

NorthPointe Foot & Ankle

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Product Feature

Biofreeze Pain

Relieving products are the most widely-used and recommended products by health professionals for over 15 years.

Biofreeze offers temporary relief of minor aches and pains related to:

- back, shoulder, and neck strains
- ankle, knee, hip and elbow joint pain
- muscle sprains and strains



Biofreeze Spray

provides pain relief for those hard-to-reach areas, such as the middle back and lower extremities.

Biofreeze Pain

Relieving Gel is massaged into the affected area, giving the patient benefits from an increased blood flow and warming of the region at the cellular level; which is important in the healing cycle.

NorthPointe News

VOLUME 1, ISSUE 3

OCTOBER 2010

Bunion, Bunionette

A bunion is a common progressive foot disorder that occurs when the big toe joint becomes enlarged, forcing the toe to crowd against the other toes, thus putting pressure on the big toe joint, pushing it outward beyond the normal profile of your foot, and resulting in pain and the “bump.”



A bunionette (Tailor's Bunion) is similar to the bunion that forms by the big toe joint, except it forms on the joint just below the fifth toe. The little toe turns inward so that it presses against the fourth toe (the little toe is no longer straight).

Symptoms

- A bulging bump on the outside of the base of the big toe
- Swelling, redness or soreness around the big toe joint
- Thickening of the skin at the base of the big toe
- Corns or calluses where the first and second toes overlap
- Persistent or intermittent pain
- Restricted movement of the big toe

Risk factors

- Ill-fitting shoes or high heels
- An inherited structural defect
- Stress on your foot
- A medical condition, such as arthritis

Treatment

Conservative treatments include the following:

- Wear roomy, comfortable shoes that provide plenty of space for your toes
- Padding and taping to reduce stress on the bunion and alleviate your pain
- Your doctor may recommend Acetaminophen (Tylenol), non-steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen (Advil, Motrin) or naproxen (Aleve), for relieving pain and reducing Inflammation. Cortisone injections also can be helpful.
- Shoe inserts (orthotics) can help control abnormal movement of your foot
- Bunion night splints correct a bunion while you sleep

Surgical Options

Most surgical procedures include a bunionectomy, which involves:

- Removing the swollen tissue from around the big toe joint
- Straightening the big toe by removing part of the bone
- Realignment of the metatarsal bone to reduce angular deformity
- Permanently joining the bones of the affected joint

Exercises to strengthen the toes

- Grasp the big toe on each foot with one hand and do some 'yoga' like stretches on the joint in all directions. Hold the position at the end range of motion for 10-15 seconds.
- Insert both big toes inside of a rubber band and pull your feet apart until both big toes are straight. Hold this position for several seconds and repeat. **See your NorthPointe care specialist if you are experiencing bunions or bunionettes!**

SHOP ON LINE!

Beginning this month, foot care products and personal care items available at our office are now also offered to you on-line!

Just visit our website at www.MichiganFootCare.com and click on “Our Store” to purchase.

Products will be delivered directly to your home.

NorthPointe Hosts Its First Ever Business Partners BBQ Luncheon

The doctors and staff at NorthPointe hosted a community Business Partners BBQ Luncheon on September 16th in the NorthPointe parking lot. The day began with rain and clouds, but the turnout was tremendous, with over 100 guests enjoying a lunch of hamburgers, hot dogs, salad and desserts. The smiles in the tent provided the sunshine for the day.



Dr. Frederick, Cindy and Jenn greet BBQ guests

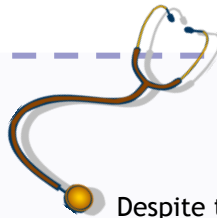
The luncheon was held to bring local business owners together to get to know their neighboring businesses and services, exchange business cards and network. To attend, they only had to bring an appetite and a business card! Each had a chance to enter win one of several prizes, including a \$500 gift card to Best Buy.

Breaking bread together encourages conversation and allows everyone to mingle and network in a friendly and fun environment.

Many thanks to all those that joined us. We hope to see you again soon!



Drs. Hoffman and Frederick with Dawn, winner of a \$500 Best Buy Gift Card



NorthPointe Steps Out And Walks To Fight Diabetes

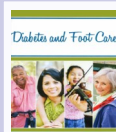
Despite the rain, hundreds of supporters showed up to walk the two mile Detroit Zoo path to raise money for the American Diabetes Association.



The event hosted entertainment, a Youth Zone and a Health & Fitness Fair featuring a new Stop Diabetes Village with four stations that SHARE, ACT, LEARN and GIVE information on the disease.

The Michigan Podiatric Medical Association (MAPA) was the sponsor of the SHARE tent. Dr. Jodie Sengstock of MPMA and Dr Jeffrey Frederick of NorthPointe (photo to right) were on hand to answer walker questions about diabetes and foot care. NorthPointe Foot & Ankle also sponsored a walking team (photo above).

This is the largest signature fundraising event of the ADA. All funds raised support work of the American Diabetes Association. This year's goal was \$320,000.



Receive a FREE book, written by the doctors of NorthPointe Foot & Ankle, on maintaining the health of your feet and ankles. Order **Diabetes and Foot Care** at: www.MichiganFootCare.com

Tip of the Month

Shoe Stretchers—Help For Your Shoes

Shoe stretchers are a great way to get a better fit from your shoes. You may find a need for shoe stretchers if: your shoes shrink; your feet swell; you land between two sizes; or have bunions, corns or other foot imperfections that make your shoes hurt your feet. We know when shoes hurt, life can be pretty miserable!



Shoe stretchers are usually bought as singles, and will stretch both the left and right shoe. Stretchers expand the width and length of shoes. For both benefits purchase a "two-way" shoe

stretcher. You'll also need to use a shoe stretching liquid or spray. This will help to saturate and soften the material, and allow the shoe stretcher to work better.

Several shoe stretchers come with little holes drilled into them. Plugs inserted into the holes can stretch the shoes in problem spots, like where a corn or a bunion is, or where pinching occurs. See your local shoe repair shop for shoe stretchers.

Always consult with your NorthPointe foot specialist if problems persist!

UPCOMING EVENTS

NOVEMBER 1–17

THANKSGIVING FOOD DONATIONS at NorthPointe Foot & Ankle

We will be collecting monetary and non-perishable food donations to fill baskets for Thanksgiving dinners for our neighbors experiencing hardship this holiday season. Oakland Family Services-Berkley will identify deserving families and deliver the food in time for a Thanksgiving feast!

Those making a donation may have their name—or a name of a loved one—displayed on a special note card at NorthPointe for the month .