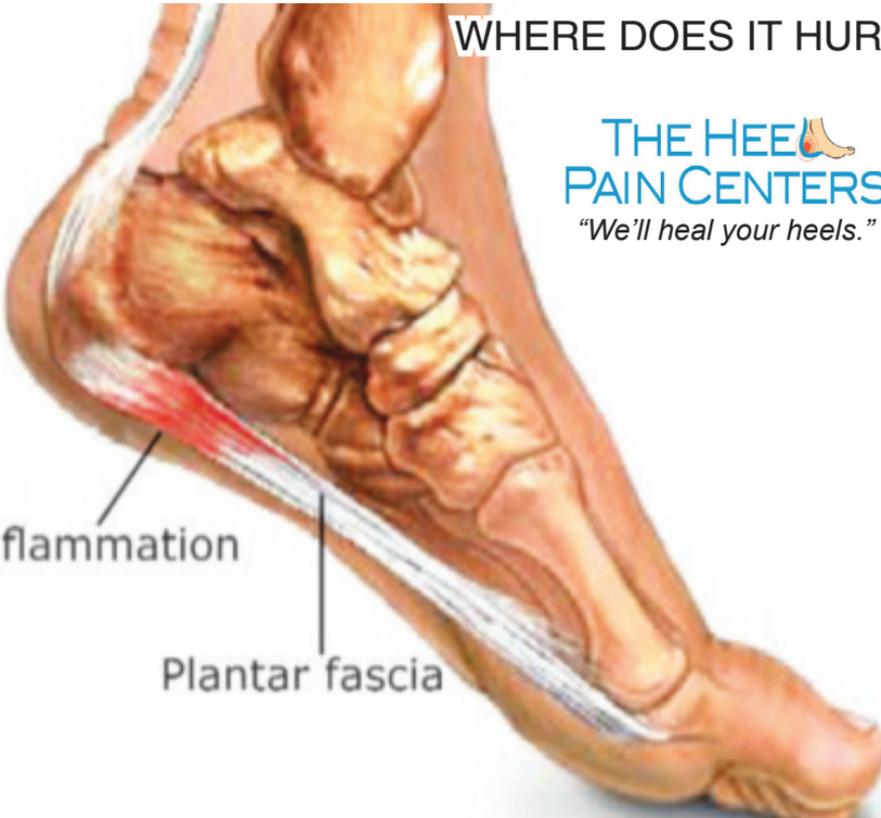


WHERE DOES IT HURT?

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



Inflammation
Plantar fascia

Stop Heel Pain

Don't let aching feet stop you from enjoying the winter season. Dr. Ron Freireich, of *The Heel Pain Centers*, explains how you can be more active—and comfortable—right now.

by **Nina PolienLight**

Winter is fun and exciting for most people, but the season's many activities can become burdensome for people with heel pain.

"If you dread shopping because your feet hurt after an hour or two of walking through the mall, consider coming in for an evaluation," suggests Dr. Ron Freireich, of *The Heel Pain Centers*. "We can help you get rid of your heel pain so you can more fully enjoy the holidays."

A comprehensive evaluation typically begins with an in-office X-ray to check

for bone or joint abnormalities.

"Our office has a diagnostic ultrasound so we can evaluate soft tissue problems here in the office instead of sending patients for outside testing. We offer one-stop shopping for evaluation and treatment," he says.

A complete foot exam evaluates proper foot function and structure, as well as whether the patient's shoes offer sufficient fit and support.

Nearly 40% of Americans with foot problems experience heel pain, which is most commonly caused by a condition called plantar fasciitis (a soft tissue inflammation). The pain is usually at its worst with the first few steps in the morning, but may be present

throughout the day. Heel pain can also be caused by tendon, nerve or bone problems. The Heel Pain Centers are equipped to resolve most heel problems right in the office.

"Treatment options are often conservative and include taping, padding, over-the-counter and custom shoe inserts, night splints, stretching and anti-inflammatories," Dr. Freireich says. "We use cortisone injections when necessary and only perform surgery as a last resort. Fortunately, 98% of patients can be treated without surgery. But it's important to seek treatment at the first sign of heel pain, because it's easier to remedy in the early stages."

The Heel Pain Centers are part of Dr. Freireich's and his partner Dr. Weiss's general podiatry practice. They also treat conditions such as ankle or foot sprains, bunions, flat feet, ingrown nails, hammertoes, ulcer/wound care, and warts.

"We're focused on achieving the right diagnosis and providing the most appropriate treatment in the quickest, most cost-effective manner," he promises.

The Heel Pain Centers are at 28790 Chagrin Boulevard, in Beachwood; 5035 Mayfield Road, in Lyndhurst; and 18660 Bagley Road, in Middleburg Heights. Call 216-591-1905 for Beachwood; 216-382-8070 for Lyndhurst; and 440-243-1473 for Middleburg Heights.

For more information and to order a free heel pain guide, visit www.TheHeelPainCenters.com.



Dr. Ron Freireich