

Spotlight On **Business** 2018

Spring into Action

Get moving again with Shockwave Therapy

Every spring, Dr. Mark Friedman and associates of Albany Podiatry see an uptick in patient complaints of foot and ankle pain. Warmer weather brings increased activity levels, and what was once mild discomfort can become more severe. To make matters worse, many people avoid seeking medical treatment because of the associated recovery time. However, through advanced technology, numerous conditions can be addressed without downtime.

Albany Podiatry offers Shockwave Therapy, a highly effective, non-

invasive treatment option to eliminate pain and restore full mobility. Shockwave Therapy has proven to be just as successful as surgery, but without the risks, complications, or lengthy recovery time. Patients are treated in-office, can bear weight immediately, and return to normal activity within a few days.

How does Shockwave Therapy work?

Shockwave Therapy uses pressure waves to stimulate the metabolism, enhance blood circulation, and accelerate the healing process. Damaged tissue gradually regenerates and eventually heals.

What conditions can be treated?

Shockwave Therapy provides relief to those suffering from both chronic and acute ailments, including heel pain, achilles tendinitis, plantar fasciitis and other conditions.

Is it covered by medical insurance?

Shockwave Therapy is covered by select insurance plans. For those patients whose insurance does not cover Shockwave Therapy, patients may submit paid receipts to their health savings accounts (HSA) for consideration. Fortunately, Shockwave Therapy is very affordable.



Is it safe?

Yes. This FDA-cleared technology was developed in Europe in the 1960s and is currently used around the globe. Shockwave Therapy can be found in every medical discipline and is frequently used to treat professional athletes.

How many visits are required?

The doctor performs

a complete foot/ankle examination to determine if the patient is a candidate for Shockwave Therapy. (This initial exam is typically covered by medical insurance.) Each treatment plan is based on the individual's condition. A typical course of treatment is 3-5 sessions; approximately 10-20 minutes each, depending on the condition being treated.

Albany Podiatry is located at 6 Executive

Park Drive, just behind Stuyvesant Plaza. Drs. Friedman, Hardy, and Mason specialize in comprehensive podiatric care, including stubborn conditions that have previously proven difficult to manage, such as achilles tendinitis, plantar fasciitis, and diabetic foot care. For more information visit www.albanypodiatry.com or call Albany Podiatry at (518) 482-4321.

Suffering From Heel & Arch Pain?

Get relief with FDA cleared non-invasive shockwave therapy!

Albany
PODIATRY

Live demonstrations every 30 minutes

Thursday, April 26th from 4-6:30pm

Call to reserve your spot today!

Evening & Saturday Hours Available!
(518) 482-4321

6 Executive Park Drive, Albany
BEHIND STUYVESANT PLAZA
albanypodiatry.com