

Good Choices Program

The AASP is committed to informing healthcare professionals and the public about the importance of lifestyle modification and the use of select products to help manage back pain and improve spinehealth.

To help accomplish this goal the AASP developed the "Good Choices" program which includes a downloadable list of recommended and endorsed spinecare-related products outlined by category. This will provide online links to product brochures.

THE AASP OFFERS A LIMITED NUMBER OF PRODUCT ENDORSEMENTS

How Do We Obtain a Product Endorsement?

Obtaining a product endorsement from the AASP is more than just advertising. It is a commitment to acknowledging the potential benefit of a product to healthcare professionals and the public.

1. Contact the AASP and request a product endorsement application.
2. Complete the application process and sign the agreement.
3. Provide the items requested on the application process checklist.
4. The AASP will evaluate the product. You will be notified in writing of the AASP decision or not to grant an endorsement.
5. If an endorsement is granted you will be sent a final agreement. Send a signed copy back to the AASP.
6. You will receive an endorsement package, kit which will include the appropriate logos, certificates and press releases,
7. You may also receive a list of additional information required by the AASP to place the appropriate postings and links online.
8. Complete the task list and forward to the AASP as soon as possible.

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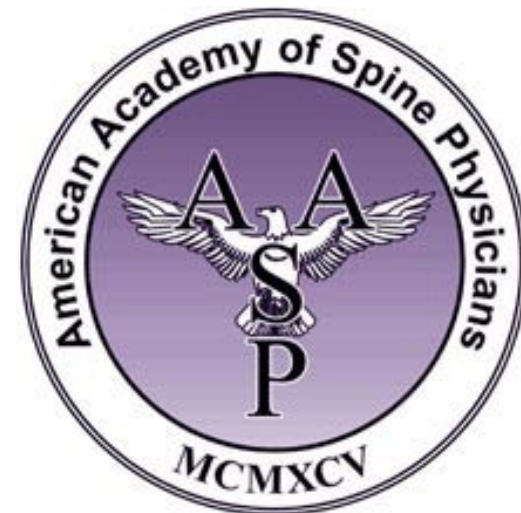
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For more information,
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www.spinephysicians.org

PRODUCT ENDORSEMENT PROGRAM



The American Academy of Spine Physicians

An organization comprised of
healthcare professionals dedicated to
excellence in spinecare

www.spinephysicians.org

The Academy

The American Academy of Spine Physicians (AASP) is a national organization comprised of physicians of who are committed to excellence in spinecare. The AASP is one of the largest interdisciplinary spine organizations in the world. The Academy provides a variety of valued resources for its members, including continuing education, credentialing, practice development resources, patient education items and access to member discounts on products and services. The AASP is committed to keeping its members informed about available services and technology.

The AASP Influence

Consumers are influenced less by traditional marketing approaches and are looking to national organizations and their healthcare providers for recommendations about spinecare and products which can be used to improve the health of the spine.

The American Academy of Spine Physicians (AASP), like the American Heart Association (AHA), and the American Diabetes Association (ADA), is in a position of influence and, therefore, assumes the responsibility to educate the public and members of the healthcare profession about spinecare products and services.

What is an AASP Endorsement?

To help members and consumers help identify good products and services, the Academy offers endorsement opportunities for services and products which qualify. There are two primary categories of endorsement; exclusive and non-exclusive.

An exclusive AASP endorsement indicates that your company, product or service is a leader in its category. A non-exclusive endorsement by the AASP indicates that your company, product or service meets the AASP endorsement criteria.

An AASP product endorsement represents that the Academy has reviewed a product and states that it is a good product which contributes to spinehealth.

Benefits of an AASP

Endorsement:

The primary benefit is increased company service and/or product exposure. Additional benefits of acquiring an endorsed status include:

- Right to use an official “ Endorsed by the AASP” logo
- One 12 month corporate membership for your organization
- Prominent link to your website from the AASP website homepage as an exclusive endorsement recipient
- Inclusion of organization and product/service description on the AASP website
- Recognition in each issue of the Academy eNews, our monthly newsletter
- Prominent listing on the AASP Buying Advantage Directory
- Development of an endorsed product brochure or informational booklet for use by company
- Development of a custom internet website button/banner
- Press release acknowledging the AASP endorsement status
- Custom powerpoint slides for use by marketing staff or consultants

Contact us at service@spinephysicians.org or call (847) 697-4660 for more information or to get



“NO ONE IS BIG ENOUGH TO BE INDEPENDENT OF OTHERS.”

William W. Mayo 1941

Readership Profile:

The AASP readership profile includes chiropractic physicians, neurosurgeons, orthopedic surgeons, radiologists, students/residents, patients and the public. The AASP reaches thousands of physicians and millions of consumers each month.

Marketing Exposure

The prevalence of spine and related disorders has grown to epidemic proportions. There are more than 200,000,000 patient visits to chiropractic physicians and neurosurgeons every year for spine-related problems. This estimate does not include visits to primary care physicians for back pain.

The American Academy of Spine Physicians is widely recognized as an authority on the spine and spinecare. The Academy is committed to helping professionals, patients, and the public make good choices when it comes to purchasing products or services. It is the position of the American Academy of Spine Physicians (AASP) that spine specialists should provide direction to their patients about available products and services which promote spinehealth.



Reach Students and New Graduates

The AASP has developed unique programs and services for students, residents and fellows. The Academy helps companies expose their services and products to doctors in training who have a long career ahead of them and many good choices to make.