

# Spine Institute of New York Teams with Leading Back Pain Resource, Spine-health, in Promotion of Patient Education

**Summary:** Adding to its long list of medical recognitions, the Spine Institute of New York is proud to announce its recent addition into the Spine Center Excellence Program of leading back pain resource Spine-health. Bringing back pain patients and leading spine care professionals together in the pursuit of the most effective patient education, treatment and pain relief, the Spine Center Excellence Program shares a personalized touch that has made the Spine Institute of New York a preferred choice for patients seeking comprehensive care of spine-related conditions.

NEW YORK, NY. September 8, 2009 – As a committed specialist in treating the spine, the Spine Institute of New York is happy to announce its recent acceptance into the Spine Center Excellence Program of leading back pain and neck pain resource Spine-health.

“Considering the Spine Institute of New York’s established reputation of excellence when providing comprehensive and innovative treatment options for patients with back pain and spinal disorders, joining the Spine Center Excellence Program is something that not only makes sense but is truly exciting,” according to Paul Kufflik, M.D., Associate Director, Spine Institute. “In the last 10 years, Spine-health has grown into an outstanding educational resource that we are glad to support and share with our own patients. With Spine-health’s large consumer following in mind, we believe that this relationship will serve as an excellent forum for our preeminent doctors and cutting-edge services to gain the attention of new patients and ultimately help them experience much-desired pain relief.”

Comprised of a talented, multi-disciplined team of board-certified orthopedic surgeons and physiatrists who work closely with neurologists, anesthesiologists, psychologists, and physical and occupational therapists, the Spine Institute of New York has been recognized for its abilities to

The screenshot shows the website for the Spine Institute of New York, part of the Spine-health network. The page layout includes a top navigation bar with links for Home, Conditions, Treatment, Wellness, Pain Forums, Find a Doctor, Pain Tools, Clinical Trials, and Health Videos. Below this is a search bar and a 'Contact Us' button. The main content area is titled 'The Spine Institute of New York : Spine Center in New York' and features a 'Top Pain Topics' sidebar with categories like Back Pain, Back Surgery, Cervicogenic, Degenerative Disc Disease, Exercise/Fitness, Neck Pain, Sciatica, Sleep/Insomnia, Spinal Fusion, Spinal Stenosis, and All Pain Topics A - Z. A 'Quick Find' section offers links for Pain & Surgery Forums, Health/Surgery Videos, Navigation, and Health Glossary. The 'Find a Doctor' section includes a 'Physician (MD or DO)' search field and an 'Enter Zip Code' field. The main text describes the institute's location in New York City and its comprehensive care for spine-related conditions. A 'Practice Physicians' section lists several medical professionals with their photos and titles, including Dr. Michael Rowarth, Dr. Andrew Cassese, Dr. Paul Buttle, Dr. Chandan Romig, Dr. Stewart Kufflik, Dr. Alexander Lee, and Dr. Eugene Brubin. A 'Contact Us' button is also present in the top right corner.

treat and care for the most complex spinal conditions, particularly when utilizing the latest technologies during spine surgery.

Joining Spine-health, which is viewed by nearly 1 million visitors each month, is a perfect opportunity for the Spine Institute of New York to attract patients with not only its patient-based care but its rankings among the top 10 percent in the nation for spine surgery.

“Both Spine-health and the Spine Institute of New York are recognized authorities in their respective fields – the back pain information space and spine surgery. Bringing a leading educational resource together with a leading provider of spine care, as the Spine Center Excellence Program does, has many beneficial applications to not only patients in New York City but the back pain community as a whole.”

Learn more about the Spine Institute of New York and their spine doctors by visiting their profile on Spine-health: [Spine Institute of New York](http://www.spine-health.com/doctor/spine-center/spine-institute-new-york) (<http://www.spine-health.com/doctor/spine-center/spine-institute-new-york>).

### **About Spine-health.com**

Spine-health.com (<http://www.spine-health.com>) is a recognized [back pain and neck pain resource](#) “designed to help spine doctors guide their doctors to the most reliable and patient friendly back pain resources on the Internet and confirm the patient education conversation with the doctor during the appointment,” says Sylvia Marten, President of Spine-health. The site’s strict editorial standards and medical review process have earned it numerous awards for consumer health content excellence and made it a favorite of both consumers and physicians. Spine-health.com publishes thousands of original health articles, doctor advice, and pain blogs, and facilitates the leading back pain message board. Patients can find a back doctor they can trust via Spine-health’s [Spine Center Directory](http://www.spine-health.com/doctor/spine-center) (<http://www.spine-health.com/doctor/spine-center>) and by using [Find a Back Doctor or Spine Surgeon](http://www.spine-health.com/doctor/find-a-doctor) (<http://www.spine-health.com/doctor/find-a-doctor>) search.

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