APMA All Stars

Hillary Brenner, DPM: Physician, Surgeon, and Media Maven

Hillary Brenner, DPM, isn't afraid to talk about the issues major media outlets want to discuss—flip flops, high heels, and women's shoes. She recognizes that establishing relationships with members of the media through these lighter topics can lead to significant media coverage for podiatric medicine in the context of more serious topics such as heel pain, neuromas, and surgery.

"I love to educate people about the importance of our feet and let them know that without our feet we would not get very far," she said.

After graduating from Temple University School of Podiatric Medicine in 2002 and completing a three-year residency at Mount Sinai Hospital in New York, Dr. Brenner established her own practice in New York. She is an attending physician at Beth Israel Medical Center, Fifth Avenue Surgery Center, Gramercy Surgery Center, and Devonshire Surgical Facility. Dr. Brenner has vast experience in treating and talking about plantar fasciitis, heel pain, hammer toe deformities, and bunions.

Dr. Brenner prides herself not only on her medical knowledge, but also on her bedside manner. Being able to explain

podiatric conditions to patients in an accessible way also helps her with inquisitive reporters.

A recent article in *Health* magazine included Dr. Brenner's advice to women for shoe shopping. "Wearing shoes is like

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dieting," Dr. Brenner explained in *Health* magazine's April 2012 issue. "In your 20s, you can get away with anything, but in your 30s and 40s, that isn't true."

Even when media outlets focus on women's footwear Dr.
Brenner stresses the role today's podiatrist plays in the or



Left to right: Drs. Hillar at the 2011 "Take a La Yoth and ot

health of every par