

# CONNECTIONS

## Your Feet are Your Wheels, Take Time to Give Them the Best

-By Jennifer Rodgers

So much is possible with modern medicine. Patients can get a new heart, a new lung, new corneas - the list goes on. But, even with all the advancements being made, there are some places medicine can't go.

"There are no new feet!" says Dr. Raymond Fritz Jr., DPM, FACFAS, FAPFAOM, FAPWCA, C.Ped. He says "your feet are like your wheels" and when they are injured or not maintained well, your mobility and your ability to work is affected. A lot of injuries that Dr. Fritz sees at Allentown Family Foot Care are sports related. Some, however, are problems associated with age and illness.

"Every patient is like a top athlete because he or she has to perform at their job," says Dr. Fritz. "Work is hard for everybody and we want to make sure that everything that would be available to an athlete is available to everyone."



**Photo:** Dr. Raymond Fritz, Jr. and Dr. Lora Baker.

### Just the Facts:

**Three Allentown locations:** 2414 Walbert Ave.; LVHN - One City Center, 707 Hamilton St.; and 2100 Hanover Ave.

**Additional locations at:** Rte. 145 and Spruce St., in Walnutport and 101 S. Main St., in Coopersburg

**Doctors:** Dr. Raymond Fritz, Jr.; Dr. Lora Baker; Dr. Ann Anderson; Dr. Randy Smargiassi; Dr. Kevin Short; and Dr. Philip Jimenez

**Website:** [www.affc.com](http://www.affc.com)

**Phone:** 610-434-7000



See Allentown Family Foot Care's new state-of-the-art facility, located at 2414 Walbert Ave. in Allentown, during their grand opening and open house celebration on Sept. 24 from 5 to 7 p.m. In addition to some good food and drinks, doctors and staff will be on hand and tours will be available.

For 25 years, Dr. Fritz and a team of five other doctors and 33 employees (including certified assistants and administrators) has served the entire Lehigh Valley. No patient is excluded because AFFC doctors have privileges at all area hospitals.

A mission to treat people with the "utmost respect and dignity" helps set Fritz's practice apart from others and he is currently taking that distinction one step further with same-day appointments. When you have a job that requires you to be on your feet, waiting a week or more for an appointment is not an option. At AFFC, everything possible will be done to see patients the same day they call.

"We want to be the AAA of foot care," says Fritz. "If you get a flat tire on your car and you call someone who tells you they'll be out in a week or in a month, what would you do after you stop laughing? Call someone else, right?"

To ensure quality throughout a patient's treatment, Dr. Fritz reaches back to his training as a U.S. Navy Commander and a member of Seal Team One.

"We use an old Seal term around here - 'it pays to be a winner' and if we're not making people better then we feel bad. It bugs us," says Dr. Fritz. "If I can get a Seal with plantar fasciitis back on the team in two weeks then I need to get through to any and every patient."

He has created a team of certified assistants who are either in between

pre-med and medical school or podiatric medical school. Some practices worry about permanence but Dr. Fritz strives to employ the best people who are on their way up.

"It's pretty much the Navy way," says Dr. Fritz. "People are trained to move up. They change stations and new people come in. Right now 70 percent of our clinical assistants are on their way to becoming doctors or Navy Seals. Our last RN just completed Seal training. We tease that if you work at Fritz's office you're either going to Seal training or be a doctor and they are both equally as hard. The stuff they expect from doctors today is physically hard, it's emotionally tough, it's exhausting and it's draining."

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As a mentor to many upcoming Navy Seals and doctors, it's in Dr. Fritz's nature to extend his counsel to patients.

"I personally believe that everyone should be in training. We concentrate on the foot but we want to know everything - like glucose levels," says

Dr. Fritz. "Thirty percent of Americans are now categorized as obese and most of our disease and sicknesses are tied in this. As we cure foot problems we're trying to get people to the right coaches and mentors so that they can get overall better health and improve themselves, physically, mentally, and emotionally - that's what I do - it's what I'm really good at."



**ALLENTOWN**  
**FAMILY FOOT CARE**  
PROFESSIONAL CORPORATION  
**610-434-7000**

### Additional Facts:

**Currently treating:** bunions, hammertoes, ingrown nails, pinched nerves and neuromas, wound care and ulcer care, sports injuries and fractures, heel pain and plantar fasciitis bone spurs, and children's foot conditions.

**State-of-the-art approach includes:** advanced wound healing therapy for diabetic patients, ESWT (non incisional procedure for heel pain), advanced surgical techniques for corrective foot surgery, advanced diagnostic testing, therapy services, orthotics, braces and therapeutic shoes.

**Special services:** Custom molded shoes, extra depth shoes, custom prescription orthotics, second surgical opinions, custom bracing, doppler testing, in-office shoe room, diagnostic ultrasound, e-stim, and anodyn, digital weight bearing x-rays, 24 hour on call coverage, hospital/office surgery, endoscopic surgery for heel pain, gait analysis, online store, various product lines to treat - nail fungus, dry/cracked skin, muscle aches and more.