FootCareMD.com, official site of the AOFAS, Fights Foot Aches, Pains and Ankle Sprains with MD-Approved Expertise & Resources

America's Foot and Ankle MD's Offer Point-and-Click "Footcare Finder" to Help Locate and Diagnose Foot Problems with Fingertip Ease

New FootCareMD.com Website, official site of the AOFAS, Fights Foot Aches, Pains and Ankle Sprains with MD-Approved Expertise & Resources

SEATTLE, WA (PRWEB) January 28, 2004 --Beginning today, the world's tired and aching feet can find comfort, support and solutions online in the hands of America's leading foot care professionals. FootCareMD.com, a brand new Website specializing in foot and ankle health for all ages, allows foot sufferers, athletes, children and seniors from all walks of life, to point-and-click their way to a quick, interactive evaluation of their foot health symptoms and conditions. The site also allows users to learn the latest therapeutic options and view a multitude of helpful guides and resources, all for free. The MD-created online information center for foot and ankle health can be found on the Web at www.FootCareMD.com, .org, .net or .info.

FootCareMD.com is produced and operated by the American Orthopaedic Foot and Ankle Society (or AOFAS for short), the national society of medical doctors who specialize in the foot and ankle. The Website presents dozens of articles and a wide range of multimedia materials to guide visitors through a multitude of special topics, from foot injuries and diseases of the foot, to athletic training and recovery steps. It also includes special features on The Diabetic Foot, as well as Shoe Selection and Safety Guides. To help decide "if the shoe fits," a variety of medically-authoritative guides are offered for sizing and selecting children's shoes, and purchasing athletic shoes and protective footwear, including "The 10 Points of Proper Shoe Fit," proper lacing techniques, and a "Guide to Footwear and Falls," among others.

The innovative Footcare Finder , part of the Website's virtual Foot Clinic, lets users point to various images of the foot from multiple angles in order to determine "Where Does It Hurt?" By selecting the area of foot pain and then matching their symptoms with the descriptions of dozens of foot ailments and conditions, visitors can learn the important next steps to take in their personal foot care. Should that next step involve contacting a medically-trained foot care professional, users can let their fingers do the walking by pointing to an interactive US map to locate the nearest orthopaedic medical doctor or surgeon nationwide.

Members of the American Orthopaedic Foot and Ankle Society offer the best in foot care having completed medical school, and up to five years of orthopaedic residency including training in surgical and medical treatment of disease of the foot and ankle.

"We consider ourselves the premier providers of foot and ankle care in the country, and after visiting our Web site we hope that you do as well," said Dr. Glenn Pfeffer, MD, the president of the AOFAS. "Today, one in six Americans have foot pain on a daily basis and 70% will experience foot pain at some point in their life. Pain is your body's way of telling you that something is wrong. We are here to try and help," Dr. Pfeffer informed.

Other interactive features of the FootCareMD Website include an interactive poll, a downloadable video on "Preventing Ankle Sprains in Sports," and a fashionable Footwear Showcase featuring the latest in footwear features and styles. The Website was designed by Idea Bank Interactive (www.ideabank.com) of Bainbridge.
Island, Wa. in conjunction with TroutDream Graphics of Redmond, Wa.

The FootCareMD Website was made possible in part by an educational grant from Bauerfeind USA, a leading provider of orthopedic supports and foot products including the popular ViscoSpot heel cushion for treatment of heel pain [www.bauerfeindusa.com]; Hapad, Inc., makers of foot comfort products and sports insoles [www.hapad.com]; and Aircast, pioneers in the functional management of ankle sprains and makers of the Air-Stirrup® Ankle Brace [www.aircast.com].

For more information regarding this press release, and/or to arrange an interview with AOFAS president, Dr. Glenn Pfeffer, MD, please contact:

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You can read the online version of this press release here.