



6 REASONS YOU WON'T BEAT HEEL PAINand what to do about it!



Dr Brenden Brown
Podiatrist

Follow our tips and you to CAN beat Heel Pain!



Heel pain can be debilitating! The pain often stops people in their tracks first thing in the morning! Walk a few steps and it may be relieved. For others the pain becomes worse as the day progresses. Finding help can be frustrating and confusing as people often see several practitioners and receive multiple answers with little or no pain relief.

I first wrote this Report in 2014 to help people beat their heel pain. Since then we have helped literally thousands of patients with heel pain and spent hours researching and implementing significant changes to the way we approach heel pain.

Now we are highlighting six of the key reasons why people are failing at addressing their heel pain. We are sharing this detailed report full of information in the hope that we can help thousands more people cure their pain.

I truly hope this helps you on the way to beating your heel pain.

Dr Brenden Brown

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Getting to the bottom of why you're not beating heel pain

1

You decide to go it alone and NOT get professional advice



A large proportion of the people we see have never had any professional care or advice. We are constantly told, “I just thought it would go away” or “A friend told me what they did to get rid of the pain and I just tried that”. In most cases the pain is still present months or years later.

Seeking a professional opinion significantly increases your chance of beating heel pain. Yes, professional treatment costs money but, providing you seek the right advice, it is also invaluable.

It depends on how much you really want to get rid of your very sore heels?

TIP

Make sure you seek the advice of a professional who sees this A LOT! There are many great Podiatrists out there but many of them focus on cutting elderly people's people's toenails. They might only see someone like you who has heel pain once or twice a week! Look for experience See reason number 6!

6 reasons you won't beat heel pain!

2

You wear thongs (flip flops) because your feet are sore



Many people gain a sense of comfort from wearing thongs, Croc-type shoes or even bare feet. However, 20 years of experience tells us you are doing more harm than good. Often pain will present days later, not necessarily at the time.

Have you ever started a new gym program only to find yourself in agony not that day you went to the gym or even the following day but on day three? Welcome to 'DOMS—Delay Onset Muscle Soreness!

Wearing thongs might offer some initial relief from the pain but days later, when you go back to wearing runners or firm shoes the pain returns. You blame your firm shoes but if you think back to three days earlier when you were slopping around in thongs—yes, you have a culprit!

You are welcome to argue this point as much as you like, while you continue to hobble.....

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3

You get advice and then choose which bits you use



Great work on seeking advice. Now it's time to use ityes ALL of it. If you're given an individualised care plan and only implement the bits you like (the easy parts) you will fail to get better.

Your Podiatrist should work with you as a patient to establish the best way to relieve you of your pain. They should explain which shoes are best for you. They should talk through which treatment will get you better quickest. Treatment should be multipronged and

include strength exercises, therapy to relax the soft tissue and the use of orthotics to address foot postural problems.

Choosing to omit some of the suggested treatment modules universally leads to

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Your heel pain is not simple, it's a complex issue and it's also really sore!

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TIP

Lots of health practitioner like to get you to try one therapy at a time, “try this stretch and come back in six weeks and we'll see how you're going” or “I think we will try these hard, rigid orthotics and then see what happens.” Using one isolated treatment approach COULD get you better but our experience with literally thousands of patients shows that combining treatment modalities is a much faster way to recovery.

4

You bought hard, rigid orthotics from a Podiatrist



Our experience tells us that, in most instances, rigid, hard orthoses irritate the heel and the arch region adding to the discomfort. Over the years we've collected many pairs of rigid orthotics from patients who have given them to us in frustration after finding they have hindered rather than helped their recovery.

Additionally, wearing orthotics is only ONE ELEMENT of treatment therapy. If the soft tissue is damaged it's VITAL that it is rehabilitated! **Orthotics can't and won't do this alone.** you must rehabilitate the tissue using therapies such as deep connective tissue massage, shockwave and muscular stretching exercises!

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.... in most instances, rigid, hard orthoses irritate the heel and the arch

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TIP

Orthotics do work but NOT alone. Clinically we will tell you two things on the matter.

- 1. Soft, pliable orthotics work best and are most comfortable for most patients*
- 2. Custom orthotics SHOULD be combined with good footwear and soft tissue rehab to get you on the way to happy, healthy and active!*

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5

You stop ALL activity



As our understanding has changed over the years we now appreciate the following – “TENDONS HATE CHANGE”. Stopping all activity, if you are currently active, is a sure-fire way to ensure that when you resume activity you will also see the return of your heel pain! Tendons really hate that stop-start type of activity. In many cases it's what started this problem in the first instance!

You can make modification to activity; however a complete stop will mean you either;

A. Need to rebuild that activity again later, over quite an extended time.

or

B. Your heel pain is likely to return!

Stopping activity should only be advised if it creates pain or increases discomfort!

For the moment STOP Jumping of and onto things. For example, on + off a truck, box jumps at exercise class, skipping or other high intensity activity that impacts the heel and forefoot until we have you back to feeling comfortable. We will then slowly load you back up to these activities.

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TENDONS HATE CHANGE

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TIP

Apart from quickly stopping any activity that actually causes you pain. All other changes should be completed slowly and gradually!

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6

You choose a practitioner who does not understand heel pain



So your GP says they will fix your heel pain? Your Physio who is treating your shoulder says the same and the Podiatrist you see, who works one day a week at your local GP clinic and cuts your toe nails, says they will fix it no problem. Who do you choose?

Your heel pain is not simple, it's a complex issue and it's also really sore! Choose someone who see's and treats heel pain regularly. Find a practitioner who is passionate about helping you get better— but also highly experienced in this area!

Consider the fact there are about 10 different conditions that could be causing your pain. When our practitioners are asked to lecture GPs, Physio and other Podiatrists on heel pain, they are often surprised to learn how complex this condition is!

Even Podiatrists have different levels of exposure to this condition. There are some great podiatrists out there, but perhaps their focus is on cutting elderly people's toenails. It always pays to ask practitioners where their focus lies and how experienced they are in this particular condition.

Ask the question, "how many heel pain patients do you see a day?" They may see someone like you who has heel pain only once or twice a week! Our Doctors, all musculoskeletal sports podiatrists, see between 10 - 12 patients with heel pain each and EVERY DAY! When you see something that much you get particularly well versed in every aspect—from making the correct diagnosis (NO it's NOT all plantar fasciitis) to ensuring that when things don't go to script you have more in your tool kit to get your patients back on track!

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Where to from here?

With six solid reasons to consider, you are now empowered to make an informed choice! If you are stuck with these problems and working with another practitioner it's a good time to speak to them about these ideas! Many of these points you can work on yourself, so start at the top and get some professional advice if you haven't already!

How can we help?

Our team of Podiatrists see this condition multiple times a day, making them well equipped to help you on your way to beating this condition. Just like we have assisted thousands of other people who have visited our clinic over the last 20 years, we would LOVE to help you.

Heel pain can be horrible and most people have tried numerous home remedies or other treatments without success! People are often left frustrated and confused about the best treatment for them.



Simply give our friendly 'front desk' team a call. They will chat you through everything you need to know and book the best appointment for you. This includes discussing the treatment options, if any, you've already tried, alternative approaches and costings.

Call today on +61 2 9673 2987 (We are open most days from 8am—6pm. Closed weekends.)

We find it best if you give our front desk team a call to run through what's in particular is going on for you, this helps us establish what type of appointment maybe best. We pride ourselves on not just 'taking a booking', but taking the time to find out how we can help you the best. We will run through some of the things you have tried, if you've had any success at all.

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Our team speak to oodles of people as you'd imagine and once we have a more detailed understanding of what's going on they can run through different options and types of appointments.

We can then run through costings and times we have available for the appointment you need. Then we can reserve your appointment time.

We are open most days from 8am to 6pm, closed weekends. Our team are really happy to spend time working with you. We pride ourselves on not just booking people in, but taking the time to find out how we can help you the best.

Our number is +61 2 9673 2987. We'd love to hear from you.



Free 10-minute telephone consult

Many patients take advantage of our 10-minute consultation service*, which involves a telephone call with one of our experienced and highly professional team members to discuss your concerns. We can chat about the treatments you've previously tried and offer some insights on the new options that might help you back on track.

***Please note: these consults are strictly limited** to particular local areas and to the number of consults available. As you will imagine our team is very busy so we have found the need to limit these. Please enter your details and we will let you know about availability

Thank you

Thanks for taking the time to read our report. We hope you have found it helpful. We wish you the very best in getting back to being happy, healthy and active!



About Dr Brenden Brown

Our Principal Podiatrist Brenden Brown is recognised as an expert in podiatry. A past President of the Australasian Podiatry Association, he is considered a medical authority in the area of foot health, appearing regularly on television shows like The Today Show and in magazines such as Men's Health. He has been the go-to specialist on lower limb conditions for ABC radio's The Waiting Room and several other health programs across Australia.

Brenden has more than 20 years experience as a Board Registered Podiatrist. He has significant experience in lecturing other health professionals including Podiatrists, Physiotherapist and General Practitioners. While he's still practicing, his lecturing, education and other professional commitments means he sees a limited number of patients each month.