

# THE POSTURE PODIATRY PULSE

WINTER 2016



## THE LATEST ON OUR BLOG



**Random Acts of Kindness**  
Magic things happen when we're intentionally kind

### Assessing your Children's Feet Early

It's important to look after your children's feet: here's why you should and how to do it.



*These stories and more on our online blog: [blog.posturepodiatry.com](http://blog.posturepodiatry.com)*

## HOW WE'RE KEEPING WARM THIS WINTER

Welcome to Winter! If you're lucky enough to own a fireplace, we hope your toes are propped in front of it, toasting gently. For the rest of us, an extra pair of socks will have to do!

### What's happening at Posture Podiatry?

We're refusing to rest on our laurels.

Since our high point last year - winning the Telstra Business Award - we're back to the drawing board, looking at ways to reinvent ourselves as a world class provider of podiatry service.

The trophy honeymoon is over and we're in improvement mode.

### The goal? Better, and better, and better service for you.

We're combing through our key processes to ensure every client has a comfortable, relaxing and fresh experience. We're developing our skills as podiatrists to stay relevant to the latest advances in healthcare. We're not resting until we provide the best customer service in the industry. Phew! You get the picture.

### Other behind-the-scenes happenings?

Meetings! We dedicate a lot of time to getting together (without the formality and yawns, of course). It's high energy, with fantastic input from some of Adelaide's top health professionals in various disciplines, who come along to share new ideas and improve our professional skills.

### We're also following the Posture Podiatry seasons.

Not that we think nature's done a bad job, but we have our own thematic progression at Posture Podiatry. Our year is separated into specific themes and periods of renewal, offering us focus, structure and opportunities to grow.

For example, our latest focus is **appreciation**.

### How do we best thank clients for sharing the Posture Podiatry love?

Referrals are such an important part of what we do. We love helping your friends, family and colleagues find relief, and your confidence means the world to us.

Our appreciation started with a referral process review and culminated in a relaxed, social and highly entertaining afternoon tea event for some of our great

referrers (magic courtesy of George the magician!).

Thanks to everyone who attended, and we hope to see you at one of our next Posture Podiatry events soon.

### All this leads back to the warmest point of all:

Our clients. You!

We're so grateful for your feedback - both positive and constructive - and use it to continuously grow and improve. Ultimately? Our mission is to provide the very best healthcare experience possible.

We want to help every client achieve their goals - whether that's to simply be pain free, fit into wedding shoes, run an ultra-marathon, or dance wildly in the kitchen - we celebrate your wins as though they're our own.

### Our growing team

Posture Podiatry has welcomed some brilliant new people into our team this year.

Sophie Proud, who has a special interest in kids podiatry and brings with her a wealth of experience, and Emily, who joins us as a bright addition to our reception team.

### There's also miniature, but no less important, team members to celebrate.

Julia and I have welcomed our second little girl into the world, with the birth of Lilla Eve, who's a beautiful little baby. Stacey will also be looking forward to meeting her bundle of joy when she takes maternity leave over winter. Bubs all round!

### Final winter words

It's really exciting to be part of this adventure as we grow our clinic together.

We've come a long way - but we're not sitting back. With the inception of other side projects, we're aiming to raise the bar of health care service standards around Australia (and the world!) by sharing our way of doing things.

Thank you, as always, for being part of our Posture Podiatry family.

- DANIEL GIBBS



# WHAT'S UP?



We had a great evening with referrers and friends of Posture Podiatry who included George the magician! We're all about Wow! and he certainly provided many wow moments!



Daniel and Julia are proud to welcome Lilla Eve to the world. Emaline is a proud big sister who takes her new role very seriously.



Sophie Proud brings with her a wealth of experience working as a podiatrist with children, as well as having great manual therapy skills in foot mobilisation, and a friendly smile. What a combo!

## POD PD'S



Our team are one lucky bunch! We feel privileged to be joined regularly by Adelaide's top health professionals, who share with us what they do and how we can work better, together. Some of our guests have so far included

- Scott Wood, Exercise Physiologist
- Andrea Sparrow, Sports Dietician
- Luke Whelan, Acupuncturist
- Karina Pike, Naturopath
- Shane Burgess, Physiotherapist
- Lund Sox, Chiropractor

## "BEST CLIENT EXPERIENCE"

Our mission is simple: to provide the best experience for our clients. We're constantly looking out for how to make your visit more comfortable, more beneficial and more rewarding. Got an idea? We're all ears (and legs and feet)!

## TOP TIPS FOR WINTER FEET



You might not see them as much, but your tootsies still deserve a whole lotta love during winter.

Here are 5 handy hints for happy feet this season.:

- Wearing women's winter boots? Ensure they aren't too narrow! Overly-slim shoes can lead to toe pain and skin sensitivity (especially after months of wriggle room during summer).
- Playing winter sport? Check that your runners, joggers and sports shoes still fit and are in good nick; particularly if you've had a season off.
- Got chilblains? Nothing worse. Avoid them by keeping your feet at a consistent temperature (such as warm, inside socks). Dramatic temperature changes can trigger problems.
- Stop dry skin between your toes by moisturising. Feet wither just as much as your hands during winter, especially as water consumption goes down and dehydration sets in. Sip water, slop moisturiser and slap on some snuggly bed socks to keep them supple.
- Love Ugg boots and Slippers? Make sure they're supporting your feet. Those old, threadbare favorites can cause problems when worn out. Treat yourself to a new pair.

## PRODUCT UPDATE



**Revere Boots**  
3 gorgeous new styles that look amazing



**Orthaheel Slippers** with removable inner-soles so you can wear your orthotics at home on wintery days.

## WE'RE LOVING FLOSS BANDS!

Their website says it all: "Floss Bands come in two-packs because your friends will try and steal yours". Too true!

An athlete's best friend. They're elasticised rubber bands that can help improve mobility and pain. They target stiff, cold, swollen or injured tissue and are incredibly easy to use.



2015 ACT Business of the Year



We donate 10% of our profits to the Salvation Army's "Do Unto Others" program, which provides food and accommodation for homeless people in Adelaide.

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