

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

## SpineCenterNetwork.com adds Reading Neck & Spine Center to its national list of credentialed spine centers in July

Wouldn't it be convenient if someone created a listing of spine centers of excellence across the United States that all emphasize non-surgical treatment options before surgery? Where the staff included board-certified spine specialists who are fellowship-trained in spine — the highest level of training available in the United States? Where each center reveals their outcomes on a Clinical Outcome Report Card? Finally, there is a free online educational resource: SpineCenterNetwork.com.

"The online network is a byproduct of one-on-one meetings with health insurance company medical directors, employers and primary care doctors who were looking for spine programs that emphasized conservative care first," explains Bob Reznik, MBA, president of Prizm Development, Inc. "Dartmouth Medical Atlas has documented tremendous treatment variation in spine care," says Reznik. "Some spine practices emphasize aggressive spine surgery too often. Other clinics can emphasize too many injections. Sadly, too many times the back pain sufferer has to travel to multiple offices for biased opinions, misleading information, fragmented care, conflicting diagnoses and treatment plans — and often an unnecessary surgery. That is the perceived problem with spine care today."

Spine Center Network currently features 15 multi-disciplinary spine centers that meet the credentialing criteria of the network. The most recent spine center to be added is Reading Neck and Spine Center in Reading, Pennsylvania which was added in July 2016. The spine center combines under one roof a fellowship-trained, board-certified orthopedic spine surgeon; a board-certified specialist in non-surgical treatment options and spinal injections; X-ray; and a team of affiliated spine therapists with a full exercise gym. Spinal injections and minimally invasive spine surgery are provided across the street in the modern Surgical Institute of Reading which is geared to the convenience of the patient who can have spine surgery in the morning and be home later the same day. Clinical outcomes are tracked and patients receive a Home Remedy Book that emphasizes non-surgical treatment options in advance of spine surgery.

According to David Abraham, MD, spine surgeon and a founder of Reading Neck and Spine

Center, the multi-disciplinary approach eliminates a lot of the fragmentation and frustration experienced by those with back or neck pain. "Too many times the person with back or neck pain has to drive to a doctor's office, then back into the car for a drive to a diagnostic center, then to a different location for therapy," says Dr. Abraham. "Because the clinicians are not connected, the patient has to explain their problem multiple times to providers who don't communicate with each other or share the same chart. This fragmentation can result in the patient being told different diagnoses and treatment plans. It has been proven that the best spine care instead comes from a coordinated, multi-disciplinary approach that combines non-surgical spine specialists with spine surgeons. This eliminates the bias that comes from single silo spine clinics. We can be a resource to all the family practice physicians or chiropractors who want their patients to exhaust non-surgical treatment options first. But if that's not possible they also want these patients to access prudent spine surgeons who emphasize a minimally invasive approach."

Spine Center Network is particularly helpful to:

- Health insurance plans and employers who want to identify regional spine centers who conceptually believe in a non-surgically oriented approach to spine care, with a team of non-surgical spine specialists and spine surgeons.
- Back and neck pain sufferers who are searching the Internet to understand their symptoms and multi-disciplinary spine centers.

Another common aspect of the credentialed spine centers is the philosophical commitment to educate the health care consumer. As a free community service, all these centers mail out — at their own cost — a 36-page Home Remedy Book to thousands of back pain sufferers annually. Each spine center also has an on-line spine encyclopedia with exercises, symptom charts and medical illustrations on spine. More information can be found at [www.SpineCenterNetwork.com](http://www.SpineCenterNetwork.com) and [ReadingNeckandSpine.com](http://ReadingNeckandSpine.com).

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