

Date

Doctor's name
Practice name
Street address
City, state zip

Footwear Solutions for Special-Needs Patients
Rochester's leading expert on **custom arch supports**
and **extra-depth shoes**. Specializing in meeting the needs
of **foot related discomfort for integrated care.**

Dear Doctor,

As a family physician, patients look to you every day for care and advice. You can assess their symptoms, health, and lifestyle in order to prescribe a course of treatment. But healing takes time and management.

Unlike specialists, the cornerstone of a family physician's practice is to provide an on-going, patient-physician relationship focused on integrated care. You can give your patients guidance but once they leave your office, it's up to them to be proactive.

Wouldn't it be helpful to have a trusted resource to which you could send your patients for continued lifestyle care management and help them alleviate chronic pain issues and problems?

Please allow us to introduce ourselves and share a little about how we can help improve the quality of life as well as clinical outcomes for your patients who suffer from chronic pain. We are Foot Solutions: Rochester's leading expert on special-needs footwear. Here are just a few examples of how we solve problems and improve clinical outcomes every day:

- **Muscle tension.** A well-fitted pair of shoes can help reduce tight calf, ham string, and back muscles...releasing tension, returning energy, and improving circulation.
- **Arthritis.** Rheumatology patients often report improvements and pain relief associated with proper fitting of shoes that cushion and support every move.
- **Orthopedics.** Carefully fitted shoes can relieve pressure points off joints and skeletal structure, improving chiropractic and orthopedic outcomes.
- **Injuries.** Proper footwear can speed healing and reduce, back, knee, heel, toe and joint pain. Good shoes help reduce pain associated with Achilles tendonitis, plantar fasciitis, heel spurs, and ankle problems.

A good fit. Proper fit affects nearly every aspect of a patient's health and wellness, particularly for patients with chronic conditions or other unique needs. Foot Solutions has trained pedorthists on staff to ensure a precise fit. Our referring doctors know our extensive staff training, clinical knowledge, and wide selection are unmatched in the Greater Rochester Area. Our free analysis can be trusted to help make sure your most valued patient is well cared for.

At Foot Solutions, there is no such thing as bad feet. **Won't you please keep us in mind as you treat patients who may benefit from properly fitted shoes, custom inserts, or arch supports?** Enclosed is our brochure.

Thank you in advance for your time and attention. I hope to have the privilege of earning your trust and referrals.

Very truly yours,

Anne Rasch
Owner

P.S. Questions? Jus call. Our qualified staff is available always from calls from our physician partners.