

**Boomers Not
Backing Down...**

**Seniors Can Re-
duce Risk....**

We take care of your feet....so they'll take care of you!

BOOMERS NOT BACKING DOWN FROM FOOT & ANKLE ARTHRITIS

They danced to the Beatles, the Rolling Stones and disco. They worked out with Jane Fonda and made jogging their national pastime.

Now approaching retirement, many members of the "Me Generation" aren't ready to slow down, even if their bodies are. Foot and ankle surgeons say Baby Boomers are more likely than previous generations to seek care when arthritis develops in their toes, feet and ankles.

Unlike their parents, Baby Boomers do not accept foot pain as a natural part of aging. When conservative treatments fail, they want to know what other options exist.

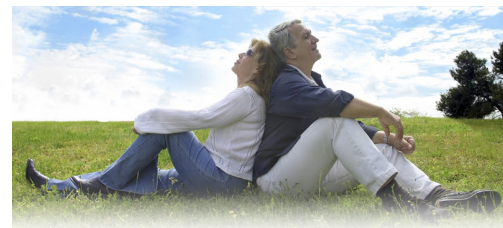
There are more than 100 different types of arthritis, including gout and rheumatoid arthritis. The most common forms to affect the feet are post-traumatic and osteoarthritis, especially in the big toe, ankle and midfoot joints.

This generation has witnessed an explosion of new medical technology during its lifetime, and they have high expectations, sometimes too high.

Surgeons say many Boomers who seek treatment for arthritis assume they'll be able to resume activities such as running or playing sports. Seeking treatment early can improve the odds of preventing irreversible joint damage. For many patients with early-stage foot or ankle arthritis, changes in shoes or advanced custom orthotics can make a huge difference. While there is no fountain of youth for arthritis, surgeons say there are more medical options available to Baby Boomers than ever before.

Continued next page...

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BOOMERS NOT BACKING DOWN CONTINUED....

BIG TOES

Baby Boomers are most likely to develop osteoarthritis in their big toe joint. During walking, the big toe absorbs forces equal to nearly twice a person's body weight. It plays an important role in stooping and standing. Some boomers start to develop big toe stiffness, a condition called hallux limitus, in their forties.

Better surgical procedures now offer improved pain relief and better joint movement to Boomers with early stage arthritis at the big toe. Patients with advanced and severe arthritis may need to have the joint fused or replaced. But stronger screws and hardware are helping fusions last longer while slashing recovery times. A new generation of big toe joint replacements shows promise.

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ANKLES

Ankles are another prime spot for arthritis. Ankles are more likely to develop post-traumatic arthritis than osteoarthritis. For many Baby Boomers, the trauma was an ankle fracture or a bad sprain that may have happened in their teens or twenties. Innovative new surgical techniques allow foot and ankle surgeons to transplant small plugs of cartilage from one part of the ankle to another in some patients, slowing joint deterioration.

Ankle replacements, however, are not as durable as hip and knee replacements. The ankle is a more challenging joint to replace. It's smaller and moves in multiple directions. But better and promising ankle implants are hitting the market.

"Surgery to repair arthritic feet and ankles won't make you 16 years old again but Boomers can look forward to more options than ever to relieve pain and restore motion."

SENIORS CAN REDUCE RISK OF FALLING BY FIXING PAINFUL FEET

It's just not true that foot pain is a normal consequence of growing older. In addition to healthy feet and ankles contributing to a full and active lifestyle, they can also reduce a senior's risk for dangerous and deadly falls.

Falls have become the leading cause of injury deaths among Americans age 65 and older, according to the Centers for Disease Control and Prevention. Painful foot conditions such as osteoarthritis, corns, bunions, hammertoes, and diabetic complications can make it difficult for seniors to maintain balance and coordination when walking or standing.

Lower body weakness and gait and balance problems are frequently-cited risk factors for falls among seniors. Exercises to enhance lower body strength can reduce this risk. But for seniors with painful foot and ankle conditions, exercise can be difficult.

Just one fall can permanently rob a senior of their independence and dramatically reduce their quality of life. Minimizing or eliminating foot pain in seniors improves their balance, coordination and stability when walking or standing.

A foot and ankle surgeon can recommend simple, effective pain-relief measures such as stretching exercises or padding for painful corns and hammertoes. But when surgery is the most appropriate treatment for a senior's painful feet, simple surgical techniques often allow treatment to be performed on an outpatient basis.

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