



February is American Heart Month

Just because we are a podiatry clinic, does not mean that we are not concerned about every patient as a whole, including their heart.

Just recently, Ben, who is a winter visitor and has been our patient for almost 3 years now, was in our office for an appointment. Ben had recently returned to Arizona from his winter home in Seattle, and was in our office for a visit.

Mallerie, our Medical Assistant, was taking Ben's vitals in preparation for his visit with Dr. Viedra Elison. After using our automated equipment, Mallerie noticed his blood pressure was a little elevated and his heart rate was very low. She waited a few minutes and retook his blood pressure which was higher than the 1st reading, but was even more concerned about his heart rate, so she checked it again manually – twice. At this point, after reassuring herself that the results were correct, she alerted Ben to the problem, and suggested that he see a cardiologist as soon as possible, as the combination of High blood pressure and low heart rate could be dangerous.

Ben had seen several doctors before this day complaining of being tired, but even after multiple tests was told he was fine. His fatigue was so bad that one day while out digging in the yard, he just couldn't move. Ben followed Mallerie's advice, contacted his PCP, and was seen the next day. His PCP sent him directly to the Cardiologist, who placed him on a monitor to wear for 24 hours.

He turned the monitor in after the 24 hours, and received a call from the Cardiologist less than 24 hour later, asking him to come to his office immediately. Once he got there he found that he had been scheduled for a Pacemaker placement the next morning. Ben stated that the Cardiologist and the Anesthesiologist were quite amazed that his condition was caught by a Medical Assistant.

Today, Ben is feeling much better, more energetic and back to playing Bocce Ball five (5) days a week. When Ben came back to our office a couple of months later, he expressed his thanks to Mallerie for catching the problem. Mallerie stated she was just doing her job and trusting her training, but we all know it was more than that.

Mallerie cares for our patients as a whole person, not just their feet – and we all feel that way about all of our patients at Fixing Feet Institute.



FEBRUARY 2018

Hello! We are pleased to send you this monthly issue of *Foot Prints*. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

Monthly Joke



Stage One

Joe asked his friend Dan for a cigarette.

“I thought you made a resolution to stop smoking this year,” Dan replied.

“I did,” Joe agreed, “but it’s a process with many steps that must be completed before you actually quit. Right now, I’m working through stage one.”

“What’s stage one?”

“This is the period where I stop buying them.”

Stop by our office on Valentine's day for a little appreciation gift for our patients.

Designing a Logo

Design is another industry in which inspiration is key and coming up with a new logo design is a challenge in which it is particularly vital. For a complete beginner, inspiration for a logo design can come from a variety of things such as reading the success stories behind other logos, understanding and analyzing the branding work carried out by other designers, checking out logo designing contests and watching online video tutorials. There are a wide variety of design studio portfolios that can be accessed online. One good website to check out tons of inspirational logos is Fullstop 360, and there are many other examples. If you are not a complete novice and have had at least a couple of previous clients, one good way of learning is to re-examine their creative briefs to gain an understanding of the perception of customers and their overall expectations for the final product. When designing the logo, it is also important to keep your target audience in mind.

Diabetes Tips

The management of diabetes can be a lifelong commitment, and a very expensive one. However the good news for diabetics is that they do not have to eat any differently to anyone else who is just trying to have a healthy diet. Diabetics do not have to eat special foods; they just need to follow the same guidelines for healthy eating as those who do not suffer from the disease. Diabetics do need to make more regular trips to their GPs in order to have health checks, particularly if they are over the age of forty and have not seen a doctor for some time. Those who do not have diabetes but are worried they could be at risk can also follow some simple tips to cut down on the chances of developing the disease. One good tip is to have a simple fasting blood test that can tell you if you unknowingly have pre-diabetes, and you will then be able to take steps accordingly. It is also a good idea to get more regular exercise, preferably moderately intense for half an hour a day five days of the week. Consult your doctor before undertaking any strenuous exercise and try to start slow.

Tips for Final Exams

Final exams can be incredibly stressful, but the stress can at least be partly alleviated by following a few simple tips on the big day.



One good tip is to make certain that you have all of the stationery that you will need for the exam, including the likes of pencils, pens, a calculator (if permitted) with fresh batteries, and eraser, as well as your exam admission letter and ID. To make sure that you are not late for the exam, make sure you get there at least an hour before it is set to commence.

Before you enter the exam room, make sure you have been to the toilet first, rather than ending up having to waste valuable time doing so in the middle of the exam itself.

It is also very important to carefully read the instructions and remember that you, unless directly informed to the contrary, you can answer the questions out of order, allowing you to answer the simple questions first and then spend more time on those that are a little more complicated.

Try to answer all the questions and try not to panic if a question seems unrelated to what you have studied – the connection will be there somewhere.

Cut Down On Family Waste

Wasting food can cost families a great deal of money, but there are a number of tips that can help to make the most of your savings and cut down on the amount of waste you are responsible for.



Having a plan for grocery trips is one of the best things you can do.

Whether you compile a digital list or do it the old fashioned way with paper and pen, planning your shopping trip will immediately start helping you to save.

The reality is that most people just buy too much of things, so do your homework, check out your fridge and pantry and make sure you are not buying more of items that you already have in abundance.

You should also make it a point not be tempted by “special offers”, which can seem like a great deal at the time until you get home and realize you don’t really need any of these products. Stay firm and stick to the shopping list you have already prepared.

You should also make sure that older items in your fridge are moved to the front, allowing you the chance to consume them before they go out of date.

Improving Your Vision

Vision changes naturally as people get older, but there are some things that can be done in order that vision does not worsen at an alarming speed. One of the easiest tips to follow is simply to go outside more often. Eyes need healthy blood vessels and oxygen in order to ensure proper vision and regular exercise outdoors is a great way to maintain both the health of your blood vessels and the oxygen intake of your eyes.

It is also important to maintain healthy glucose and blood pressure levels.

The main causes of blindness within the United States are diabetic retinopathy and macular degeneration, both of which are closely connected with diabetes and hypertension. Controlling both factors can be a big help in regards to protecting your sight.

Eating lots of vegetables and fruits benefits the eyes as well as other areas of your health as they contain vitamins and nutrients that are vital to the feeding and nourishment of the eyes. Eat a wide array of different fruits and vegetables to assist you to maintain good vision.



Avoiding Serious Marketing Errors

Mistakes happen, but the good news that when it comes to B2B marketing the great majority of serious errors can be avoided with a bit of discipline and careful planning.

One of the most common errors made by B2B professional marketers is attempting to be everything to everybody.

The reality however is that regardless of how good the products or services offered by your company may be, it is impossible to service everybody.

The simplest way to avoid this mistake is to gain a better awareness of your target audience. Knowing what you should not, or even cannot, do is vital to making B2B marketing a success, so build a detailed and specific buyer persona which will enable you to better develop clear messaging aimed specifically at your particular market.

Another mistake to avoid is to keep reusing old methods just because they worked in the past.

Tried and true methods may seem safe and risk-free, but they also virtually guarantee that there will be no chance for bigger gains than has previously been the case. B2B marketing strategies need constant updating to account for new approaches, channels and technologies.



Valentine's Day Gifts to Pamper the Feet

Valentine's Day is a day to pamper the one you love. Why not pamper their feet? We can help you do that, right here at Fixing Feet Institute. Some of the products we offer for sale in our office are listed below:

Dr Remedy Nail Polish – Made with organic compounds which are a naturally occurring anti-fungal, and anti-bacterial for healthier, stronger looking nails.

Foot Miracle Cream – This unique, deep penetrating formula softens calloused and rough areas with a soft as velvet feeling.

Bromi-Talc Plus – A cool soothing powder that has astringency and absorbency to provide comfort and help to prevent odor.

Sensi-Foot Socks – Comfort and protection with every step, moisture wicking yarns, antibacterial/antifungal finish, and a mild compression.

Revita Derm 40 W/Pumice Stone – Medical strength care for thick, dry and calloused skin

Kamea Emollient Foot Cream – This cream contains ingredients that condition, moisturize, soften and improve the appearance of skin.

Ortho-Nesic Pain-Relieving Gel – a soothing, pleasant smelling way to rub away minor aches and pains.



FOOTPRINTS

GOOD NEWS AND INFORMATION FOR
THE FRIENDS OF FIXING FEET INSTITUTE

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

FEBRUARY 2018

Groundhog Forecasting??

Every February 2nd, crowds gather at Gobbler's Knob in Punxsutawney, Pennsylvania to see a groundhog named "Punxsutawney Phil". Phil peeks out of his heated simulated tree trunk around the crack of dawn, to make the most celebrated weather forecast of the year. Upon emerging from his tree trunk it is legend that if he sees his shadow, we will have 6 more weeks of winter weather - while if he does not see his shadow, Spring is right around the corner.

The celebration of this "groundhog forecaster" is witness each year by crowds gathering as early as 3am in anticipation, with a pre-dawn fireworks show with lively music. Even though records kept since 1988 show no accuracy to Phil's predictions, the crowds continue to gather each year for this most anticipated weather forecast by a groundhog.

February Dates to Remember

February 2nd – Groundhog Day
February 4th – SuperBowl Sunday
February 11th – Make a Friend Day
February 14th – National Organ Donor Day
February 14th – Valentine's Day
February 17th – Random Acts of Kindness Day
February 18th – National Drink Wine Day
February 20th – Love your Pet Day
February 24th – National Tortilla Chip Day
February is also: American Heart Month
<http://www.heart.org/HEARTORG>
Natl Children's Dental Health Month
<http://www.adafoundation.org>
Marfan's Syndrome Awareness
<http://blog.marfan.org> Month

Help Us Support our Troops !!

Fixing Feet Institute is once again partnering with Packages from Home to salute our heroes overseas and at home. Packages from Home has extended their services to now support not only those deployed, but those at home and the canines that aid them.



Packages From Home sends care and comfort packages to deployed American military heroes who are stationed in active duty theaters around the world, as well as to facilitate activities that elevate morale of all veterans.

Packages For Hope program seeks to aid veterans who are in transition, homeless or at risk of becoming homeless.

Bones From Home was created to serve the 2,700+ Military Working Dogs active worldwide by providing military-approved food, grooming, toy and training products to service canines and their handlers.

You can obtain their Wish List at our office or online at <http://www.packagesfromhome.org/wp-content/uploads/2017/05/PFH-Wish-List-2017.pdf>
We will have collection boxes in our office for your donations