



FOR IMMEDIATE RELEASE

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**NEW PROGRAM FOR TREATMENT OF HEEL PAIN  
(PLANTAR FASCIITIS) NOW AVAILABLE**

**Heeling Solutions R.E.S.C.U.E. Program™ Video  
Makes it Easy for People to Stay Motivated & Follow the  
Treatments Recommended by Doctors**

**NEW YORK, NY (PR WEB)** July 12, 2004—Heeling Solutions LLC ([www.heelingsolutions.com](http://www.heelingsolutions.com)) announced today that it is releasing the first video that can help the millions of Americans suffering from chronic heel pain. Developed with a multidisciplinary team of medical experts, the Heeling Solutions R.E.S.C.U.E. Program™ video offers heel pain sufferers an unbiased source of in-depth information about plantar fasciitis and easy-to-follow steps to eliminate the pain.

It is estimated that one in ten people will suffer from heel pain at some point in his or her life. This heel pain, medically termed plantar fasciitis, can be agonizing and results from overstress of the band of tissue that connects the heel bone to the toes. “In the beginning stages of plantar fasciitis, heel pain comes early in the morning and often disappears later in the day,” said David Nader, an exercise physiologist and member of the Heeling Solutions team. “This leads people to believe that the condition is correcting itself. Unfortunately, plantar fasciitis generally worsens over time if left

untreated. The pain can become disabling as it often limits mobility and leads to additional problems such as weight gain and loss of productivity at work.”

“I used to suffer from heel pain until I got educated about the problem and the steps to treat it,” said Daniel Marein-Efrón, President of Heeling Solutions. “Unfortunately, the information was not easy to find until we developed the R.E.S.C.U.E. Program™ video. Now, doctors can help guide their patients, employers can help their employees return to work and consumers can help themselves.”

The May 2004 *New England Journal of Medicine* reported that plantar fasciitis symptoms will resolve in more than 80 percent of people within 12 months. It recommends that doctors treat plantar fasciitis patients with “patient-directed, low-risk, minimal-cost interventions” such as those found in the R.E.S.C.U.E. Program™.

“I recommend the R.E.S.C.U.E. Program™ to my patients with plantar fasciitis because it works,” said Jeffrey Peterson, MA, MD, Northern California Institute of Sports Medicine and advisor to Heeling Solutions. “The treatments are effective, it’s easy to follow, and it will help patients save time and money over the course of therapy.”

Plantar Fasciitis affects people of all ages. Running, being overweight, participation in high impact sports and low or high foot arches are common risk factors for developing plantar fasciitis. It even sometimes affects the performance of professional athletes such as Detroit Piston Rasheed Wallace who struggled with a painful case of plantar fasciitis throughout this year’s NBA playoffs.

### **About Heeling Solutions**

Heeling Solutions™ is dedicated to helping the millions of people needlessly suffering from chronic heel pain caused by plantar fasciitis. The Heeling Solutions R.E.S.C.U.E. Program™ video provides in-depth information about plantar fasciitis and easy to follow steps to eliminate the pain. The program was developed in consultation with leading medical experts in the field of plantar fasciitis. Patients, healthcare providers, employers and insurance companies can use the video to support the resolution of this expensive and disabling condition. Heeling Solutions LLC, a privately owned company, is headquartered in New York City. For additional information, visit the company on the Internet at [www.heelingsolutions.com](http://www.heelingsolutions.com).

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