

Special AASP Programs and Initiatives

Each Educational Partner can choose to support one of the following programs or initiatives:

- Online Public Information Center (PIC)
- International Directory of Spinecare Professionals
- Student Resource Center Initiative
- Candidate Member Initiative (students and residents)
- Good Choices Program

Please contact the AASP at (847) 697-4660 for more information about each program .

THERE WILL BE A LIMITED NUMBER OF EDUCATIONAL PARTNERS.

How Do We Become an AASP Educational Partner ?

Becoming an Educational Partner is more than just advertising. It is a commitment to excellence in serving patients, physicians and the public.

1. Contact the AASP and request an Educational Partner Application.
2. Complete the application, sign the agreement, and forward it with payment.
3. The check will be cashed only upon final approval of partner status
4. If approved, you will receive formal acknowledgment, which will include a Partner packet, itemized request for company information, an AASP Educational Partner Logo in electronic format and a custom press release.
5. You will receive a list of information needed to place appropriate postings and links online. Please complete the task list and forward to the AASP as soon as possible.
6. If you do not have an acceptable banner ad to provide to the AASP, a custom 4 color click through banner or button will be developed by the AASP for your use.
7. Submit a product profile and company logo with the proper specifications.

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Become an Educational Partner



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 of various disciplines, 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 valuable 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 Website

The AASP website was developed to provide professionals with direct online access to member benefits and timely information. The site was also designed to enhance the recognition and role of members in spinecare. To help accomplish this goal, the AASP developed the International Directory of Spinecare Professionals, a highly visible online directory which provides efficient search and locate features for the public. The website also has an area dedicated to informing members about new technologies and available services. Members also have access to an online "Buying Advantage Program" where they can receive special offers.

What is an AASP Educational Partner?:

The American Academy of Spine Physicians (AASP) developed the Educational Partner Program for companies and organizations, who wish to increase their visibility and obtain recognition for supporting the Academy as well as specific AASP initiatives and programs. This also gives companies an opportunity to promote their products and services to healthcare professionals and their patients.

To become an Educational Partner, a company must complete an application process and be approved by the American Academy of Spine Physicians. The designation of being an "AASP Educational Partner" has a prestigious branding effect and acknowledges the Partner's commitment to education and to excellence in spinecare.

Benefits of Being an Educational Partner:

The primary benefit is increased company and service exposure and/or product exposure. Additional benefits to the partner include:

- Use of an **authorized version** of an AASP "Educational Partner" logo
- Partner recognition for support of specific AASP programs or initiatives
- Prominent visibility with a click-through banner on select areas of the AASP website
- Acknowledgment of Educational Partner status on marketing eBlasts
- Click through banner/button on the first page of the AASP eNews (ACADEMY NEWS), which is a publication sent out to all AASP members
- Use of Corporate Partner press release(s)
- Option to submit articles to the AASP Technology Section
- Unlimited product listings/profiles in the International Directory of Spinecare Products

Partners are provided with online click through web banners/buttons. The activity is professionally tracked with software, which is used to keep an up-to-date inventory of click-throughs and unique page visits. This information is periodically shared with partners.

The AASP will professionally display Educational Partner's products and services. This will enhance marketing exposure to healthcare professionals, patients and the public.



"NO ONE IS BIG ENOUGH TO BE INDEPENDENT OF OTHERS."

William W. Mayo 1941

Readership Profile:

The AASP readership profile includes spinecare professionals in various disciplines, including physicians and non-physicians. The AASP has the potential to reach thousands of healthcare professionals and millions of consumers each month.

Marketing Exposure

The AASP is committed to doing what is necessary to reach as many spinecare professionals as possible each month. This is accomplished with the assistance of the AASP public relations team and through relationships with other organizations. The AASP reaches professionals through member referrals, professional networking resources, publications, reciprocal online links, strategic alliances, with other organizations, internal eBlasts, and AASP Candidate Member Programs. The AASP has an affiliation with the International Spine Association (ISA), an international organization dedicated to education of patients and the public.



Candidate Members

The AASP offers unique programs and services to students, residents, and fellows. This includes Candidate Membership with the AASP. The Academy is dedicated to helping prepare students, residents and new graduates with the resources necessary to locate job opportunities and begin practice. This includes informing candidate members about different practice models and required inventory which provides an excellent opportunity for Educational Partners to introduce /expose their services and products through an integrated candidate program.