

As running industry grows, so do injuries

Running continues to be a "recession-proof industry" according to Running USA's 2010 State of the Sport Report. The total number of US runners in 2009 increased 7% over the prior year and 38% in the past 10 years.

More than 10 million Americans finished a road race in 2009. Women made up 53% of those runners, and the average runner was 38 years old.

From 5Ks to marathons, all runners have

one thing in common: running is hard on the body. For that reason, runners are interested in preventing injury and taking care of their feet. Help them beat a path to your office when they're in need of healthcare services with these tips:

▶ Coordinate with race officials to host a gait assessment station before and after the race. Your practice will gain exposure in your community, and you and your staff will meet new people interested in your care.

▶ Donate branded water bottles for door prizes to promote your practice.

▶ Running for charity is often incorporated into races. Sponsor runners while supporting a good cause.

▶ Try it yourself! Be an example of a healthy lifestyle within your community.

▶ Volunteer to speak at a local running club's monthly meeting or provide expert content for their website.

Self-Reported Running-Related Injuries Among US Runners in the Last 12 Months

(Data: Running USA's 2010 State of the Sport Report)

Hips
12%

Low Back
10%

Hamstring
12%

Illiotalband
16%

Knee
23%

Shin Sprints
13%

Foot
12%

Plantar Fasciitis
14%

Quick Gait Assessment

Place running shoes on a flat surface side-by-side. Examine the heels at eye level.

Overpronation

Soles tilt slightly or significantly inward

Neutral

Soles do not tilt in or out

Underpronation (Supination)

Soles tilt slightly or significantly outward

CAOS™ Wave

A sandal that supports women's natural curves



Includes Prescription Orthotic



Custom Arch Support



Adjustable Straps, Removable Footbed

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Spring 2011 Footwear Catalogue
CAOS™ Riptide Sandals for Men



Patient Corner



Case Study

Patient

18-year-old female

Complaints

Pain, tightness and swelling of the inner knee, loss of quadriceps muscle mass

History

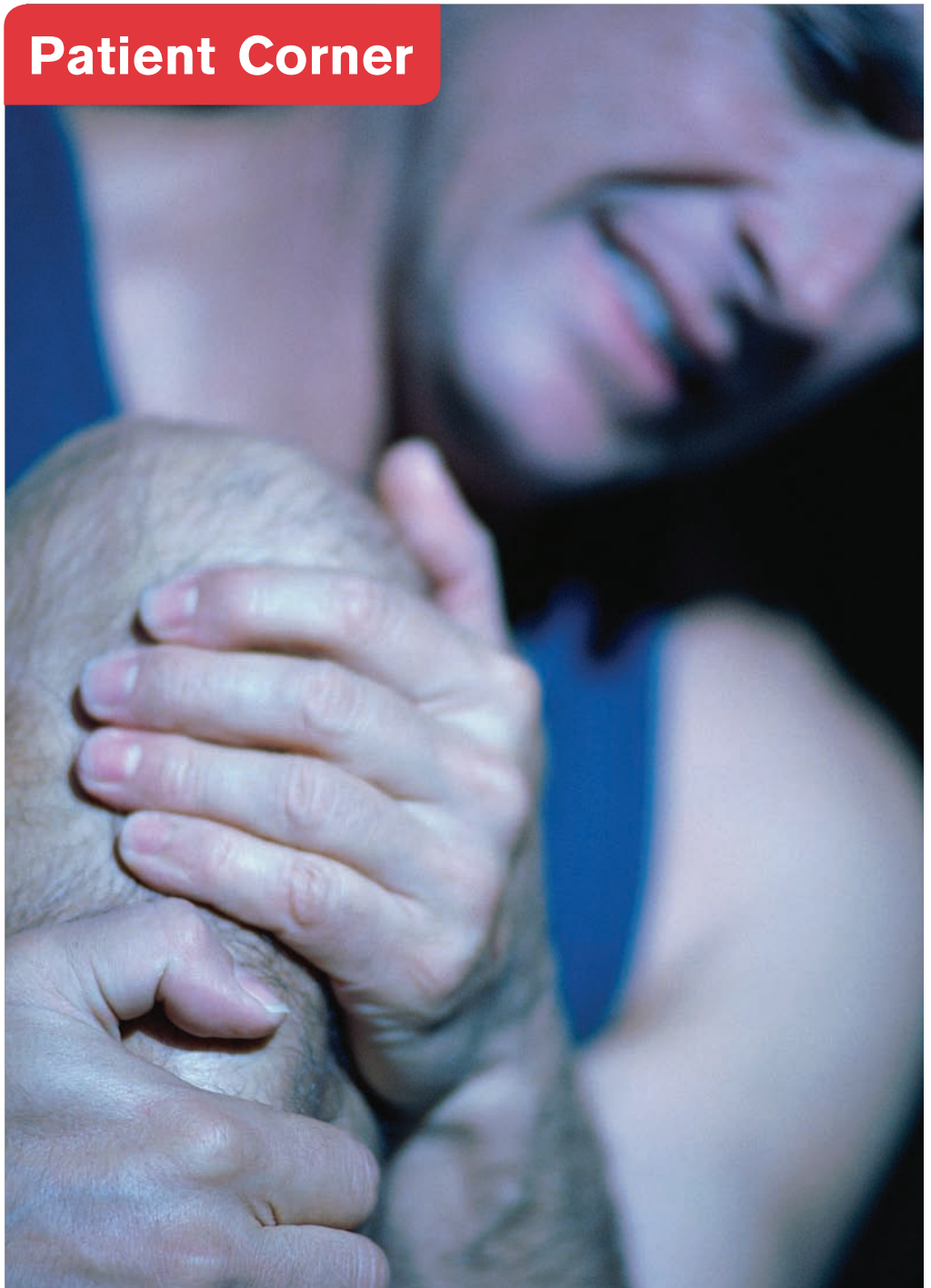
An avid soccer player for her high school team who suffered one dislocation in the past.

Clinical observations

Patient has flat feet and poor patellofemoral joint alignment

Diagnosis

Chondromalacia Patella



Chondromalacia Patella

What is it?

Softening of the cartilage under the kneecap (Patella). It is the most common trigger of chronic knee pain, caused by poor alignment of the kneecap.

How is it caused?

Patients with chondromalacia patella have abnormal patellar "tracking" toward the lateral side of the femur. This slightly off-kilter pathway allows the undersurface of the patella to grate along the femur causing chronic inflammation and pain. Certain individuals are predisposed to develop chondromalacia patella: females, knock-

kneed or flat-footed runners, or those with an unusually shaped patella undersurface. Injury (such as trauma to the kneecap) or overuse can also be contributing factors.

How is it treated?

First, allow the inflammation to settle. Physical therapy to strengthen the quadriceps and hamstrings may be helpful. Limit participation in sports or strenuous activities that increase the knee pain, such as deep knee bends, until the pain improves. Attempt to correct the alignment of the patella with orthotics. If the alignment of the patella cannot be corrected with therapy, surgery may be an option.

Look Inside!

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P. O. Box 13633
Roanoke, VA 24035-3633

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