

## PODMED PODIATRY IN PRACTICE: THE LATEST NEWS FROM US TO YOU!



## POSTCARDS FROM JAPAN!

Sam and his wife Penny were lucky enough to have a holiday in beautiful Japan recently. Visiting Tokyo to see the sights and eating out at some special restaurants. A few days skiing in Hakuba the site of the Nagano Winter Olympic Games was just what they needed to work off all the Sushi.

While in Hakuba they spotted this unusual practice at a Temple in Zenko-ji, near Nagano:

*In days gone by, pilgrims would tie their farming sandals to the temple gate upon reaching their destination, hoping for strong legs and fortune.*

*Nowadays, people tie versions of these ancient shoes on the gate, as well as ballet shoes, in the hope that they will become good, strong dancers. A fascinating tradition, although those sandals do not look particularly supportive or sound to us!*



Phillip, Podiatrist, Custom Ski Bootfitter (Hakuba) at Rhythm Ski Shop and funny guy

Sam had the pleasure of having his ski boots fitted by Phillip, a first year graduate Podiatrist from Melbourne who's working in Hakuba, Japan. Phillip decided that his love for skiing could be coupled with his love for Podiatry by spending the last two seasons in Japan as part of a crack team of ski boot fitters at Custom Boot solutions. Here Sam tells us about his experience;

A big thanks to the team at Custom boot solutions and Rhythm ski shop for looking after me and what a great experience. It was fascinating listening to Phil tell his story. He has a really deep passion for expert ski boot fitting. He spent hours explaining the processes used by expert fitters and the art form of custom boot fitting. Over two days we went through modern fitting theory, the biomechanics of skiing, trouble shooting, new technologies and generally sharing good ideas. Many techniques used in ski boot fitting have been borrowed from Podiatry biomechanics and orthotic manufacture.

What's so fascinating is the relatively simple biomechanical movements a foot and leg need to make when skiing, compared to walking and running. Yet ski boots are notoriously famous for ruining a good day of skiing. Ski boots are designed to be uncompromising, and according to Phillip, that's often what they are. Having a Podiatry degree behind him has certainly made a big difference to Phillip's customers. Through his studies, Phillip has



developed a strong interest in biomechanics and is able to apply his knowledge really well when custom fitting Ski boots

"I love to interact with people and hear their stories whilst reciprocating with excellent customer service. There is a lot that can be learnt from being open with a customer and making them feel comfortable."

I thoroughly enjoyed spending time with Phillip. Beyond his passion for skiing, he's a funny guy. So if you're lucky, he might share a few gags with you while he's working his magic on your boots. Thanks to Phillip for sending the picture of my new boots. Phillip assures me that the guy wearing them is not him.



## PODIATRIST IN THE HOT SEAT

### 10 Questions with Ed Murray



This year we welcome our newest team member, Podiatrist Ed Murray. Ed comes to us from South Australia with a wealth of experience and knowledge. We have put Ed in the "hot seat" to learn some of his deepest secrets...

#### 1. What led you to Podiatry as a career?

I've always been fascinated by the human body - how it works and why it does certain things. Podiatry seemed to cover a lot of my interests.

#### 2. What is your speciality?

M\*A\*S\*H\* trivia & Function-based podiatry therapy

#### 3. Where did you train/ study?

Adelaide (University of South Australia)

4. Who is your hero / idol / if you have one?!

As a kid I loved Andrew McLeod and Steve Waugh

5. What is the best part of your job?

Being a part of people's lives & helping them achieve their goals.

6. Who is your favourite sporting team?

The Adelaide Crows.

7. What would your dream holiday be?

Relaxed coastal surrounds + European culinary treats/refreshments.

8. What's the most memorable trip /adventure you have been on?

A few weeks ago we went out on a mate's sail boat. The weather got nasty, the boat broke and we eventually got towed in by a couple of teenagers. It was so much fun.

9. Do you have any hobbies?

Until a few weeks ago, I used to sail and love AFL football.

10. Tell us something only your family knows about you?

I have been known to eat flies for money (Let's hope that this stopped a long time ago).

Thanks Ed!

Welcome to PodMed and we're glad you survived your first Sydney Harbour sailing experience!

Keep up to date with the latest happenings at PodMed and foot health news from here and around the world by following us on our social media accounts. PodMed Podiatry is on Facebook and Instagram.

Search "PodMed Podiatry" and join our network.



FOLLOW US

## DID YOU MAKE A NEW YEAR'S RESOLUTION?

The two most common new year's resolutions are:  
Lose weight & Exercise MORE

If these sound familiar to you then we are here to help!

PodMED clients can claim a FREE SESSION with Longevity valued at \$110. Read more and if you think it's for you, call 1300 964 002 or email info@longevitypt.com.au. This is a no strings offer. Just let them know you're a PodMED client and make an appointment today.



The two most common new year's resolutions are: Lose weight & Exercise MORE

## Let PodMed and Longevity Physiology Services help you KEEP your resolutions in 2017!

PodMed Director, Sam, has been looking to develop a good relationship with group of exercise physiologists who really know their stuff. There's been a big gap between injury management and rehabilitation at the medical level and patients getting back to everyday exercise using Personal Trainers or on their own. What we've been looking for is a team of exercise physiologists who sit between your medical professional and the personal trainer level who can manage all the specifics of what our individual clients need, while we developing that great base of fitness and freedom we all desire.

Jarret Wood and his group of exercise physiologists are just what we need. Longevity have been working with Podmed clients with some excellent results in injury specific training and also weight loss! In fact Longevity have been training and managing Sam for the last 8 months. *'In that time we've really been able to iron out a lot of the kinks that someone of Sam's history and ability tend to carry'* said Jarret. *'Not only have some of those niggly old injuries come back to haunt him in recent years, they are the types of injury that have inadvertently resulted in lower peak volumes of training over time. Not that Sam has ever been considered overweight, but the combination of some of these factors, long working hours and having two young children have changed the way he exercises and when he can exercise. We often find this is a problem for people his age.'*

Sam sees it as a slow and sneaky way he lost some conditioning and found 5-6kgs he didn't really want to find. Rachael Bafsky from Longevity (the daughter of local GP Dr Bafsky) thinks that *'So many professional people these days are signed up to the gym or PT groups and are not getting the most out of their training and getting injured. As a result it's easy to say, oh well I can't do that anymore, I'm too old for that now, become injured or sore and ultimately disengage with exercising. The same holds true for our more senior clients, especially if it's been awhile since they've done any structured exercise.'*

*Sam says that it's been incredible to see some of the improvements some of our clients have made in the last 6 months. Many are training on their own now and are enjoying exercising again. That's fantastic. Seeing our clients turning their weaknesses into strengths has been a really rewarding experience.'*



## Physiologists – FAQs

### Q: What is an Exercise Physiologist?

A: Exercise Physiologists are **university trained** health professionals who prescribe exercise as medicine for general health and fitness as well as for diseases such as:

- **Diabetes, arthritis, heart disease & stroke, overweight / obesity, osteopenia and osteoporosis, Post-Traumatic Stress Disorder, depression and anxiety and cancer.**

As well as preventative exercise prescription for:

- **Balance and co-ordination, falls prevention, bone density, sarcopenia (muscle loss with age) and athletic injury** through biomechanic analysis.

### Q: Will I be in a class or one on one?

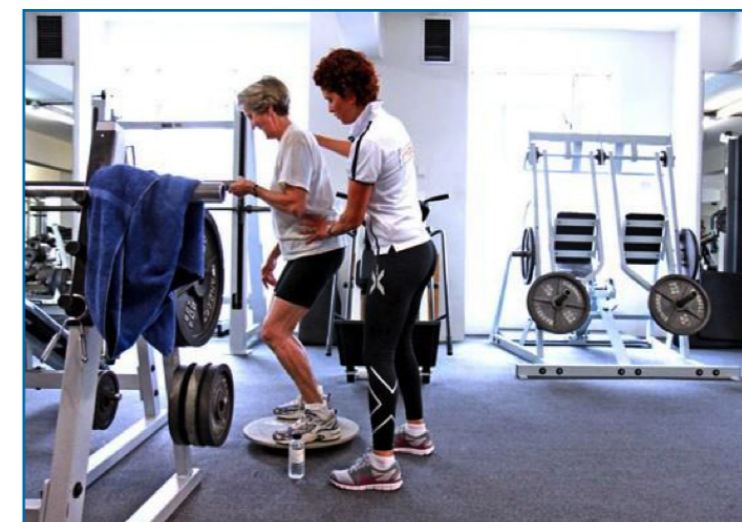
A: Longevity Physiology provides private bookings with **private health rebates available** (depending on level of cover), EPC Scheme with medical referral from GP, DVA white and gold card members and work-cover applicants. Call 1300 964 002 for more details.

### Q: Who can use an exercise physiologist?

A: Anyone with any fitness level of any age can benefit from visiting an exercise physiologist.

### Q: Where can we find you?

A: Longevity Personal Training and Exercise physiology is located conveniently in the **Regenes Fitness Building, 287-289 New South Head Rd, Edgecliff**  
[www.longevitypt.com.au](http://www.longevitypt.com.au)



## ARE YOU WORRIED ABOUT WASTING MONEY ON THE WRONG SPORTS AND SCHOOL SHOES FOR YOUR KIDS EVERY YEAR?

**The smell of squished bananas in the bottom of bags! Tantrums about homework! Missing hats! All these signs tell us one thing – SCHOOL IS BACK and it's time to think about kid's shoes.**

That's right kids, summer holidays are over and we can't wear flip-flops and boardies to school, sorry guys, black lace-ups and sports shoes are here again!

Do you have concerns about your child's feet or footwear? Book an appointment at PodMed Podiatry with one of our highly qualified and experienced podiatrists for a footwear check or assessment. We are always happy to answer any questions or address any concerns you may have about your child's foot development.

If you are looking for a reputable children's shoe supplier, PodMed Podiatry recommends and works closely with the following stores: **Fussy Feet, Athlete's Foot Bondi Junction** and **The Running Company, Bondi**.

### Fussy Feet

[www.fussyfeet.com.au](http://www.fussyfeet.com.au)

Angie and her qualified staff members at Fussy Feet children's shoes in Rose Bay are trained to fit shoes for all foot shapes. The team at Rose Bay have been a fantastic support for our young clients at Podmed podiatry. We know how important these young mouldable feet are. Children spend so many hours in their school and sports shoes, so ensuring they are fitted by experts is a really important part of making sure their young feet are not damaged or deformed by



badly fitted shoes. Angies simple tips for a better fit are, 'The heel the shoe should be firm and secure to avoid movement. Something that parents are most concerned about is space so that they last the full year....of course some length is required for growth, but not too much! Most importantly don't skimp on your childrens shoes and make sure that if you can afford the time to have them well fitted, please do. It will pay dividends later on.'

Fussy Feet has an impressive selection of children's sports, casual and school shoes starting at a size European 25 right up to a 46, including well respected brands such as Start-rite, Ricosta, Garvalin and Richter, there are also the necessary New Balance, Adidas and Nike school trainers in white and black.



### Athlete's Foot Bondi Junction

Greg and Lisa from the Athlete's Foot Bondi Junction help us provide our patients with the expert fitting and advice that they've come to rely on. They have a huge range of school shoes and sports shoes that cater for the needs of all our children and adult clients. The Athlete's Foot, Bondi Junction store is a flagship Athlete's Foot store. They have a committed, well trained team with all the education and resources to guarantee a great fit. Ask the podmed team for a \$25 dollar Athletes foot voucher at your next visit!



**THE SHOP FOR RUNNERS AND WALKERS**

## The Sydney Running Centre Edgecliff

The Sydney Running Centre has been operating as a speciality shoe store in the Edgecliff centre for over 15 years. Over recent years the number of specialty running stores in the Metropolitan area has grown considerably. This reflects on the increase in the number of people requiring performance footwear for their particular training needs. With Podiatrists more and more aware of the need for quality footwear, specialist shops have a critical role to play in bridging the gap between the medical professionals and the product user.

This is where the specialist shop comes into the equation. At Sydney Running Centre, owner Phil Roux, his son and manager Julian Roux, are both experienced runners. Phil has been involved with running shops both in the city and country over a period of 30 years. The method in helping customers buy the correct shoe is something the Sydney Running Centre applies consistently to every person who walks through the door of their shop. Whether you are a casual walker, fun runner or serious athlete the same principles of identifying your particular foot type and any biomechanical idiosyncrasies is applied. If the right shoe for your needs is not in stock at the time an inferior substitute will not be sold and the correct shoe will be obtained as soon as possible.

The SRC will never compromise on the quality of the merchandise it sells particularly in its shoe range. If for any reason a customer is disappointed in the quality or durability of a product (when used correctly for walking or running) the SRC will guarantee after sales satisfaction either through the manufacturer or the shop itself. "If its professional service and advice for quality products at a fair Price" the SRC is definitely the shop for all runners and walkers.

## The Running Company Bondi

<http://therunningcompany.com.au/bondi-beach/>

The Running Company is a specialty running store born out of a desire to offer premium footwear and honest, expert advice to runners. As runners ourselves, we take pride in offering industry-leading customer service, footwear analysis and general running advice from people a team of running enthusiasts. The owner, Todd Ridge also operates a social running club for anyone interested in joining in we can highly recommend it. Just follow the Running Company link above and give Todd a call.

## PODMED PODIATRY

have been working on developing a range of comfortable and stylish casual footwear and walkers for our clients. We are currently stocking Frankie 4, Vionic and Revere Shoes for all seasons.



### SPECIAL OFFER for Podmed Client's, family and friends.

As a special offer to our clients reading our Newsletter we are offering \$30 dollars of any of our full priced shoes including new styles in our range arriving March up until April 9th. Use the code word **"PodMED2017"** at the counter before you purchase to activate your special offer From March through to April 9th.

*\* We are unable to apply this special offer retrospectively it only applies during the period March to April 9th. the Codeword "PodMED 2017" must be used at the time of purchase.*

**NEW STOCK ARRIVED TODAY** – NAT BLACK/BLACK, NAT BLACK WHITE, NAT WHITE AND SALLI BLACK/TAN.

