The International Spine Association

The International Spine Association (ISA) is an organization comprised of divisions representing countries on six continents. The primary mission of the ISA is to improve the quality of spinecare throughout the world through education. The ISA is committed to disseminating "need-to-know" information through the World Wide Web in numerous languages covering many topics related to the spine, including information about spine anatomy, spine disorders, spinehealth, advances in technology and available treatment options.

The ISA provides links to other health-related and spine organizations. The ISA has one of the largest online searchable databases of information about the spine. The ISA provides physicians of various disciplines with resources they can use to direct their patients to the information. The American Academy of Spine Physicians (AASP) and the International Bioscience Institute (IBI) are major contributors to the ISA database.

Online ePublication Library

The online Public Information Center (PIC) has a library of ePublications, including brochures, fact sheets, graphics library and electronic booklets..

The PIC and Related Printed Publications

Various publications are available through the online PIC. Information from the database is periodically organized into printed publications so that the information can be made available to those who do not frequent the internet or who have not been directed to the online database. This also provides a resource, which physicians can directly hand to their patients.

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National Spinecare Awareness Campaign

The Online Public Information Center

American Academy of Spine Physicians
AASP
MCMXCV

American Academy of Spine Physicians

An organization of health professionals dedicated to excellence in spinecare

www.spinephysicians.org

National Spinecare Awareness Campaign

The AASP has launched a National Campaign with numerous initiatives to help educate patients, physicians and the public about the spine, spinecare and the role of spine specialists. To help accomplish these goals, the AASP has brought together a team of graphic artists, computer programmers, medical writers and physician consultants to develop one of the largest multimedia databases of information about the spine and spinecare. This online database is referred to as the Public Information Center (PIC). The information will be available through the Internatonal Spine Association (ISA), the American Spine Association (ASA), and the American Academy of Spine Physicians (AASP).

What To Expect from Your Doctors

The PIC was designed to provide an added resource for physicians. Responsible physicians are committed to making available educational opportunities and resources to their patients with spine disorders. Script pad formats directing patients to the online information have been made available to physicians. It is well-known that most individuals will go the internet to look up health-related
information. The PIC has been reviewed by top medical professionals in the field of spinecare and contains volumes of excellent material. Those who have chronic spine conditions can visit the site for up-to date information.

What Type of Information Can I Access?

- Spine Health Tips
- Signs and Symptoms
- Spine Conditions
- Spine Anatomy
- Terminology
- Diagnostic Tests
- Directory of Spine Physicians
- Non-Surgical Treatment Options
- Minimally Invasive Treatment Options

Surgery should be a last resort for the treatment of neck, back and

Learn More About Your Spine Condition

The PIC provides a Spine Condition look-up feature. The user can access this feature to perform an   online search for the spine condition that they are interested in. Each condition is laid out in a similar format for ease of use. Categories under each condition include a condition description, an overview of signs and symptoms, a treatise on the natural progression of the disorder, an overview of other conditions which may mimic the disorder, diagnostic methods and treatment options. Digital illustrations are used whenever possible to help educate the user. This area of the database is frequently updat-

Learn More About Your Treatment Options

There are many different treatment options available to individuals with spine disorders. There are so many options that it often can be confusing.

Most physicians are not experienced in all of the methods and those that are knowledgeable in the diversity of approaches, often do not have the time to adequately review all of the options with their patients.

The PIC provides an overview of the various treatment options and combinations of treatment approaches as well as the types of providers that offer that care. The PIC has a section on the various healthcare professionals that evaluate and treat the spine. The potential benefits of conservative and cooperative spine care are presented.

Learn How To Improve Your Spinehealth

The online PIC provides a wealth of information for those who wish to improve their spinehealth and take a preventative approach. There is information about posture, exercise, nutrition and how to lift. There is also a list of spinehealth tips. Self screening tests are also provided to help those who wish to identify problems early to improve their chances for a good treatment outcome.

How Do I Access the Information?

The online information database (PIC) can be accessed by going online to:

www. spineheath.info.

You can also ask your physician for information. If your physician is unaware of the resources available to them, be the first to let them know.

Multimedia Presentations

The PIC uses a multimedia approach to educate the user. This includes the use of digital graphics, animations and audio.