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## **South Shore Brain and Spine Specialists Pursue Patient Education with Pain Information Specialist, Spine-health**

**Summary:** Further demonstrating its sincere concern for providing comprehensive education and care for its patients, South Shore Brain and Spine is pleased to announce its recent acceptance into the patient-based Spine Center Excellence Program of Spine-health, the leading educational resource on back pain and neck pain.

WEST ISLIP, NEW YORK. October 20, 2009 – As Long Island’s premier neurosurgical group, South Shore Brain and Spine is pleased to join the new Spine Center Excellence Program of the premier online education destination for patients with back pain and neck pain, Spine-health.com.

With the goal of informing patients of the best spine center practices in the country and bringing them together in the pursuit of more effective treatment, the Spine Center Excellence Program is a noble initiative that is similar to the ideological beliefs held at South Shore Brain and Spine Specialists.

“At South Shore Brain and Spine, we provide all of our patients with a Total Care Promise ensuring that our specialists will evaluate their condition, fully educate them about their treatment options and implement a treatment plan suited to each of their needs,” according to Kevin J. Mullins, M.D., a Neurosurgeon at South Shore Brain and Spine. “Such personalized commitment is shared at Spine-health.com, which revolves around the goal of providing its audience with unmatched and uncompromised education on spine-related symptoms, causes and treatment options, and ultimately helps to make our participation in the Spine Center Excellence Program such a strong fit.”

Comprised of dedicated neurosurgeons who are board-certified and trained in the latest minimally-invasive and complex surgical techniques, South Shore Brain and Spine has already helped thousands of patients regain normal functioning and resume their lives by exploring non-surgical options first and performing these surgeries only when necessary.

By partnering with Spine-health – which is seen by nearly 1 million online visitors each month – South Shore Brain and Spine expects to attract even more patients

The screenshot shows the Spine-Health website interface. At the top, there is a navigation bar with links for Home, Conditions, Treatment, Wellness, Pain Forums, Find a Doctor, Pain Tools, Clinical Trials, and Health Videos. A search bar is located in the top right corner. Below the navigation bar, the main content area is titled 'Spine Center' and 'South Shore Brain and Spine Specialists: Spine Center in Long Island'. A sidebar on the left lists 'Top Pain Topics' such as Back Pain, Back Surgery, Chiropractic, Degenerative Disc Disease, Exercise/Fitness, Neck Pain, Sciatica, Sleep/Insomnia, Spinal Fusion, Spinal Stenosis, and All Pain Topics A-Z. The main content area includes a 'Practice Physicians' section with photos and names of doctors like Dr. Kevin J. Mullins, M.D., Dr. William L. McCormick, M.D., Dr. Peter Stefanik, M.D., Dr. Salvatore Puhumbo, M.D., Dr. Steven Barakchian, M.D., and Dr. Patrick J. Ford, M.D. Below this is a 'Medical Services' section listing various conditions treated (e.g., Arm Pain, Back Pain, Brain Disorders) and treatments performed (e.g., Cervical Discectomy and Fusion, Microdiscectomy). The footer contains the Spine-Health logo and a disclaimer.

in need of treatment for back pain, neck pain, sciatica, spinal stenosis, herniated discs, degenerative disc disease and many other conditions.

“Having South Shore Brain and Spine featured on separate practice and individual surgeon pages on Spine-health is another great opportunity to connect our specialists with new patients striving for pain relief. We are excited about the applications that participating in the Spine Center Excellence Program has for not only patients in Long Island but the back pain community as a whole.”

Learn more about this Long Island spine center by visiting its profile on Spine-health: [South Shore Brain and Spine Specialists \(http://www.spine-health.com/doctor/spine-center/south-shore-brain-and-spine-specialists\)](http://www.spine-health.com/doctor/spine-center/south-shore-brain-and-spine-specialists).

### **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 \(http://www.spine-health.com/doctor/spine-center\)](#) and by using [Find a Back Doctor or Spine Surgeon \(http://www.spine-health.com/doctor/find-a-doctor\)](#) search.

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