

SPECIAL FREE REPORT

# -THE TOP 10- Things To Know When Choosing Your Foot and Ankle Specialist

by Matthew Dairman, DPM MS FACFAS



757.934.0768  
[www.1Foot2Foot.com](http://www.1Foot2Foot.com)

## Introductory Letter from Dr. Dairman

Dear Friend,

Has pain or discomfort from foot or ankle issues prevented you from living the life you want to live? Your feet should never have any pain or discomfort. At the 1Foot 2Foot Centre for Foot and Ankle Care, PC we help to get your feet better.

Choosing the right foot and ankle specialist can be a challenge. Untreated or poorly treated foot problems can quickly escalate into lasting or permanent damage. The sooner you can see a podiatrist, the better. Obviously, choosing the best podiatrist for your care is critical to your health. I put together this free resource to help inform you on what you should look for in a podiatry office. Use this report to evaluate your options so you can make a knowledgeable and sensible choice. You can also browse our website, [www.1Foot2Foot.com](http://www.1Foot2Foot.com) to learn more.

If you have further questions, feel free to contact us at any of our three convenient locations:

- Downtown Suffolk, VA: 757.934.0768
- North Suffolk, VA: 757.686.3668
- Hampton, VA: 757.827.7111

We are committed to helping you have better feet so you can have a better life.

To your healthiest life,

*Dr. Matthew C. Dairman*

Matthew Dairman, DPM MS FACFAS,  
Founder and Podiatrist

P.S. You can also contact us to schedule an initial consultation so we can properly diagnose your condition through thorough history, examination and testing. We will then inform you on your diagnosis, available treatment options and prognosis. This thorough approach allows you to feel most comfortable with your treatment solution. To schedule, simply call 757.934.0768.



## Table of Contents

Introductory Letter from Dr. Dairman .....	2
Number 1: Do They Have A Philosophy That Helps Your Treatment?.....	4
Number 2: Do They Have Extensive Experience?.....	5
Number 3: Do They Use The Latest Techniques And Technologies As Well As Classic Treatments?.....	6
Number 4: Do They Provide Personalized Care In A Friendly, Inviting Environment? .....	8
Number 5: Do They Offer Flexible Office Hours, Same Day Appointments And Same Day Treatment?.....	9
Number 6: Do They Recommend Treatment Other Than Surgery?.....	10
Number 7: Do They Have Any Specialties Within Podiatry?.....	11
Number 8: Do They See Patients Of All Ages?.....	12
Number 9: Do They Work With Other Specialists? .....	13
Number 10: Do They Accept Your Insurance? .....	14
Bonus #1: Do They Have An On-Site Shoe Store? .....	15
Bonus #2: Do They Have An On-Site Spa? .....	16
Closing Letter From Dr. Dairman .....	18

NUMBER  
**1**

## Do They Have A Philosophy That Helps Your Treatment?

You may be wondering why it is important for a foot and ankle specialist office to have a philosophy. Having a philosophy is critical to building a team and a culture that can provide consistent and great care. Before choosing your foot doctor, ask them to tell you about their mission or philosophy. If they don't really have one...beware.

At 1Foot 2Foot, we offer a very unique philosophy. 1Foot 2Foot offers the world's first integrated foot and ankle facility to include a comprehensive podiatry (foot and ankle) practice, medical spa (featuring the safest pedicures in Tidewater), and a fashion comfort shoe store.



At its core, 1Foot 2Foot Centre for Foot and Ankle Care is a progressive podiatry practice founded by one of America's Top Podiatrists, Dr. Matthew Dairman DPM MS. Today, there are multiple award-winning podiatrists at 1Foot 2Foot Centre for Foot and Ankle Care.

1Foot 2Foot was established to fulfill the need for quality and personable podiatric care in the Hampton Roads/Suffolk Community.

Specializing in complete foot and ankle care, our foot doctors bring a broad based variety of skill and experience to this practice. Inclusive in their treatment of patients is a comprehensive consultation to determine the suitable course of action to comfortably address any of your podiatric needs. Our efficient and personable staff assures that each patient receives the personal attention he or she should expect from a healthcare provider.

**IDEAS** The **1Foot 2Foot** Way

- IDENTIFY** your goals for and expectations of your experience at 1Foot 2Foot.
- DIAGNOSE** your condition through thorough history, examination and testing.
- EDUCATE** you on your diagnosis, available treatment options and prognosis.
- APPLY** treatment protocols to **ACHIEVE** your goals and expectations.
- SHARE** your 1Foot 2Foot experience with your family, friends and colleagues.

*"The value of an idea lies in the using of it." Thomas Edison*



NUMBER

2

## Do They Have Extensive Experience?

When it comes to the health of your feet, you want to ensure you are working with an experienced podiatrist. Each situation is different and by having a foot doctor with experience, your treatment will usually be better. You should also make sure they have podiatrists that are board certified or qualified by the American Board of Foot and Ankle Surgery.

1Foot 2Foot has the facilities, board certified and qualified specialists, and experience necessary to provide total foot and ankle care with the best results. Since 2006, we have helped over 25,000 patients, lived our mission, and helped people have better feet for a better life.

From relieving any pain or discomfort in your feet or ankles, to supporting your feet with fashionable, comfortable footwear, to pampering your feet with the safest and cleanest pedicures, we have the extensive experience to help you. Our doctors and team are constantly continuing their education and learning the latest, most innovative ways we can help treat your condition. The Virginian Pilot has recognized 1Foot 2Foot as Suffolk's Best Podiatrist for 10 years straight.



NUMBER

3

## Do They Use The Latest Techniques And Technologies As Well As Classic Treatments?

Many podiatrists will boast about having advanced technology, but the reality is nothing has been updated in years. You want to make sure your podiatrist office has the most innovative and updated technology. Additionally, you want to be sure the foot doctor will use more traditional methods of treatment when appropriate.

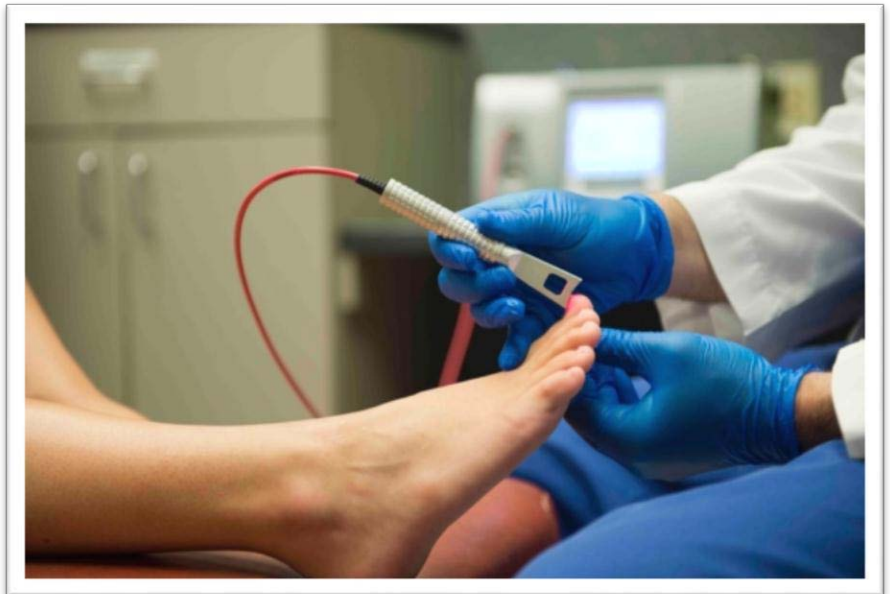
At 1Foot 2Foot Centre for Foot and Ankle Care, PC, we use a combination of the latest medical technology, along with good old- fashioned patient care to meet your foot health needs. In fact, some traditional treatments work just as well or even better than newer treatments. Simply put, we provide the best treatment solution for your unique situation. It's the kind of one-on-one classic care that's hard to find in today's fast-paced world.

Below you will find some information on some of our newest technologies.

### Laser Treatment to Treat Toenail Fungus

Toenail fungus or onychomycosis is one of the most common types of fungal infections to affect Americans. In fact, 25 million Americans suffer from this infection. Though onychomycosis is not particularly painful, it can certainly be embarrassing and cause a fair amount of discomfort to those dealing with it. The most unfortunate thing about this infection is that it has a tendency to surface again and again. Moreover, it rarely responds to over the counter medications. People infected with toenail fungus are consequently often frustrated and resort to newer ways of treating this disease. One such emerging treatment option for toenail fungus is laser. Laser technology kills the pathogens that cause toenail fungus.

1Foot 2Foot is pleased to offer the first laser in Hampton Roads that is FDA cleared for the treatment of toenail fungus. After years of research and waiting for the technology to prove itself, we now believe this laser to be an affordable, valuable and viable treatment option for those suffering with nail fungus.



## Shockwave Therapy (EPAT) to Treat Heel Pain and Chronic Achilles Tendinitis

We use Extracorporeal Pulse Activated Technology (EPAT) Therapy, a form of shockwave therapy, as a non-invasive treatment for chronic Achilles tendinitis and plantar fasciitis, also known as heel pain. You can expect the treatment to last fewer than 10 minutes and not require any anesthesia. Through experience and research, we have determined that 80% of the time, EPAT provides an effective solution that allows patients to easily work around their normal schedule and daily activities with no downtime and no reported complications.



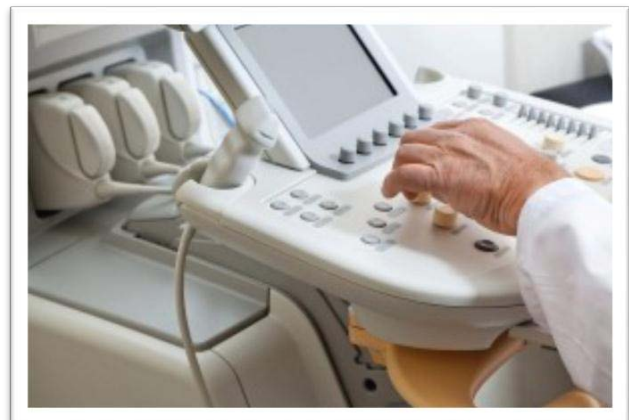
## Digital X-Rays



Digital radiology has revolutionized podiatric care over the past decade. Digital x-rays allow the podiatrists at 1Foot 2Foot to take and magnify an image of your foot with crystal clear details. This enables the foot doctors to tell stress fractures apart from other abnormalities. It ensures a proper diagnosis of painful foot and ankle conditions with the ability to view the digital x-rays immediately in the office. We also use digital x-rays to monitor your foot's structure on an ongoing basis in order to evaluate and treat any chronic foot conditions.

## Diagnostic Ultrasound

Many people know about Diagnostic Ultrasound because OB/GYN physicians routinely use it with their expectant patients. We use it to properly diagnose foot conditions and identify exactly where the problem is – eliminating trial and error treatment and continued pain for the patient. With our Diagnostic Ultrasound machine, we can locate and begin to effectively treat soft tissue conditions like Achilles tendinitis, plantar fasciitis, tumors, foreign bodies, torn tendons and stress fractures. We actively perform injections under ultrasound guidance to decrease pain and increase the efficacy by placing medication to the precise place that is in pain due to inflammation.



NUMBER

4

## Do They Provide Personalized Care In A Friendly, Inviting Environment?

When it comes to visiting any doctors' office, you expect to go into a clean and inviting environment. Obviously a friendly doctor and warm staff can make your experience more comfortable. When you go to your podiatrist office, you should have that same welcoming feeling to know you are in the right place.

At 1Foot 2Foot Centre for Foot and Ankle Care, The Shoe Fits and Stems Spa we are always focused on what's important – YOU! Our friendly, caring staff will welcome you into any of our convenient locations. Our goal is to make sure you're 100% comfortable.

We want you to know that your care team at 1Foot 2Foot is dedicated to keeping your feet happy and healthy. Whether you're coming in for podiatry treatment, a custom shoe fitting, or a pedicure at the spa, you will feel relaxed and at ease.

We always take a thorough approach and inform you of all of your options. We'll take the time to answer all of your questions and address all of your concerns. Our inviting atmosphere is specifically designed, so you have the best experience possible.





NUMBER

5

## Do They Offer Flexible Office Hours, Same Day Appointments And Same Day Treatment?

In today's world, it is probably safe to say that you are very busy. It is also probably safe to say that you want to be sure your foot and ankle specialist has convenient hours that fit your schedule.

*At 1Foot 2Foot, we'll do everything we can to get you treated as soon as possible. Flexible appointment times before and after work or school are available. We even have same day appointments, because you should not have to wait to rid your life of foot and ankle pain.*

Our on-site shoe store also offers convenient hours. Additionally, we stock many of our fashionable and comfortable footwear to save you time.

If you want to pamper yourself with a visit to the spa, we offer convenient appointments for pedicures, massages, foot treatments and more. Stems Spa is also open on weekends.

If you suffer from foot problems, you should not have to wait to get treatment. In fact, the longer you wait to see a podiatrist, the greater the chance your condition will worsen. Oftentimes, waiting too long may even lead to surgery. You want to be sure your podiatrist can see you timely so you can avoid any further and unnecessary pain.

Depending on your unique situation, you may be able to receive same day treatment as well. Our podiatrists want to make sure you don't live with foot pain any longer than you have to. At 1Foot 2Foot, it's our goal to make your podiatry treatment as convenient as possible and get you back to a more enjoyable life, without pain.



NUMBER

6

## Do They Recommend Treatment Other Than Surgery?

It is true that many people are reluctant to schedule an appointment with a podiatrist or orthopedist for fear that surgery is the only fix for their problem and they simply don't have time for recovery. There are many podiatric and most orthopedic offices where surgery is the first option for treatment. In some cases, surgery does make sense. For example, if you have a bad infection, a broken bone or a ruptured tendon, surgery is the most logical option. However, in other cases, orthotics and even wearing properly fitted footwear can resolve the issue. There are often plenty of options before surgery is even considered.

Depending on your unique foot or ankle condition, you should talk with your podiatrist as to what treatment option makes the most sense for you. There should always be a dialogue between the patient and the podiatrist so you can make an informed decision.

Also, there are different kinds of surgeries that a podiatrist can perform. Some are minimally invasive and have little discomfort. Each 1Foot 2Foot Specialist is highly trained in foot and ankle surgery. If other treatment has failed, then we have the skills to fix your condition.

You will be happy to know that at 1Foot 2Foot, all of our trusted podiatrists will spend the time to ensure all of your questions are answered. We use surgery only when surgery makes the most sense. Our onsite shoe store The Shoe Fits can also be extremely helpful in finding the right footwear to help you prevent the need for surgery.



NUMBER

7

## Do They Have Any Specialties Within Podiatry?

Many podiatrists stop with the minimum required foot and ankle education. This limits numerous podiatrists' ability to properly and efficiently treat their patients' foot and ankle conditions. You should ask your podiatrist what kinds of specialties within podiatry they have had extended continuing education.

While our podiatrists are experienced in treating a wide range of foot and ankle conditions, they have also received specialized training in the following select areas:

- Ankle and foot reconstructive surgery
- Bunion correction
- Peripheral nerve surgery
- Heel pain (plantar fasciitis, Achilles tendon disorders and bone spurs)
- Ingrown toenail correction
- Biomechanics of the foot and ankle/Orthotics and braces
- Diabetic foot and wound care and related reconstruction
- Sports and running injuries
- Foot and ankle fracture management



NUMBER

8

## Do They See Patients Of All Ages?

When choosing your foot and ankle specialist, it is important that they have experience with other patients similar to your age. Your age can affect your treatment options and healing time. Therefore, your podiatrist should have experience treating patients of your age.

At 1Foot 2Foot, our expert podiatrists help patients of all ages from pediatric podiatry to geriatric podiatry. Most importantly, 1Foot 2Foot treats you as member of their extended family. Our staff cares for aging parents and growing children of our own. You'll know that any treatment recommended to you would be the same treatment recommended to a member of our own family in the same circumstances. All of our locations are family-friendly and we love helping people of all ages.

I have written a book "Little Feet: A Guide to Your Child's Foot Health" to answer many of the common questions that arise when children have a foot problem. I have also created a special report to assist seniors and those who care for them. This book and report are available to you as a free download at [www.1foot2foot.com](http://www.1foot2foot.com)



NUMBER

9

## Do They Work With Other Specialists?

Some podiatrists will not work with other specialists. They simply work on cases where they do not need to bring in another specialist, or worse they will attempt to treat the patient for something that should be referred to another specialist.

At 1Foot 2Foot, our friendly foot and ankle specialists work with a myriad of specialists. Doctors and specialists of all kinds often refer their patients who have foot and ankle conditions to 1Foot 2Foot. We welcome working with other specialists and we do keep them informed throughout the entire treatment period.

For example, effective diabetic management requires a team approach. 1Foot 2Foot works with vascular specialists, endocrinologists, infectious disease physicians and internists to ensure your feet stay as healthy as possible.

Additionally, 1Foot 2Foot is an independent practice – we're not a big multispecialty group or hospital owned practice and you are not just a number to us. This means that we are not compelled to refer our patients to an affiliated physician or specialist. We can send you wherever we think is best for you.



NUMBER

10

## Do They Accept Your Insurance?

The first question new patients usually ask after choosing their foot and ankle specialist is, “Do you accept my insurance?” or “How much will treatment cost?”

Not all specialists take most insurances. Many will not file the paperwork for you and have the most updated billing codes to ensure your maximum benefit. If you don't have insurance many foot doctors do not offer flexible payment options. Be sure to choose a podiatrist that will help you obtain the most affordable care.

At 1Foot 2Foot Centre for Foot and Ankle Care, PC we accept most insurances. We also file all the paperwork for you. Our in-house billing department tracks current trends and changes in the insurance industry to help ensure that the most up-to-date billing codes are used, thus helping ensure you receive the maximum coverage allowed by your insurance. For an up-to-date list of insurance plans that we participate with, please visit [www.1foot2foot.com](http://www.1foot2foot.com).

*In the event that you do not have health insurance or a treatment offered is not covered by insurance, we also offer affordable and flexible payment options.*



BONUS

#1

## Do They Have An On-Site Shoe Store?

This report was only supposed to cover the top 10 most important things to know when choosing your podiatrist, but we always try to over deliver. Most podiatrist offices only provide care to relieve your foot or ankle pain. Ideally, you want to choose a podiatrist that can also help you support your feet with an on-site shoe store.



At 1Foot 2Foot, we offer Suffolk’s first and only comfort fashion shoe store featuring footwear and related products. Our fit specialists ensure that your feet are matched to footwear designed to maximize your foot function and comfort.

We’re focused on your care above all else, so no shoe will be sold that doesn’t fit appropriately. Respect, honesty, integrity and kindness - it’s how we treat you!

A certified shoe fitter will perform a thorough foot-fitting evaluation. We will then help you find the best shoe and arch support combination that can put your feet in balance and improve the alignment of the rest of your body. Our inventory is hand selected and approved by the physicians of 1Foot 2Foot podiatry office.

At The Shoe Fits, we offer:

- Diabetic shoes
- Work Shoes
- Athletic shoes
- Compression Socks
- Pads
- Arch Supports



You do not have to be a patient of 1Foot 2Foot Centre for Foot and Ankle Care, PC or a client of The Stems Spa to come to The Shoe Fits. Although, for the health and comfort of your feet we do recommend you visit all three. To help you have better feet for a better life, we have combined premier foot and ankle treatment, with supportive footwear in our shoe store, and a place to pamper your feet in our spa.

Below are just some of the brands we carry at The Shoe Fits. Furthermore, please contact us if you do not see a brand you are specifically looking for.



Healthcare professionals receive 10% off all purchases in The Shoe Fits or services at The Stems Spa.

BONUS  
#2

## Do They Have An On-Site Spa?

Again, most podiatrist offices only provide care to relieve your foot or ankle pain. Ideally, you should choose a podiatrist that can also pamper your feet with an on-site spa staffed with trained and experienced technicians.

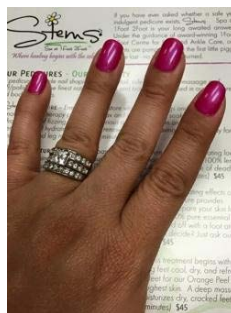


Stems Spa at 1Foot 2Foot is a unique benefit that most podiatry offices do not offer. However, you don't need to be a patient to enjoy Stems Spa. We provide a full-service on-site spa that specializes in proper foot care. Stems Spa offers safe pedicures, natural manicures, massage therapy, reflexology, sugaring/hair removal and more. Our licensed nail technicians and licensed cosmetologists have years of experience helping patients pamper their feet. We also help keep your feet healthy and feeling great with preventative therapy and relaxing treatments.

Taking care of your feet is more than just visiting our local podiatrist. You deserve to be pampered and give your feet a little extra attention. Your feet will feel better and look better after your visit to Stems Spa.



Our hours are very convenient by providing weekend and evening appointments. To schedule your appointment, call 757.942.8007 for our downtown Suffolk location. For our North Suffolk/Harbourview location, call 757.337.5925.





Whether you are a patient of 1Foot 2Foot Centre for Foot and Ankle Care, PC, or a customer at our on-site shoe store The Shoe Fits, we welcome and invite you to come to Stems Spa. To help you have better feet for a better life, we have combined premier foot and ankle treatment with supportive footwear in our on-site shoe store and also with a place to pamper your feet in our on-site spa. Book your appointment today, you will be grateful you did!

### Our Spa Services Include:

- Pedicures
- Manicures
- Reflexology
- Full-body Massages
- Nail Restoration



Many people find pedicures to be a great way to relax and treat yourself to something special. However, pedicures and other spa treatments can also be an important part of your podiatric treatment plan. If you have diabetes or if you're on your feet for work, regular pedicures can keep your feet healthy and feeling good. You'll not only enjoy the relaxing experience of being pampered, but you can feel confident that licensed experts in foot care are examining your feet.

### Some of our unique pedicures include:

- Signature Aromatherapy Pedicure
- Chocolate Mint Footprint
- Peppermint Foot Facial
- Tea for Two... Feet
- Ice Cream Dream
- The Orange Peel
- The Good Ol' Boy (men's pedicure)
- Lucy's Princess Pedi (for girls 12 and younger)



Healthcare professionals receive 10% off all services in The Stems Spa or purchases at The Shoe Fits.

*To schedule your appointment, call 757.942.8007 for our downtown Suffolk location, or call 757.337.5925 for our North Suffolk/Harborview location.*

## Closing Letter From Dr. Dairman

Dear Friend,

I hope you have found this free resource helpful in your research for finding a podiatrist for yourself, your child or a loved one. I also hope that this report has shown you how 1Foot 2Foot is committed to helping you have better feet for a better life. We can help you with your foot or ankle concerns, and in most cases without surgery.

Remember our “IDEAS” and The 1Foot 2Foot Way:

This philosophy provides you a thorough approach to your treatment, so together you and your podiatrist will decide on the best treatment option for you.

I commend you for doing your research and reading this resource, because ultimately you should feel comfortable and trust your podiatrist to provide you or your loved one with the best treatment possible.

Of course, there are more things you should know about when it comes to choosing a foot and ankle specialist that I didn't include in this resource guide; in fact, I could have easily doubled it! However, I am confident that the information provided will help you make your best decision in choosing a podiatrist.

Most importantly, please know that myself, the other podiatrists in the practice and our entire care team at 1Foot 2Foot are always here to answer any questions you may have.

To your healthiest life,



Mathew Dairman, DPM MS FACFAS,  
Founder and Podiatrist

P.S. If you are ready to learn more about how we can help you get back to a life without foot or ankle pain, please give us a call at 757.934.0768. We have 3 convenient locations and same day appointments available. Schedule your initial consultation today.

P.P.S. I also invite you to visit our on-site shoe store, The Shoe Fits, or contact us to schedule a pedicure or other spa treatment at Stems Spa.



**IDEAS** The 1Foot 2Foot Way

- IDENTIFY** your goals for and expectations of your experience at 1Foot 2Foot.
- DIAGNOSE** your condition through thorough history, examination and testing.
- EDUCATE** you on your diagnosis, available treatment options and prognosis.
- APPLY** treatment protocols to **ACHIEVE** your goals and expectations.
- SHARE** your 1Foot 2Foot experience with your family, friends and colleagues.

*"The value of an idea lies in the using of it." Thomas Edison*

**1FOOT 2FOOT**



**RELIEVE**



**SUPPORT**



**PAMPER**

**BETTER FEET FOR A BETTER LIFE**