

## TRADE NAMES

# Trade Names: The Foot & Ankle Center expands operations



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By **JOAN TUPPONCE** Special correspondent

Dr. Mitchell Waskin needed to expand his practice, The Foot & Ankle Center, to accommodate more patients.

“When I first came into this space (in 2004), I said ‘How am I ever going to use this space up?,’ ” Waskin said. “But we had gotten so busy we were turning patients away. We needed to expand.”

Waskin recently expanded the Chesterfield County-based practice to 7,325 square feet, more than doubling its previous size.

The \$500,000 expansion and renovation added five exam rooms for a total of nine. The project also included remodeling the surgical suite, waiting room, retail area and medical-grade foot and hand spa.

He hopes to add another physician to the practice — for a total of three — and add a nurse practitioner.

Waskin started the practice with HCA Virginia Johnston-Willis Hospital in 2004 and bought it from the hospital group in 2006.

“HCA saw a need in the community for a center that provided more comprehensive foot care services,” said Waskin, who has been practicing in Richmond since 1985. “Many of the things we do here you won’t find at other practices. For example, we have a full-time, certified podiatrist who specializes in fitting shoes and custom inserts.”

The Foot & Ankle Center treats orthopedic foot and ankle problems as well as toenail problems. It also provides annual comprehensive diabetic foot exams and performs vascular studies to help diagnose peripheral arterial disease. Typical services

range from trimming toenails to reconstructive foot and ankle surgery.

“The most common things we treat are bunions, hammer toes and heel pain,” Waskin said. “We also do advanced treatments for toenail fungus. We were the first practice in the state to have an Federal Drug Administration-approved laser for treating toenail fungus.”

The majority of the center’s patients live within a 20-mile radius of the clinic, but patients also come from other areas within and outside of the state.

“We have people that come from Florida because they have heard of the clinic,” Waskin said.

Ruth Budd travels to The Foot & Ankle Center from her home in Farmville.

“I do go out of my way to come to Richmond for my visits, but it’s worth it,” she said. “They have never made me feel rushed like I was just another number. They take the time to answer my questions.”

Waskin opened the practice’s medical-grade foot and hand spa five years ago and doubled its size during the expansion. The spa can accommodate diabetic, chemotherapy and arthritis patients.

“I realized there was no place in Richmond that you could get a truly clean pedicure where everything was properly sterilized and disinfected,” he said of his decision to open the spa.

The Foot & Ankle Center also includes a retail area that carries a variety of podiatry-related products as well as medical-grade shoes.

“Before we added the retail area, we were telling patients to look around to find products. It hit me ... why am I making it so difficult for people?” Waskin said, noting that the retail area and the spa are open to the public as well as to his patients.

The practice also includes a room for the casting of custom foot orthotics and fittings for specialized braces, customizable insoles and compression hose.

Revenue growth for the practice is 20 percent higher year-to-date than in the same time period in 2013. Waskin is projecting a 30 percent increase for 2015.

Carolyn Clements of Midlothian chooses The Foot & Ankle Center because of the trust she has in Waskin.

“That is the number one reason I continue to go back,” she said.

Philip Jordan of Richmond finds the office to be very accommodating, especially when he needs a quick appointment.

“They are very competent, efficient and orderly,” he said. “They make you feel welcome and comfortable.”

ALEXA WELCH EDLUND/TIMES-DISPATCH

Dr. Mitchell Waskin, owner of The Foot & Ankle Center, looks at a patient's foot Tuesday, November 18, 2014.

### The Foot & Ankle Center LLC

**What is it?:** Comprehensive foot and ankle clinic and medical-grade spa

**Location:** 1465 Johnston-Willis Drive in Chesterfield County

**Employees:** 15 full-time, not including the owner

**Owner:** Dr. Mitchell Waskin

**Contact:** (804) 320-3668 or [www.320-foot.com](http://www.320-foot.com)