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**EVENKEEL PODIATRY LAUNCHES ITS EVENKEEL ADVANCED CUSTOM
ORTHOTICS SYSTEM**

*Practice Also Revamps its Website and Now Offers One Hour Custom Foot Orthotics,
and Same Day in Office Sneaker Fitting*

Brookline, Mass (July 2014) – EvenKeel Podiatry, a practice, technology and health philosophy bringing a holistic approach to podiatric sports medicine, announces its advanced custom orthotics system allowing patients to obtain one hour custom foot orthotics and same day in office sneaker fitting.

Healthy and capable feet are the foundation of good health and wellness. In keeping with the practice's goals of offering advanced techniques to improve performance, prevent injury and offer rehabilitation, the staff at EvenKeel is excited to offer not only foot procedures but also footwear consultation and same day custom orthotics. It's one way that EvenKeel Podiatry is providing cutting edge technology yet keeping its philosophy of old-fashioned caring values and continuing a 4 decades tradition of investing in positive patient outcomes.

Dr. Frank Santopietro, chief medical officer and lead podiatrist of EvenKeel Podiatry, brings 40 years of clinical experience in sports medicine and podiatric surgery to the EvenKeel practice and understands his patients' needs, wants and embraces cutting edge technology.

"EvenKeel Orthotics are unlike any product in the marketplace," says Dr. Frank Santopietro. "We use patented technology to create a unique, custom fit orthotic."

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EvenKeel's proprietary algorithm configures the slopes and curves of an orthotic device based on anatomical and bio-mechanical information captured during the patient encounter. EvenKeel does not use a library system to match an orthotic device to a general foot type nor do they cast a foot in the traditional sense. By basing the structure of the orthotic device on an examination and scan of the foot the practitioner exerts more control over the shape of the device, delivering a product that doesn't just match the shape of a patients' foot, but provides the function that maximizes healing. It only fabricates a one-of-a-kind orthoses that are built to suit patients' needs.

EvenKeel Orthotics are easy to prescribe, well tolerated by patients with minimal break in time, and easily adjusted. They are lightweight, made of a variety of combinations of semi-soft materials that mold easily, provide immediate fit and comfort while providing functional corrections to fit the patient needs. They are great for children, athletes and the elderly alike and they are especially suited to the diabetic foot.

New look and content for EvenKeelPodiatry.com

The practice also just launched its newest website <http://www.evenkeelpodiatry.com>. Now patients can book appointments, walk through the consultation process, learn more about in office procedures and about the EvenKeel Orthotics, find out health information, keep up to date on the blog and follow EvenKeel on social media.

"People are busy and their time is important to them," says Dr. Santopietro. "EvenKeel Orthotics as well as the new website <http://www.evenkeelpodiatry.com> are some of the ways that we are working with patients and addressing not only their time restraints but their wellness issues."

EvenKeel Podiatry has always focused heavily on biomechanics, gait analysis and custom orthotics as the primary treatment therapy. The staff aims to keep patients

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mobile, active and healthy and offer patients an experience unlike any other in podiatric sports medicine health management. The clinical environment coupled with a holistic philosophy offers patients from world class athletes to those with minor and major foot problems a solution that is rarely invasive. EvenKeel Podiatry also offers education to its patients including gait training, posture improvement, strengthening exercises, selection/usage of shoes, and proper foot hygiene. The philosophy of the practice is to address the source of the problem, not just the symptoms with the goal of getting the patient better and resolving patient problems. For more information log onto <http://www.evenkeelpodiatry.com> or follow on twitter @evenkeelpodiatry.

About Dr. Frank Santopietro

Dr. Frank Santopietro has been practicing podiatry for 40 years in the Boston/Providence area. He is currently a consultant for the Tennessee Titans and St. Louis Rams. He is the former Chief of Podiatry at Children's Hospital in the Division of Sports Medicine and a former Clinical Assistant Professor in Family Medicine at Brown University. Dr. Santopietro has served as podiatric consultant to the Boston Ballet and Brown University, Boston College, Providence College and Emmanuel College athletic departments. For 25 years he was the podiatric physician for the New England Patriots and continues to treat other professional and elite athletes. Dr. Santopietro is also a designer and develops current technology for athletic shoes.

About EvenKeel

EvenKeel Podiatry in Brookline, Mass encompasses a practice, a patented technology and health philosophy bringing a holistic approach to podiatry patients needs keeping them mobile, active and healthy. The staff at EvenKeel Podiatry offers patients an experience unlike any other in podiatry health management, incorporating custom foot orthotics, pediatric podiatry, foot surgery and a conservative methodology. EvenKeel is one of the only podiatry practices in the Massachusetts area that enables customers to get custom foot orthotics in about an hour AND fitted for sneakers that complement the orthotics in the same day. Chief medical officer and lead podiatrist Dr. Frank Santopietro brings 40 years of clinical experience in sports medicine and podiatric surgery to the EvenKeel practice. For more information log onto <http://www.evenkeelpodiatry.com>.

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