

October 2011 Newsletter

"Reply for a FREE Anniversary Basket!"

Congratulations Carol E.!

Congratulations to Carol E.! She is the winner of our September Give Away: **1 free pair of Little Step Orthotics for kids.**

September *Give Away Question*: What month is Dr. Lockwood due to have her first baby?

September Answer: Dr. Melissa Lockwood and husband Scott Heape, CPA, are expecting their firstborn on February 8, 2012. HFAA will be seeing patients as usual up to delivery and will have doctor coverage throughout February. The entire team at HFAA is very excited to meet the new mini-podiatrist!

YOU could be our next big winner. Dr. Lockwood wants to reward our readers with FREE prizes, EVERY month! HFAA is giving away **1 free Anniversary basket** to celebrate our 3rd year in business for the month of October! **All you have to do is reply to this e-mail with the correct answer to the question listed at the bottom of this newsletter to be entered to win.** One lucky winner will win the prize. The answer can usually be found in the context of the newsletter itself. So, good luck and get reading for your chance to win a FREE anniversary basket!

We're THREE Years Old!

Thursday, October 27, 2011 is HFAA's third anniversary! We are constantly incorporating the newest technology and revolutionary ideas to better serve our patients and their families. Recent improvements to the office include increased appointment availability to allow for more convenient scheduling, a Musculoskeletal Diagnostic Ultrasound (MSK) to non-abrasively diagnose and treat you, and a new electronic medical record system to keep your information secure and allow for easy physician to physician communication. As we look toward the future, we are excited to add pedicure services at our office. While we introduce new ideas and tools, our mission will always stay the same: to deliver high quality, comprehensive services to the community- with *excellence, compassion, and competence!*

It's OUR Birthday, but YOU Get the Cake!

We want you to help us celebrate our anniversary, so, we're throwing a CELEBRATION the entire month of October. Take advantage in these special promotions- only offered once a year!

Closed Toe Closeout: It's that time of year again- time to shove your tootsies back into closed toe shoes and store away the summer sandals. HFAA will get you ready for the cold weather with a FREE pair of athletic anti-bacterial anti-fungal socks with ALL self-pay shoe purchases!

Super Sandal Savings: All of our in-stock sandals are only \$99, just in time to complete a fall wedding outfit or in preparation for a winter getaway! Stop by to cash in on the savings on these customizable doctor-approved sandals with memory foam insoles- they can even accommodate custom orthotics!

Healthy Running Basket: Everything you need to kick-start a new exercise routine, or just amp up your current routine. One pairs of socks to wick away sweat, one tube BioFreeze for all your aches and pains, a pedometer, one pair medical grade inserts, and all of Dr. Lockwood's secrets to a healthy exercise routine are included in this basket for \$65.

Diabetic Delights: All of Dr. Lockwood's #1 picks for our diabetic patients in one basket. The Diabetic Delights basket includes BioFreeze spray for neuropathy (tingling, numbness, or burning sensations), one pair of non-binding socks to assure adequate blood flow, and one bottle of AmeriGel Care Lotion to promote circulation and decrease the appearance of spider and varicose veins. Everything a diabetic patient needs for \$45!

Trick or Treating Footwear

There are two cardinal rules of trick or treating-

- 1) have an awesome costume and
- 2) be comfortable and warm so you can hit the ground running with all those stops you have to make.

It's very important for children and adults to have proper shoes on while out walking the streets to get those sugary goodies. For most kids, (especially if the costume goes down to the ankles/feet) it is perfectly fine to have them wear tennis shoes while making the rounds. It saves mom and dad from hearing "my feet hurt!" during the fun times! Flimsy shoes or sandals in the end of October can lead to frostbite injuries if it is cold enough (and in Illinois it HAS been cold enough in the past!). Also, running around at dusk can be dangerous because your vision is impaired due to the darkness. This can create some problems seeing sticks, twigs, or rocks which may also cause injury if a child is running door to door in unsupportive shoes. Remember that regardless of whether the costume is cute, scary, or just plain awesome- a splinter or hurt toe will ruin your Halloween night!

Halloween Foot Funny:

Question: What did the podiatrist hand out to trick-or-treaters at Halloween?

Answer: Candy corns and candy callouses!

Upcoming Events:

HFAA is proud to be active in community involvement. If you have an event you would like HFAA to be a part of, please e-mail our office manager Sam Fowler at sam@heartlandfootandankle.com.

Become a Fan of HFAA:

Did you know you can follow HFAA on Facebook, Twitter, and on our blog?

Become a fan of HFAA on facebook.

Check out our 'tweets' on twitter.

Read our informational blog.

Or, visit our website anytime to learn more about podiatric care, to schedule an appointment, or to find out about upcoming events.

Reply for a FREE Anniversary Basket!

Thanks for reading our monthly e-newsletter. Dr. Lockwood wants to reward our readers by giving away FREE product each month. This month, we are giving away 1 free anniversary basket in celebration of HFAA's 3rd year in business. All you have to do is reply to this e-mail with the answer to the question below to be entered to win!

Question: What FREE product do you get if purchasing a pair of self-pay shoes during the month of October (hint: it's a special offer that only happens once a year!)?

Good luck!