

## **FAANT Elevates Patient Service with New Website From i5 Web Works**

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Southlake, TX ([PRWeb](#)) February 26, 2008 -- Foot and Ankle Associates of North Texas, LLP, launched a comprehensive Website for the public and patients that offers a wealth of information about foot and ankle problems and cures. The site also features patient insurance forms, special tips for runners and an online store that provides convenient and affordable access to physician-approved foot care products.

For a group of physicians that maintains medical records electronically, uses digital x-rays, digital foot scanning technology and a computerized mat that analyzes the way a person walks, a great Website is a must.

When doctors Marybeth Crane, Adriana Karpati and Dana Giacalone, who practice together as Foot and Ankle Associates of North Texas, LLP, decided to upgrade their online practice they asked i5 web works to build a Website that reflects their commitment to technology and passion for empathic patient care.

The results speak for themselves at [www.faant.com](http://www.faant.com). The site guides patients and visitors through the full range of medical services the podiatrists offer, including everything from ingrown nails and heel pain to sports medicine, reconstructive surgery, diabetic limb salvage and foot care for children. New patients can download and complete forms in advance and verify their insurance will be accepted.

The site introduces the reader to the affiliated "Healthy Steps" foot specialty store, which offers custom-fitted orthotics, athletic shoes and comfortable footwear for those who want to prevent future foot problems, all overseen by a certified pedorthist.

The "Runners' First Aid" section shows ways to avoid common running injuries and treat minor ones so they don't become chronic problems. This section is born of the experience of Dr. Crane, whose sports medicine specialization is reinforced by her experience competing in leading marathons, including Boston, New York City and Chicago.

The doctors say a user-friendly website with useful and practical information helps meet their practice goal of providing "comprehensive, compassionate, conscientious care" for their patients' foot and ankle needs.

"Our physicians wrote all the information on the Website," Dr. Crane said. "This is an extension of our practice, not boiler plate lifted from other podiatry sites. We strive to continually educate our patients and the community in the confusing world of health care information. Partnering with i5 also allows us to provide a site of which we can be proud, and to launch our new book, *Got Feet? A User's Guide to Foot and Ankle Health*, which we are providing free-of-charge to the North Texas community."

i5 web works co-founder Carita Weaver said development of the site was helped considerably because of the



physicians' personal involvement and technological bent. "These doctors work with advanced technology every day, so the Website is a natural outgrowth of that," Weaver said. "But it's the thought behind this project that is impressive: they work constantly to improve the way they deliver health care."

#### About Foot and Ankle Associates of North Texas, LLP

Foot and Ankle Associates of North Texas, LLP is a partnership of like-minded, board-certified, women podiatric foot and ankle surgeons, founded in 1999, in Grapevine, Texas by Dr. Marybeth Crane. The practice has grown from its small office roots to a partnership that includes electronic medical records, on-site digital x-rays, digital gait analysis, dynamic and static, as well as an on-site preferred physical therapy partner, Restoration Physical Therapy, and a therapeutic shoe store and hygienic pedicure salon, Healthy Steps. For more information, please call Foot and Ankle Associates of North Texas, LLP at 817-416-6155, or visit our Website: [www.faant.com](http://www.faant.com).

#### About i5 web works

i5 web works provides Website design, e-commerce, internet marketing, PPC and search engine optimization for businesses of all types and sizes. From its offices in the Dallas/Fort Worth Metroplex, i5 web works serves clients nationwide through a network of Website services and Internet marketing professionals who deliver maximum return on investment technology through the broadest variety of internet services available. For more information, please call i5 web works at 888-893-7519, or visit our Website: [www.i5ww.com](http://www.i5ww.com).

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### **Contact Information**

#### **Michael Burns**

i5 web works

<http://www.i5ww.com>

888-893-7519

#### **Dr. Marybeth Crane**

Foot and Ankle Associates of North Texas, LLP

<http://www.faant.com>.

817-416-6155

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