TOP 10 THINGS YOU NEED TO KNOW ABOUT CHOOSING A PODIATRIST
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Dear Friend,

Has pain and suffering from foot issues ever prevented you from living the life you’d like to live? If so, I urge you to read this report, the *Top 10 Things You Need to Know about Choosing a Podiatrist*, before you make your first appointment. Untreated or poorly treated foot problems can quickly escalate into lasting or permanent damage. Because of that, it’s important to evaluate your options so that you can make an informed and sensible choice. Anything else puts you at risk for incorrect diagnoses, poorly delivered solutions, and an empty wallet!

Begin by researching podiatrists in the area that advertise in the Yellow Pages or are listed in reputable Internet directories like Yelp or Angie’s List to be sure they meet our Top 10 criteria below. You might also check their Facebook pages for reviews. See Number 6 for reviews from some of Dr. Ross’ patients.

We are committed to earning the trust of our patients, profession and community. If you feel you deserve uncompromising excellence, Dr. Paul Ross can start helping you in a few ways:

1. Please contact The Podiatry Center with questions or to set up your initial appointment at 301-359-1485
2. Enjoy our gift certificate of $25 toward your first visit by filling out the form at the bottom of our website – [www.PaulRossDPM.com](http://www.paulrossdpm.com)
3. Contact the office with questions via our online contact form on our website - [www.PaulRossDPM.com](http://www.paulrossdpm.com)

We look forward to helping you!

Best,

*Dr. Paul Ross*
Number 1: Is The Podiatrist Committed To Providing Exceptional Customer Service?

Many people believe that they will need to suffer through rude office staff and doctors with a poor bedside manner because that is what it takes to get service in a busy office. FALSE!

Ask yourself these questions:

1. Do you want to feel comfortable explaining your foot ailment or asking the doctor questions?
2. Do you hate to feel rushed?
3. Do you hesitate to call a doctor’s office because of the way the staff on the other end of the phone may treat you?

If you answered “yes” to one or more of these questions, you know that exceptional customer service matters to you. A respectful and diligent doctor will take time to listen carefully to your needs and never, ever, make you feel small or stupid. His or her staff will treat you with the utmost courtesy when you book appointments or call with questions. They will never get testy, rush you, or hang up the phone prematurely. If you experience this with a podiatrist’s office, don’t take it lying down. Find a practice that values you as a human being and treats you that way!
Number 2: The Podiatrist’s Office Environment

Which do you prefer: pleasant surroundings or a clinical “get through this fast” atmosphere? Do you appreciate soft music and comfortable lighting, or would you rather hear a television blaring Hollywood gossip and the latest bad news? How much does cleanliness matter to you? Your comfort is of the utmost importance to a good podiatrist, and they’ll go out of their way to make sure you have an amazing experience.
Number 3: Education

Some doctors seem to feel that their credentials should speak for themselves. You know the type. They like to make a quick diagnosis and let you know the course of action. Bing bang boom, done! Diagnosed and out the door. Don’t get us wrong; credentials count, but a good podiatrist would never take that approach. Instead, they patiently educate you about their process of treatment and your options. They begin with an initial consultation to establish the nature and depth of your problem and ask you questions. Only then will they provide you with sound medical advice based on their extensive experience and the latest research. They’ll patiently provide all the information you’ll need to make a wise choice about how to care for your feet and ankles.
Number 4: Does The Podiatrist Offer Full Service Customer Care?

You’d feel silly going to a root canal specialist for a routine teeth cleaning, right? Podiatry is no different. Some podiatrists only specialize in very specific foot injuries or problems. Always be sure to check before booking your first appointment. A highly reputable full service podiatrist will treat a wide variety of common and not-so-common foot and ankle ailments.
Number 5: What Kind Of Equipment Does The Podiatrist’s Office Offer?

Very few establishments can offer a complete suite that includes state of the art diagnostic and treatment options, such as an ultrasound, digital x-rays and a full-service lab that enables them to perform orthotic adjustments right away. If you live in Maryland, ask whether there is an in-office Certified Ambulatory Surgical Center. That way, you’ll know that when you encounter an injury or severe pain, you won’t need to wait long hours to be seen in a hospital emergency room.
Number 6: How Does The Podiatrist Stack Up Against Others?

The Internet offers many ways of evaluating a podiatrist before making your first appointment. You can check online local business directories like Yelp or Angie’s List for reviews, or begin on Google using the following kinds of search terms together with your area’s five-digit zip code:

- Podiatrist ratings (+ area zip code)
- Top rated podiatrists (+ area zip code)

Bear in mind that the Number of stars a doctor has may not accurately reflect his or her service. That is because patients who have had bad experiences are much more likely to post reviews than those who feel satisfied. Try to get a complete picture before deciding.

If you do not have access to the internet or cannot find reviews online, a reputable podiatrist should be happy to provide you with patient testimonials. Do not be afraid to ask the doctor’s permission to contact a few past patients who can share whether they felt pleased with their experience or not.
For your convenience, here are some of Dr. Ross’ reviews and ratings:

**Yelp:**

![Yelp Review: 5 stars](image)

**Facebook:**

![Facebook Review: 5 stars](image)

- Jodi Wick — Caring, takes time to explain, even calls you in AZ. I miss Dr. Ross terribly since I moved. He was my doctor and my husband’s doctor for years. Highly recommend!

Like · Comment · about 2 months ago
Angie’s List:

**Paul Ross DPM - Bethesda Office** Bethesda MD 20814

**Company Ratings**

**All Overall Grades**

- 32 Reviews
- 30
- 1001
- A BCDF

**Category Status**

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<th>Recent Reviews</th>
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Specific Reviews:

Nicole S.
Springfield, VA
0 friends
24 reviews

4/20/2011
Aaaaaah! I just found the COOLEST doctor ever!

Picture it: I am sitting in this lifted chair with toe nail polish missing off of my right big toe in a sterile looking office. A knock at the door and then enters a man who appears around 50, grayed hair, glasses, bright blue eyes, hanes white t-shirt, jeans, and loafers. I was wondering who on earth this guy was, and while he was speaking, I realized it was the doctor!

He was so gentle and kind; it was a wonderful experience. He explained how my running was causing my toenail to stop growing and how to help things along. He also looked at my bunions and worked out a future plan to help those as well.

I will never go to another podiatrist again. Ever.

Was this review ...?
Useful 5
Funny 1
Cool 2

John L.
Alexandria, VA
33 friends
91 reviews

8/7/2009
First to Review

I had to see a foot doctor cause my big toe got infected. Dr. Ross was fantastic. He explained to me exactly why it was infected and then performed minor surgery that was so painless. He then gave me a kit for the foot. It has healed up well. If you need a great food doctor, go see Dr. Ross. His staff is also great. He takes United Heath Care insurance.

Was this review ...?
Useful 5
Funny
Cool 1
I consulted two podiatrists prior to seeing Dr. Rose, one who performed bunion surgery without realizing that I had neuromas and hammertoes on the same foot which were contributing to my pain. After two surgeries (first bunion then neuromas on one foot) with that one, I looked elsewhere for someone more competent. Dr. Rose was left in the position of cleaning up the mess. He referred me to post-op PT (something Dr. #1 should have done but didn’t) for my left foot and scheduled me for bunion surgery for my right foot—plus removed two hammertoes. I’m still in the recovery stages but so far everything seems to be going well. He’ll be injecting alcohol in the remaining neuromas in the hopes of killing them without more surgery, since recovery hasn’t been easy.

I found him to be very knowledgeable and willing to impart that knowledge towards patient education. The fact that he has a diplomate designation by an accrediting body doesn’t hurt and distinguishes him from those who don’t.

Dr. Rose’s staff is wonderful, helpful and knowledgeable, and that makes a difference when you’re frustrated or in pain.

**Review Date:** December 22, 2013

**Member:** Suzanne B. Wolf

**Category:** Orthopedics - Foot & Ankle

**Evaluation Done:** More weight is given to a review when an evaluation has been completed.

**Approx. Appointment Date:** December 11, 2013

**Use this Provider Again:** Yes

**Description of Experience:** Dr. Rose examined my foot and leg to make recommendations on next steps in relieving my ongoing plantar fasciitis spur.

He was very cordial, professional and explained everything clearly. Performed necessary procedure at the first appointment and set future suggestions for follow-up and additional procedures or aids to help continue the healing process. Felt very confident in his knowledge and experience in dealing with this specific condition and would highly recommend him and his office to others.
### Review Date: December 09, 2014

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<tr>
<th>Member:</th>
<th>Joshua Walker</th>
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<td>December 09, 2014</td>
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<td>Use this Provider Again:</td>
<td>Yes</td>
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<tr>
<td>Description of Experience:</td>
<td>I had an evaluation and consultation on a foot issue I was having.</td>
</tr>
<tr>
<td>Member Comments:</td>
<td>He's very, very good. I would tell other people to see him. Paul Ross is very friendly and very knowledgeable. The office is very well maintained.</td>
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<td>Transcribed from a telephone interview</td>
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### Review Date: December 10, 2014

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<th>Vera Dawson</th>
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<td>Use this Provider Again:</td>
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<td>Description of Experience:</td>
<td>office visit for left foot at large toe pain after wearing high heels with pointed toe, standing for hours while at a wedding! next couple days, walking difficult with pain and swelling.</td>
</tr>
<tr>
<td>Member Comments:</td>
<td>First time visit. Office staff very patient friendly. Stay performed at office. Film played above on large flat screen tv as I was comfortably reclining in patient recliner. Dr. Ross very pleasant, took his time, thoroughly explaining while showing me visual of my foot issue on screen. Very satisfied. Dr. Ross definitely my podiatrist for any future need!</td>
</tr>
</tbody>
</table>
Number 7: Evaluate The Podiatrist’s Credentials

As well as requesting references, you will want to check whether your podiatrist is board certified in foot and ankle surgery and also whether they hold a membership with the American Podiatric Medical Association. The APMA is an organization of podiatrists who commit themselves to attaining the highest levels of education and making advances in the area of podiatry. The APMA consists of an elite, highly trained group of thousands of podiatrists from around the world!

In addition, do other organizations seek out the podiatrist’s services? For example, does the National Institute of Health, the nation’s #1 federal research facility, request consultations with them? Does the podiatrist advise organizations such as the American Running and Fitness Organization? When this is the case, you know the podiatrist has gone above and beyond to prove that their level of expertise rises above most others in their field.
Number 8: Getting Properly Scheduled

This may sound like a silly benchmark to go by, but we all know how unbearable it feels to sit suffering in a doctor’s office for an hour or more while other patients are shuffled in and out. You should never feel like a disgruntled customer at a busy deli counter! Here are some telltale signs of a podiatrist you may NOT want to engage the services of:

- You can’t speak to a live person immediately when you call the office with questions or concerns.
- You leave a message and then wait for hours for the office scheduler to return your call.

Ask a prospective podiatrist office whether you can set up a meet-and-greet with the doctor before scheduling an initial visit. That way, you can get a sense of patient waiting time. If the office balks at providing a few minutes with the podiatrist between sessions, they’re too busy. Your concerns are worth more. Keep looking.
Number 9: Can You Be Sure They’ll Advise The Best Course Of Action?

The best podiatrists lay out your options prior to recommending surgery. If they don’t, take notice. You may have found a doctor who pads his or her pocket by scheduling surgeries when another treatment works as well as or better. Regrettably, recommending surgery for simple foot pain or ulcers is a more common practice than you’d think. We recommend gathering some facts about your condition and potential treatments before setting up an initial appointment. Have a list of questions ready for the podiatrist. You need to feel confident that they have your best interest at heart and will recommend the best possible choices to relieve your pain and suffering.
Number 10: Avoid “Deep Discounts”!

Once you’ve located several prospective podiatrists, call to ask what they charge for a routinely prescribed surgery or treatment. Offering rock bottom, jump-at-it pricing may indicate a doctor doesn’t have enough patients to cover his or her overhead. This may indicate inexperience - or just plain ineptitude. In this case, definitely go back and check on Numbers 1 through 9!
Ready to begin your search?

Dr. Ross can confidently say The Podiatry Center does not just meet all of the above 10 criteria for patient care - it exceeds them. He is the ONLY podiatrist that the National Institute of Health in Bethesda, Maryland trusts to consult on a regular basis. Could your pain and discomfort benefit from that level of expertise? Few other practices can rival the state-of-the-art technologies Dr. Ross’s practice provides in order to treat your condition. In addition, his in-office Certified Ambulatory Surgical Center ensures you’ll never have to wait around in a cold emergency room when suffering injury or pain. In fact, if you need emergency care, he’ll even provide his personal cell phone number so you know you can reach him when the going gets rough.

For each and every patient, Dr. Ross solemnly promises to provide individualized, effective treatment in a friendly and pleasant environment. With him, you’ll never feel rushed, harassed or treated like a number. He welcomes your questions and even honors suggestions for alternative treatments when he deems these the best course of action. He’ll listen carefully, evaluate your pain, make an expert diagnosis, and provide plenty of detailed information from which you can make an informed treatment decision.

Dr. Ross takes every kind of insurance. But in the rare event you have none and can’t afford to pay out-of-pocket, he’ll always try to figure out a way to see that your needs are met humanely and with dignity. If that’s the kind of service you feel your foot condition could benefit from, don’t delay. Reach out and visit www.PaulRossDPM.com, call 301-359-1485 to schedule that complimentary meet-and-greet, or claim our online $25 credit to apply to your first visit. This credit can be applied to your co-pays as well. Your aching feet will thank you!