

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 to 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 request one or more samples of the product. You will be notified in writing of the AASP decision to grant 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 kit which will include the appropriate logos, certificates and press releases.
7. You may receive a list of additional information required by the AASP in order to receive appropriate postings and links online.
8. Complete the task list and forward to the AASP as soon as possible.

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PRODUCT ENDORSEMENT PROGRAM



American Academy of Spine Physicians

An organization of health professionals
dedicated to excellence in spinecare

www.spinephysicians.org

The Academy

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

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 spinehealth.

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 spinecare-related 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 endorsed a product as contributing to spinecare/spinehealth.

Benefits of an AASP Endorsement:

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

- Authorization to use an official “ Endorsed by the AASP” logo
- Option to obtain an exclusive endorsement (“Exclusively Endorsed by the AASP” logo)
- Prominent link to company website from the AASP website homepage
- Inclusion of your company’s/ organization’s product/service description on the AASP web site
- Recognition in the Academy eNews, ACADEMY NEWS, and other publications
- Prominent listing on the International Directory of Spinecare Products
- Development of an endorsed product brochure and PowerPoint Slides for use by the company
- Development of a custom internet website click through button/banner
- Press releases acknowledging the AASP endorsement status
- Access to custom PowerPoint slides for use by marketing staff or consultants



“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, neurologists, pain specialists, radiologists, physical therapists, physiatrists, massage therapists, acupuncturists, students/residents, etc., patients and the public. The AASP reaches thousands of healthcare professionals and millions of consumers each month.

Marketing Exposure

The prevalence of spine and related disorders has grown to epidemic proportions. There are millions of patient visits to spinecare professionals every month for spine-related problems. This estimate does not include visits to primary care physicians and others 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 spinecare professionals of all disciplines should provide direction to their patients about available products and services which promote spinehealth.



Reach Out to Students and New Graduates

The AASP offers unique opportunities, programs and services for students, interns and residents. The Academy helps companies expose their services and products to spinecare professionals in training, who have a long career ahead of them and many good choices to make.