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GAZETTE

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to do
this April in OC }

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GET BACK ON YOUR FEET *with* Dr. Ivar Roth

FROM BASKETBALL TO
BALLROOM, THE PODIATRIST
WHO WILL MAKE IT HAPPEN.

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The Song Remains
The Same

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"I live and breathe to solve foot problems."

-Dr. Roth

* *Dr. Ivar Roth is perhaps Orange County's best kept secret. But the secret is out, and it's time to get back on your feet again.*

PUTTING YOUR BEST FOOT FORWARD

Words and Photos By: Blythe Hill



Approximately 25% of the population suffers from flat feet, and many of these same people also have chronic knee and lower back pain. This means that 1 in 4 people are in perpetual pain. In the past, the only option was to wear insoles and learn to live with the pain. This is where Dr. Roth steps in. When I visited Dr. Roth at his Newport Beach office across from Hoag Hospital (where he is on active staff), he confidently told me that he can solve any foot or ankle problem. "I live and breathe to solve foot problems." That might sound intense, but this guy's for real. He loves his job, and takes it seriously. "I don't take it lightly. My goal is to fix people's foot problems, and I will work until I get it resolved. That's why I have a 95% success rate."

Dr. Roth got his start nearly 25 years ago when he attended the Illinois College of Podiatric Medicine, one of the nation's top podiatry schools. He then participated in a 3 year residency (one of only ten positions that were offered nationwide at the time), and received training under several world-renowned foot surgeons, including Dr. Lowell Scott Weil (foot doctor to the Chicago Bulls, the Bears, and the White Sox).

Did you know that foot problems are just as common as eye problems? When I visited Dr. Roth's office, he told me about the FootAlign™ procedure, which instantaneously fixes flat feet, and has been called "the Lasik of foot surgery." Dr. Roth is helping to pioneer FootAlign™, and he is the only Certified Master Surgeon of this procedure in Southern California. "That's the good and bad news for me," said Dr. Roth. "I'm the only one doing it. It's really exciting and has a 95% success rate, but not many people know about it yet." Through the procedure, people will find relief for a number of symptoms caused by flat feet. When flat feet are corrected, people also experience relief for lower back, knee, and hip pain.

You might be thinking: *Surgery is a big deal; it's a huge risk, and I can't afford taking time off work to recover, let alone pay for it.* The word surgery carries a lot of baggage with it; words like expensive, painful, and bed-ridden often come to mind. Dr. Roth wants to spread the word that foot surgery doesn't have to be any of these things. "Foot surgery is typically reserved for extreme cases; it's usually a major surgery, but with the FootAlign™ procedure, we don't cut bones. I make only a half-inch incision. This reduces the recovery time from months down to weeks. You wear a band-aid. You can still drive and go to the office. It's also completely reversible."

When Dr. Roth said it doesn't have to be expensive, he meant it. "I don't do things I don't need to. A lot of doctors do a lot of unnecessary tests. I get down to business." Dr. Roth also acknowledged that most doctors won't advocate the FootAlign™ procedure. "They don't offer it because they're not certified to do it. I am, and I've performed this procedure close to 200 times." As mentioned, Dr. Roth is the only doctor in Southern California who is Master Certified to perform the FootAlign™ procedure.

Dr. Roth told me that children are some of his favorite patients because they often experience the most dramatic results. "I worked on a 16-year-old kid who had been to 23 doctors. He couldn't play baseball anymore; he could only walk 15 minutes without horrible pain; he was in a wheelchair, and he was struggling against depression. After I worked with him, he was up, feeling great, and playing ball with the guys again. He was overjoyed." Dr. Roth also worked

with Albert Fernandez, who appeared on the hit show *Hannah Montana*, and he experienced similar results (see testimonial).

If you've visited a doctor for treatment of foot pain, you may have been told any of the usual responses: *Wear insoles, I can't find anything wrong with you, and the all-time favorite, it must be in your head.* Dr. Roth is a breath of fresh air if you've ever felt hopeless about finding a solution to your foot problems. "People are looking for answers. The foot pain isn't in your head; you just haven't found the right doctor."

Dr. Roth summed up his approach in two words: Concierge Podiatry. He told me it means dedicated, on-call care. It means that he has fewer patients and therefore, can offer more attention when his patients need it. "I'm the first Concierge Podiatry office in the U.S. I don't see a lot of patients in a day, which means excellent service and care. I work to understand each patient. I'd like to franchise the concept. Every city needs a top doctor—one who is confident that he can fix your foot and ankle problems, and won't stop until he does."

I was thinking, *this must cost a fortune*, so I went ahead and asked him. "We have a case-fee practice, which means we don't nickel and dime you," he told me. "The one-time case fee includes everything for one year. There's a lot of security that comes with that. If needed, I'll hold your hand for the next year. I give people my home number, my cell number—most even know where I live. I'll come in on Saturday—no problem."

Dr. Roth sounds too good to be true, but he really is the real deal. He's a podiatrist who was trained by world-renowned foot surgeons, has a passion for his profession, commits the time and attention needed without impoverishing you, and has even taken the bold step to guarantee superior care by becoming the first podiatrist in the U.S. to utilize the concierge approach.

"Most foot doctors will see you once, do the surgery, follow-up once and never talk to you again. I see my patients every week until they're discharged [from my care] to make sure there are no problems," Dr. Roth said. "There are people out there looking for foot help, and they don't know where to go." Since his business is primarily word of mouth, it's all the more important that his patients are pleased with the results. "My business relies on people being satisfied, and I enjoy the challenge," he told me. "I want to exceed expectations."

To find out more about Dr. Roth and the FootAlign™ procedure watch his interviews on youtube.com (search "Dr. Roth arch support") or visit www.FootAlign.net to read a handful of testimonials from patients whose lives have been transformed by the procedure.

With a 95% success rate, Dr. Roth's procedure really speaks for itself. If that doesn't say everything, then read this testimonial from actor - and former flat-footed sufferer - Albert Fernandez.

"I suffered many years with structural pain. My pain began in my feet; I would wake up feeling as if they were the size of elephant's feet. After seeing a podiatrist in my area, I attended physical therapy, received anti-inflammatory medicine, used ice packs on my feet, and had orthotics fashioned - all with unsuccessful results. I was told that I had flat feet, which had developed Plantar Fasciitis. Over the years, my knees began to feel weak, my posture worsened, I had electric pains in my jaw, and I started to get shooting pains up and down my ankles.

My feet hurt so bad that I could no longer participate in sports or RE. I avoided field trips and dances. I started to pursue acting thereafter, but my posture hindered my success. Defeated, I returned to my podiatrist, and a new pair of orthotics were fashioned, but there was only one pair of shoes that were large enough for them to fit in. The orthotics were so thick that my feet began to callus, which I feared due to my family's history with Diabetes. I asked different doctors if there were any permanent surgeries that could be performed, and they all said no. Hopeless, I returned home and tried to accept my condition.

While trying to cope with my condition, I booked Hannah Montana. On the set, I nearly fell over from standing during retakes. I went home that night in the most pain I had ever felt. My father saw a segment on MedWatch that featured Dr. Roth and his revolutionary procedure. I called Dr. Roth, scheduled an appointment at his earliest convenience - a mere week away - and shortly after I proceeded with the surgery. The 15-minute procedure changed my life. I went from being hopeless to being cured.

The results are nothing short of incredible! I gained a new view on life."

Albert Fernandez

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