

Whether your patient is suffering from diabetes, foot injury, bunions, heel fissures — or any other

FRANK GIANNINO is a certified pedorthist who has worked to alleviate discomfort resulting from common and uncommon foot conditions for over 30 years.



foot problem — Frank can provide effective solutions through orthotics, custom footwear and/or footwear modification. Even temporary foot conditions, such as over pronation during pregnancy, can benefit from Frank's expertise. With today's technology, there is no reason for anyone to tolerate foot pain.

Accepts Medicare and all Major Insurances.



Happy Feet Guaranteed

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Middletown, New York

Prescription Writing to Ensure
Comfort and Relief for your Patients
IS ONLY 3 EASY STEPS AWAY



Your Prescription Requires Only Three Easy Steps

When Written Words Are Not Enough

While prescriptions are always required for your patients, both to authorize treatment and to secure cost reimbursement (private insurance companies, HMOs, Worker's Compensation, Medicare and government assistance programs all require a written prescription before they can provide coverage), Frank loves getting follow-up phone calls concerning prescriptions. Remember, pedorthists are not diagnosticians. They take their direction from you, even in instances where they can see what the problem is themselves. Effective communication is guaranteed to benefit your patient every time. And a patient who has been well served by both his healthcare professional and his pedorthist will recommend his foot care team to others.

1 Diagnosis

Tell us what is wrong with your patient's feet. As a certified pedorthist who has studied the anatomy of the human foot for many years, Frank speaks your language when it comes to foot care. Also, let us know what you believe is the source of the condition you are describing. For instance, if a patient's Hammer Toes were caused by Neuropathy resulting from Diabetes, let Frank Giannino know so that he can be sure that his solution includes a high wide toe box and extra soft padding.

2 Goals

Tell us your goals for your patient. You may be writing a prescription for something to absorb shock to the heel for your patient with Heel Spurs, but if you believe the spurs were caused by excessive weight and your ultimate goal for the patient is weight loss through diet and exercise, Frank should know that too. We can provide support by offering foot wear that encourages calisthenics and body conditioning.

3 Suggestions

While Frank & staff know close to everything about footwear solutions, we will never know as much about your patient as you do. If you have special suggestions that might help us to achieve optimal results, please don't hesitate to let us know. For instance, you may want to suggest that we offer a patient suffering from arthritis Velcro fasteners instead of lace-up options.

It Makes Perfect Sense

Over the last decade the field of Pedorthics has grown enormously and gained respect from consumers and medical professionals alike. Most everyone agrees that writing a prescription for footwear makes perfect sense. But the fact remains that the variety of available footwear and orthotic and in-shoe options are nearly inexhaustible. Especially when the practicing pedorthist is as fervid as Frank Giannino, no prescription can ever be too detailed.

Frank Giannino

Frank has made proper foot care his mission in life. A career runner himself (he first ran across America in 1979; the speed of his second crossing some 16 months later is listed in the Guinness Book of World Records), he knows how important it is to take care of one's feet. Painful feet not only limit our ability to enjoy the most basic activities in our daily lives, but they can also cause injuries to the knees, hips, back, shoulders, spine and other parts of our body.

Today's orthotics and custom footwear options make having pain-free feet possible for just about everyone. Frank empowers his customers with this knowledge. Frank's Custom Shoe-Fitting is a well-known resource for running, walking and athletic shoes, walking/hiking boots, work boots, children's shoes, women's dress/work footwear, and diabetic shoes (both custom and ready-made). A master orthopedic technician, Frank creates foot molds for each of his customers as part of the fitting process.

