MedIngenuity LLC
Instant wisdom for the healthcare consumer

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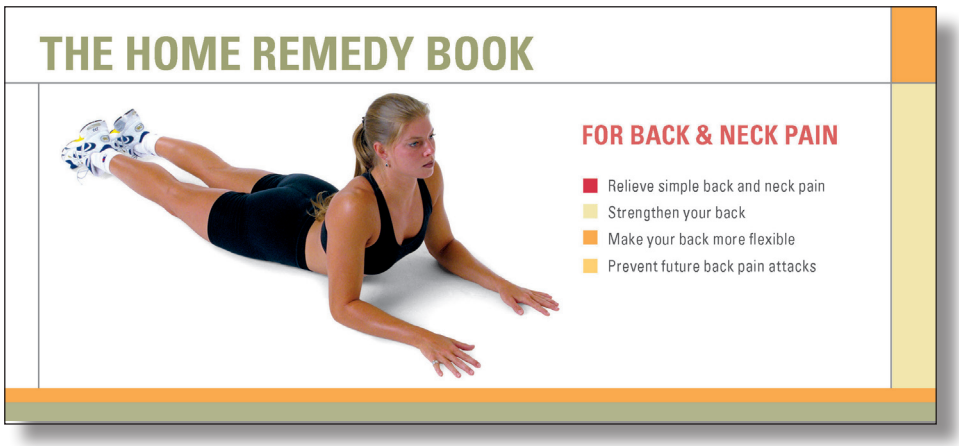


3 ways the Home Remedy Book will grow your spine practice.

1 WISER PATIENTS ARE EASIER & MORE PROFITABLE TO TREAT.

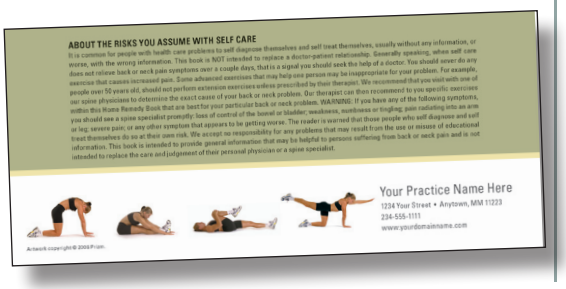
One of the most time-consuming aspects of the physician-patient encounter is the time that must be spent to explain to the patient the recommended care plan, the importance of exploring non-surgical options first, and how specific stretches and exercises work to relieve symptoms, make the back and neck stronger and resistant to injury. A patient education tool that enables a physician to spend less time on this, increases the number of patients seen in a day, and increases practice revenues. The Home Remedy Book for Back & Neck Pain explains HOW EXERCISE WORKS, and HOW SYMPTOMS CAN BE RELIEVED from a bulging or herniated disc, WHY PILLS CAN BE RISKY and WHY NON-SURGICAL OPTIONS NEED TO BE TRIED FIRST. Unlike other patient education tools with dated illustrations that appear to "talk down" to the patient, the 36-page color Home Remedy Book features an attractive, fit, exercise model that can motivate the patient to get fit.

2 IT RETAINS EXISTING PATIENTS AND ATTRACTS NEW PATIENTS.

At last, the largest circulation Home Remedy Book for Back and Neck Pain can now be purchased by spine doctors for their patients. The book has been in use at the most respected spine centers in the United States and has been distributed to more than 300,000 Americans over the past 12 years, perhaps more than any other spine care manual. The exercises featured in the self-help book were selected by some of the best-trained spine therapists in the country. Patients find the book helpful and are more compliant with their exercise Rx.

3 IT STRENGTHENS TIES WITH DOCTORS WHO SEND YOU PATIENT REFERRALS.

Spine centers traditionally give 20 copies of the book to family practice physicians in their locale, who like to hand them to their patients who complain of back pain. This in turn puts the spine center phone number and web site directly in the hands of the back pain sufferer. We also personalize the back cover with your practice name, address and phone number to make this one of the most effective and long-lasting marketing tools for your spine practice.



ABOUT US

MedIngenuity, LLC is based in Southlake, Texas, an affluent suburb of the Dallas Fort Worth region. Recognizing that the best healthcare comes from an informed healthcare consumer, MedIngenuity produces educational brochures and content-rich Internet sites.

These healthcare patient brochures and healthcare web sites focus specifically in the following niches:

- Back and Neck Pain
- General Orthopedics
- Neuroscience
- Pain Management

MedIngenuity has licensed from Prizm Development, Inc., the most experienced developer of spine centers in the United States, its 36-page Home Remedy Book which has been distributed more than 200,000 copies of this helpful book to back and neck pain patients.