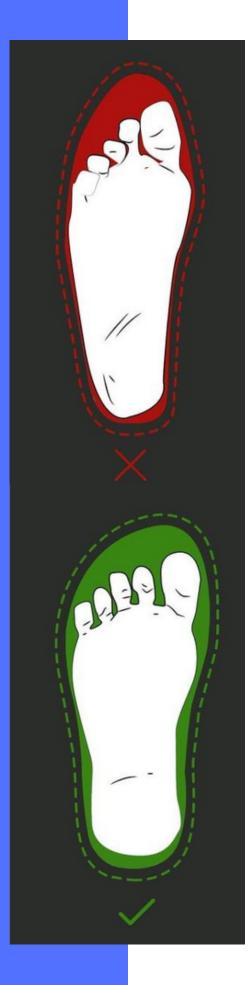


#### AUTHOR: DR. TOM BIERNACKI



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It is your responsibility to research any information obtained through this book with your physician and other resources, it is not intended to be a source for your own medical treatment. Make sure to review all information regarding your medical condition or treatment of a medical condition with your personal physician.

## ABOUT THE AUTHOR

Since graduating from 3 universities (including podiatric medical school valedictorian), a 3 year reconstructive foot & ankle surgical residency and 2 travelling fellowships: Dr. Tom Biernacki has been a lifelong learner passionate about getting 10,000+ feet better as well as completing 1,000+ surgical procedures!

He is a proud board certified podatrist as well as trained foot & ankle surgeon. Dr. Biernacki developed a reputation to "fix foot problems that are difficult to fix." He has been featured over 10 million times on YouTube (with almost 100,000 subscribers) as well as 100s of articles online with millions of more views.

A father of 3 daughters, he loves spending time with his wife and kids as well as being active coaching football, playing ultimate frisbee and spending time with his family.

Dr. Biernacki states "It is an absolute pleasure getting patients better. Our goal is to fix as your feet as quickly as possible, with as little surgery and for as little cost as possible! It is a joy to see a satisfied patient leave clinic without any more foot or ankle pain."

"Our goal is to fix as your feet as quickly as possible, with as little surgery and for as little cost as possible!"

Dr. Tom Biernacki



# 1) PAIN CONTROL

Ice & heat can be remarkably effective in controlling the initial foot or ankle pain. Ice is more important with a traumatic injury like a sprained foot or a sprained ankle. It most effective in the first 24hrs for pain control. Studies now show it does help with pain but not really improve overall healing time.

Heat is most effective for chronic pain that has been present for numerous days. This is usually for chronic repetitive soreness such as someone who must stand on their feet all day.

Anti-inflammatory medications can help with some initial pain, but again they do not really heal the problem, they help decrease the sensation and the short-term pain associated with the problem.

"Pills can help control pain, but usually don't get to the root cause of the problem for a long term fix." Dr. Tom Biernacki

2) MASSAGE

Massage is amazingly effective treatment for tight, sore, and swollen muscles.

Once properly implemented and utilized, massage can loosen sore muscles and eventually increase flexibility of the joints.

This is one of my personal favorite solutions as it can address the root cause of many chronic foot, ankle, leg, knee, or hip problems. With less tightness and soreness, the residual increased flexibility can allow more normal function of the joint.

The key is to know which devices are most beneficial for most problems.

It would be nice to have a professional masseuse take the soreness down in your muscles every day, but that would be VERY EXPENSIVE!

"In many cases the right massage device or treatment can almost immediately increase mobility & decrease pain."



## 3) STRETCHING

Stretching a chronically tight sore muscle or joint can unfortunately lead to even more pain and no very little improvement in flexibility.

For example, with a broken bone or a severe sprain, your first step would not be stretching or exercising.

This principle of delaying stretching can also true for chronic pain and soreness.

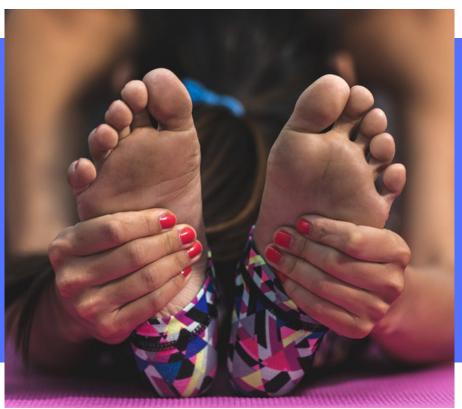
This is a reason many people can spend months stretching with very little increase in flexibility. The first steps are to protect, offload, reduce soreness and then finally lock in the flexibility through stretching.

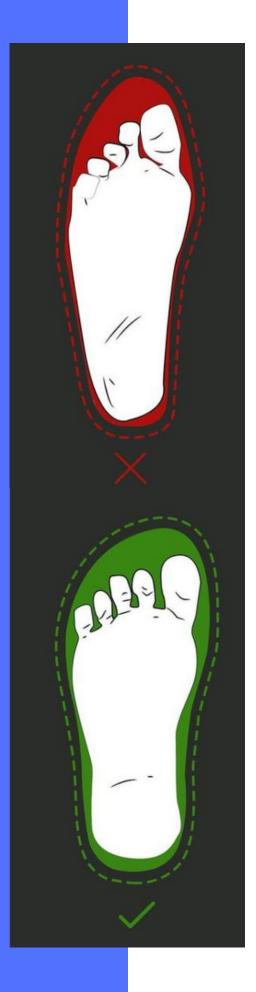
The key is correcting the biomechanical problem first, then stretching it out later.

A podiatrist can help assess how sore your muscles and joints are, eventually finding the precise time to start stretching. This can prevent years of chronic pain that is not getting better.

"Stretching is a critical treatment but most be done at the right time. Otherwise the problem can get worse!

Dr. Tom Biernacki





# 4) SHOES

Getting the right shoes can be an amazing solution to lifelong foot pain.

The wrong shoe can cause continuing & worsening pain.

On the other hand, the right shoe, with the right sizing, worn at the right times can quickly reduce pain.

Not only does this have to be the right shoe, but it must also be fitted correctly and worn at the right time.

Shoes can mean good supportive sandals, orthotic clippers, dress shoes, work boots or even just walking shoes.

It can also be beneficial to combine the right shoe with the right orthotic or the right brace for certain medical problems.

A final factor to consider is your foot type and your overall biomechanical analysis by a specialist like a podiatrist!

Choosing shoes is not that SIMPLE, and the most EXPENSIVE shoe is usually not the BEST shoe.

# 5) CROSS TRAINING

Foot & ankle osteoarthritis, chronic joint pain, and muscle tendonitis are usually caused by "uneven joint loading" & wear and tear activity.

Placing a more reasonable load onto the joint or muscle at the right angles is less likely to cause continued soreness.

The tough part is that this needs to be a longer period & a lot more aggressively than most people are prepared for.

As an example, someone who is standing all day maybe reduce work hours until the problem improves. Other options include cross training for athletes.

As an example, a runner with foot pain may benefit from swimming or bike riding until the problem gets better.

A podiatrist can help come up with creative ideas such as shoes, orthotics, braces, stretches, massage and more importantly write letters for work modifications if needed.

"Walking can be rough on the feet, swimming, strength training & biking can sometimes make a HUGE difference!"

Dr. Tom Biernacki



## 6) "DOMINOES"



"Fix the 1st 'domino' and your problems should stop coming back!"

Dr. Tom Biernacki

One sore joint is proven to put more pressure on the joints next to it.

For example, a tight sore ankle will make that knee and foot work harder and eventually become more sore.

Once that entire leg gets sore, the opposite leg will have to work harder. This will eventually cause hip and back pain.

If you correct some of the muscle and joint problems (but not all the problems) then your original problem will force the "domino" effect to happen all over again.

We love helping people pick up the dominos and discover what the "first domino" was and get it fixed. This is one reason people can spend years in pain while wasting a lot of money.

#### 7) A BIOMECHANICAL ANALYSIS:

A podiatrist can assess your injuries and see what is the true first "domino" that is causing the other problems.

This can be like an expert car mechanic diagnosing where the engine "noise" is coming from.

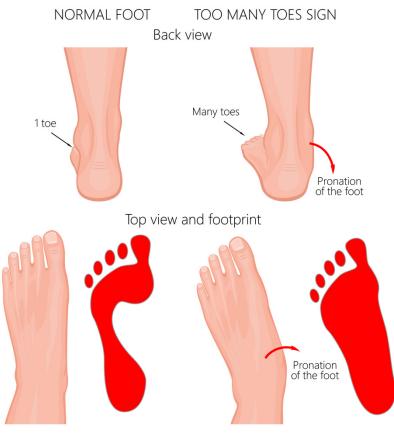
As an example, when we perform a walking or running analysis in our clinic, we can compare all muscles & joints to the opposite foot, ankle, knee, hip and back. This walking analysis or running gait analysis allows us to quickly come up with a focused treatment plan to start correcting the imbalances.

A biomechanical analysis by a specialist like a podiatrist can make a massive difference in getting athletes or people in pain get back to normal without pursuing expensive treatments or even surgery.

A biomechanical analysis can be a crucial step in finding what the root cause of your joint pain is.

"A biomechanical analysis can really help athletes & just about anyone with foot or ankle pain!"

Dr. Tom Biernacki



#### 8) PREMADE PODIATRIST ORTHOTICS:

A \$20 drug store orthotic can help but will likely never really fix the underlying root cause of your foot problem.

These gel insoles are designed to simply cushion your foot, but will not cure or fix the root cause.

These gel insoles like a gel padding for a crooked tooth, whereas a firmer podiatrist orthotic is just like a set of professional dental braces for that crooked tooth.

The gel pad will probably help more at the beginning, but quickly the problem will get worse, and the original problem will never be corrected. On the other hand, the podiatrist orthotic functions like true dental braces which will eventually straighten the tooth and give a permanent solution.

Do not WORRY, an expensive pair of custom insoles in not the only answer. We have 1,000s of premade firm orthotics specific for each foot type already at our office. The great news is that these are COMPLETELY included during your consultation appointment, if they solve the problem then that is all you may need!

"We want to get patients into orthotics on the first appointment to PROVE how much a real pair helps FAST & for good value"

Dr. Tom Biernacki



#### 9) CUSTOM ORTHOTICS

We think that getting a biomechanical analysis combined with the right shoes and custom orthotics is one of the single BEST things that can occur during your podiatrist visit.

These days custom orthotics are available almost everywhere. They are usually expensive but are not very beneficial compared to a true evaluation and true podiatrist designed custom orthotic. There is also no real guaranteed behind them if they don't work (SPOILER: they work a little but not nearly what people want out of them.) Think about custom orthotics like a Ferrari. They are more expensive, but they are a high-performance device that needs customization and proper fitting.

Not everyone needs are Ferrari, but if given the choice, it is almost always the better vehicle!

We stand by our custom orthotics. If they are not working for you, just let us know and there is no risk on your part. Combined with a biomechanical exam we can ensure a strong improvement or we can do whatever it takes to MAKE IT RIGHT!

"We stand by our custom orthotics. If they don't significantly help you, we WILL MAKE IT RIGHT!"

Dr. Tom Biernacki



#### 10) ULTRASOUND & X-RAY ANALYSIS

An X-ray can tell us about bone structure and tell us what is broken, forming a spur or deformed.

An X-ray is something that takes only a few minutes to get and is just about always a covered benefit.

An ultrasound on the other hand can help us identify soft tissue damage such as muscle soreness, tendon damage or fluid buildup. This can tell us whether the damage is just soreness, or a true injury is occurring that may require surgery, injections, or more invasive therapy.

Our job as a podiatrist is to help predict how to get patients better as quickly as possible for as little cost as possible.

Do not continue living in pain if there is a solution available.

"An ultrasound or X-ray can instantly give us information that could assist in solving a foot or ankle problem very quickly."

Dr. Tom Biernacki



#### 11) SEE A PODIATRIST

As a podiatrists, podiatric foot & ankle surgeons we complete podiatric medical school after an undergraduate degree, 3+ year surgical and medical residencies as well as achieving further years of training for board certifications and fellowships.

We pride ourselves on fixing problems that have been taking place for years and are considered "unfixable". On average we see 10,000+ feet every single year and We can have over 1,000+ surgical procedures while achieving surgical board certifications.

We genuinely believe patients will save both TIME and MONEY by coming to see a podiatric foot & ankle specialist for their foot problems.



"We believe we can help patients save both TIME, MONEY & QUALITY of LIFE. See why so many of our patients are so happy!

Dr. Tom Biernacki

## COMBINE ALL 11 TIPS

The key is doing all these things and more in the proper sequence.

Identify the injury. Ensure that an injury is accurately diagnosed, then implement the BEST treatments at the BEST times.

Do not waste away your health trying to do it all on your own.

Podiatrist care is covered by almost all insurance plans as well as most of the treatments detailed above. At Prime Foot & Ankle Specialists we see 10,000+ feet per year and pride ourselves on getting FIXED for as little stress, as little surgery, and a little cost as possible!

If given the chance, we promise to do EVERYTHING we can to get people better as QUICKLY and for as little hassle as possible.



"f given the chance, we promise to do EVERYTHING we can to get people better as QUICKLY and for as little hassle as possible." Dr. Tom Biernacki