

Local Foot and Ankle Orthopaedic Surgeon Encourages Patients to Look for the “O”

New campaign highlights the value of foot and ankle orthopaedic surgeons

Dr. Thull and his colleagues are helping patients in Cologne take charge of their foot and ankle health. In conjunction with the new consumer awareness campaign from the [American Orthopaedic Foot & Ankle Society](#) (AOFAS), the leading organization for lower extremity medicine and foot and ankle surgery, Dr. Thull is helping the public recognize the value of seeking a foot and ankle orthopaedic surgeon for their foot and ankle healthcare needs.

“Consumers don’t generally give much thought to their foot health – that is, until something goes wrong,” stated Dr. Thull. “But 75% of all people experience foot pain at some point in their lives. That’s why the AOFAS felt it was imperative to educate consumers, so that they know how to find the best medical care before a problem arises.”

The campaign – called **Look for the “O”** – stresses the importance of choosing a specialized foot and ankle orthopaedic surgeon when a person has foot pain or concerns. These surgeons have the expertise to help consumers keep their feet healthy and pain free. The campaign promotes five distinctive value messages:

- That foot and ankle orthopaedic surgeons are fully trained medical doctors who can balance foot and ankle concerns with the patient’s whole body health.
- That foot and ankle orthopaedic surgeons complete extensive as well as ongoing medical training, which increases their expertise and effectiveness.
- That foot and ankle orthopaedic surgeons don’t just operate, but provide both surgical and non-surgical treatments for everything related to foot and ankle health.
- That foot and ankle orthopaedic surgeons are particularly competent at treating complicated cases.
- That consumers should seek a second opinion from a foot and ankle orthopaedic surgeon, particularly when foot or ankle surgery is advised.

The centerpiece of the campaign is a website – [myFootCareMD.com](#). In addition to providing information about foot and ankle orthopaedic surgeons, the website gives consumers access to a wealth of information about foot and ankle conditions and treatments, and offers a search capability to help them find a foot and ankle orthopaedic surgeon near them. The campaign also features a variety of patient-oriented materials doctors and other healthcare professionals can use in their offices.

Dr. Thull is a foot and ankle orthopaedic surgeon serving the Cologne area at Fusszentrum Köln/ Cologne Foot and Ankle Center. Patients can make an appointment by calling the office at +49-(0)221-3 90 90 20 or by visiting [www.fusszentrum-koeln.de](#).

“I want people in Cologne to know they can reach out and connect with a foot and ankle orthopaedic surgeon when they have any kind of foot or ankle problem,” Dr. Thull commented. “I think this campaign will go a long way toward increasing public awareness about the value AOFAS members provide to patients every day.”

About the American Orthopaedic Foot & Ankle Society

As the professional organization of foot and ankle orthopaedic surgeons, the AOFAS promotes quality, ethical, and cost-effective patient care through education, research, and training of orthopaedic surgeons and other healthcare providers. The Society creates public awareness for the prevention and treatment of foot and ankle disorders and serves as a resource for government and industry as well as the national and international healthcare communities. For more information, visit [www.aofas.org](#) or [myFootCareMD.com](#).

About Foot and Ankle Orthopaedic Surgeons

Foot and ankle orthopaedic surgeons are medical doctors (MD and DO) who specialize in the diagnosis and treatment of musculoskeletal disorders and injuries of the foot and ankle. Their education and training consists of four years of medical school, five years of postgraduate training, and often a fellowship year of specialized foot and ankle surgical training. Foot and ankle orthopaedic surgeons treat patients of all ages, performing reconstructive procedures, treating sports injuries, and managing foot and ankle trauma.

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