



Robert J. Rosenstein, DPM
Jennifer A. Zienkowski, DPM
Michael G. Coppers, DPM

Affiliated Podiatrists, Inc.

July 2010 Newsletter

“When Your Feet Hurt... You Hurt All Over!”

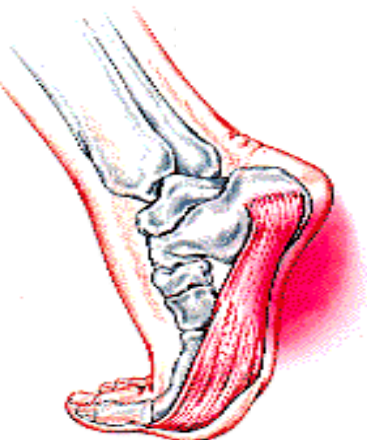
Treatment

The key for the proper treatment of plantar fasciitis is determining what is causing the excessive stretching of the plantar fascia.

When the cause of plantar fasciitis is over-pronation (flat feet), an orthotic with rearfoot posting and arch support is an effective device to reduce the over-pronation and allow the condition to heal.

Other common treatments include:

- Stretching exercises
- Night splints
- Wearing shoes that have a cushioned heel to absorb shock
- Heel cup to elevate the heel, provide extra comfort, cushion the heel, and reduce the amount of shock and force placed during everyday activities



Plantar Fasciitis

Plantar fasciitis is an inflammation caused by excessive stretching of the plantar fascia. The plantar fascia is a broad band of fibrous tissue which runs along the bottom surface of the foot, attaching to the bottom of the heel and extending to the forefoot. When the plantar fascia is excessively stretched, it can cause plantar fasciitis, which can also lead to arch pain and heel spurs.

Causes of Plantar Fasciitis

- Over-pronation (flat feet) which results in the arch collapsing upon weight bearing
- A foot with an unusually high arch
- A recent increase in physical activity
- Excessive weight on the feet, usually attributed to obesity or pregnancy
- Improperly fitting footwear

Over-pronation (flat feet) is the leading cause of plantar fasciitis. Over-pronation occurs in the walking process, when a person's arch collapses upon weight bearing, causing the plantar fascia to be stretched away from the heel bone.

With Plantar Fasciitis, the bottom of your foot usually hurts near the inside of the foot where the heel and arch meet. The pain is often acute either first thing in the morning or after a long rest, because while resting the plantar fascia contracts back to its original shape. As the day progresses and the plantar fascia continues to be stretched, the pain often subsides.

Symptoms of Plantar Fasciitis

- Acute pain with the first step in the morning or after a long period of rest
- Sharp pains in the heel
- Pulling of the fascial bands

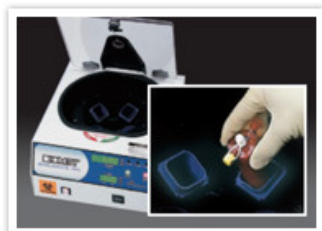
4 STEPS TO PRP

STEP 1



Blood is safely drawn from the patient's arm.

STEP 2



The blood is then loaded into a centrifuge to spin for 15 minutes at 3200 rpm.

STEP 3



Platelet-rich plasma is then extracted from the vial.

STEP 4

The injured area is then injected with PRP using a sterile needle and ultrasound guidance.

Platelet Rich Plasma Therapy

Platelet Rich Plasma Therapy (PRP) is a non-surgical treatment that involves the injection of healing proteins from a patient's own blood directly into the site of injury. These growth factors then trigger the body's natural instincts to repair itself and can often dramatically decrease the healing time.

When the body is injured or damaged, it initiates a powerful surge of responses designed to begin the healing process. This repair response usually starts with the development of a platelet-rich blood clot. Healing proteins are then released to heal the skin, bone and other tissues.

Certain injuries, however, can be resistant to healing due to a lack of blood flow to the area, repetitive stress, or wearing away of tissue. By injecting blood platelets into the injured area, the healing proteins go directly to the site to repair the damage.

How is PRP done?

A small sample of your blood is drawn and placed in a centrifuge that spins the blood at high speeds, separating the platelets from the other components. The concentrated platelet rich plasma is then injected into and around the point of injury, jump-starting and strengthening the body's natural healing.

Conditions Treated

Foot & Ankle Injuries

- Plantar fasciitis
- Achilles tendonitis / tendinosis
- Ankle sprains
- Bursitis
- Muscle strains / tears



The goal of PRP therapy is to resolve pain through healing. Initial improvement may be seen within a few days, gradually increasing as the healing progress.

For more information consult your podiatrist.

Important News About You!

Referrals Mean the World to Us!

We dedicate this space to say thank you to all of our patients and friends who have so kindly made referrals to our office. There is no greater compliment you can pay us than to entrust us with the referral of a friend or family member. Your trust and confidence means the world to us and has helped our practice to grow over the years. We'd like to say a very big THANK YOU to all of our patient's who have sent us a referral this month!

THANK YOU FOR THESE REFERRALS!!

MEET OUR STAFF:

- * Robert J. Rosenstein, DPM
- * Jennifer A. Zienkowski, DPM
- * Michael G. Coppers, DPM
- * Kenny, Patient Coordinator
- * Debbie, Patient Coordinator
- * Kellie, Financial Administrator
- * Jennifer, Podiatric Assistant
- * Robin, LPN
- * Nicole, Radiology Tech
- *Chrissy, Pedicurist

WELCOME TO OUR PRACTICE

Patients are the lifeblood of our practice. We realize that you have a choice, and we are proud that these new patients have chosen us as their health care provider! We hope that we exceed your expectations and help you progress towards a healthy lifestyle! We would like to proudly welcome the following new patients:

Robert S.	Claude B.	Donna W.	Grace P.	Janice B.
Kevin H.	Mary Z.	Anthony D.	Michelle M.	Jason E.
Marilyn K.	Andrew K.	James M.	Christy A.	Roy D.
Michael B.	Corinne T.	Daniel Z.	Kerry C.	Barry S.
Robert C.	Jean A.	Rachel H.	Carrie P.	Mark N.
Alex Y.	Ruth B.	Norma C.	Lisa K.	Patrice L.
Stephen L.	Mark G.	Elliot B.	Barbara C.	Nicole M.

the Shoe Store

Relief Crocs

Comfortable, light weight and molds to your foot.

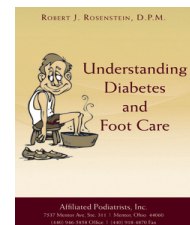
The relief, by Crocs Medical, is designed to provide therapeutic relief for many foot conditions. The designed sole provides comfortable relief for plantar fasciitis, heel spur syndrome and other foot injuries, while the roomy forefoot allows a comfortable fit.



The Relief Croc is APMA approved and recommended by all podiatrists.

Let's Wish Happy Birthday to the Following Patients!

Happy birthday to you... happy birthday to you... We'd like to give special recognition to all the patients who have a July birthday. We have a large patient population with a birthday in July, so unfortunately we can not list all of you. We hope each one of you enjoys your special day.



If you or someone you know is suffering from Diabetes, Dr. Robert Rosenstein discusses its causes and treatment in his new book. Do not let Diabetes slow you down. To order this booklet visit www.drrobertrosenstein.com

Affiliated Podiatrists, Inc.

Dr. Robert J. Rosenstein
Dr. Jennifer A. Zienkowski
Dr. Michael G. Coppers
7537 Mentor Ave, Ste 311
Mentor, Ohio 44060
Phone: (440) 946-5858
Fax: (440) 918-4870



Pedicures

Now Available

Beginning June 4th – 10am–4pm

Express Spa- \$45.00

- Soak
- File toenails
- Cuticle detailing
- Dry skin filing
- Lotion
- Polish

Full Spa- \$65.00

- Soak
- File toenails
- Cuticle detailing
- Dry skin filing
- Sugar Scrub
- Moisturizing mask with hot towel wrap
- Foot and leg massage
- Lotion
- Polish

Polish Change- \$12.00

Full Spa \$50

Offer includes: Soak, Filing toenails, Cuticle detailing, Dry skin filing, Sugar scrub, Moisturizing mask and hot towel, Foot and leg massage and Polish

Limit to one per customer
June 4th – July 30th ONLY

Spring Clean-Up

\$20.00

Offer includes: Filing of toenails, Cuticle detailing, Buffing nails, Lotion and Polish

Limit to one per customer
June 4th – July 30th ONLY