

# Focus in on Your Heel Pain: Where Does it Hurt?

A recent survey by the American Podiatric Medical Association (APMA) showed that nearly 40 percent of Americans have experienced heel pain more than any other foot ailment within the last 12 months.

While you may simply attribute your pain to a “heel spur,” the heel spur is likely not the source of your pain—it is caused by something else.

Generally, the longer you wait to treat heel pain, the harder it is to successfully overcome. However, there is good news—educating yourself about the most common heel pain problems, as well as their treatments, can give you the upper hand on your foot health!



## Posterior Tibial Tendinitis

**Causes:** Overpronation, flat feet, excessive weight, age

**Left untreated:** It can develop into a more chronic problem involving tendon tearing and tendonosis, which involves internal scar tissue.

### Treatments:

**OTC:** Sorbothane's Ultra Orthotic Arch Supports, SOLE Softec Ultra Footbeds

**Medical:** Ice, stretching, custom orthotics, wearing shoes with proper arch support, soft or hard casts, splints, avoiding barefoot walking, non-steroidal, anti-inflammatory medication

## Achilles Tendinitis

**Causes:** Tight calf muscles, bone spurs, age and/or injury, primary tendinitis

**Left untreated:** It can develop into a more chronic problem that involves the tendon rupturing and tendonosis.

### Treatments:

**OTC:** Pedag USA's Viva Insole, Spenco Heel Supports (3/4 length)

**Medical:** Heel lifts, stretching, non-steroidal, anti-inflammatory medications, custom orthotics

## Plantar Fasciitis

**Causes:** Overpronation/fallen arches (primary cause), flat feet, excessive weight, overuse and injury; Plantar Fasciitis is the most common cause of heel pain, and often mistaken for heel spurs.

**Left untreated:** It can develop into a more chronic problem that includes tendon tearing and/or fasciosis, which involves internal scar tissue.

### Treatments:

**Over-the-Counter (OTC)\*:** Pedag USA's Viva Insole, Spenco Heel Supports (3/4 length)

**Medical:** Ice, stretching, custom orthotics, wearing shoes with a firm heel, avoiding barefoot walking, physical therapy, cortisone shots, night splints

## Fat Pad Thinning

**Causes:** Age (primary cause), obesity, walking on hard surfaces, prolonged standing

**Left untreated:** It can develop into pain when sitting/standing, ulceration and callus build-up.

### Treatments:

**OTC:** Sorbothane's Sorbo Gel Heel, Spenco Gel Heel Cushions

**Medical:** Cushioned insoles, podiatric physician-prescribed supportive shoes with cushioning



[www.apma.org](http://www.apma.org)



\*All listed over-the-counter products have received the APMA Seal of Acceptance.  
For a full list of APMA Seal products, please visit [www.apma.org/Seal](http://www.apma.org/Seal).

For more information, visit [www.apma.org/heelpain](http://www.apma.org/heelpain).