

Special AASP Programs and Initiatives

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

Online Public Information Center (PIC)
National Directory of Spine Physicians
Student Resource Center Initiative
Book for the Public
Student (Candidate) Member Initiative
Good Choices Program

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

THERE WILL BE A LIMITED NUMBER OF CORPORATE PARTNERS

How Do We Become an AASP Corporate Partner ?

Becoming a corporate 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 a Corporate Sponsor 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 Corporate Partner Logo in electronic format and a custom press release.
5. You will receive a list of information needed to place the 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 add to provide 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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www.spinephysicians.org

Become a

CORPORATE PARTNER



The American Academy of Spine Physicians

An organization comprised of
healthcare professionals dedicated to
excellence in spinecare

www.spinephysicians.org

The Academy

The American Academy of Spine Physicians (AASP) is a national organization comprised of physicians of various disciplines who are committed to excellence in spinecare. The AASP is one of the largest interdisciplinary spine organizations in the world. The Academy provides a variety of valued 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 physicians 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 National Directory of Spine Physicians, 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 technology and available services. Members also have access to an online "Buying Advantage" program where they can receive special offers and dis-

What is an AASP Corporate Partner?:

The American Academy of Spine Physicians (AASP) developed a Corporate Partner program for businesses and organizations who wish to obtain general recognition as well as recognition for supporting specific AASP Initiatives and programs. This also gives companies an opportunity to promote their products and services to physicians and their patients.

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

Benefits of Being a Corporate Partner:

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

- Use of an authorized version of the AASP Corporate Partner logo.
- Partner recognition for support of a specific AASP program or initiative on all media
- Prominent visibility with a click through banner on various areas of the AASP website
- Acknowledgment of Corporate Partners on marketing eBlasts
- A click through banner/button on the first page of the Academy eNews which is a monthly publication which is sent out to all AASP members
- Corporate Partner Press Release
- Prominent listing on the AASP Buying Advantage Directory and in the Technology section
- Custom Partner brochure and mini poster for display at shows or conventions

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 shared with partners.

The AASP will display the Corporate 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."

Readership Profile:

The AASP readership profile includes chiropractic physicians, neurosurgeons, orthopedic surgeons, radiologists, students/residents and the public. The AASP reaches thousands of physicians and millions of consumers each month.

Marketing Exposure

The AASP is committed to doing what is necessary to reach as many spine specialists 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 physicians through member referrals, publications, reciprocal online links with other organizations, internal eBlasts, purchased opt in eBlasts, and AASP student (candidate) programs. The AASP has an affiliation with the International Spine Association (ISA), an international organization dedicated to education of patients and the public.



Reach Students and New Graduates

The AASP has developed unique programs and services for students, residents and fellows. This includes candidate (student) membership with the AASP. The Academy is dedicated to helping prepare students and new graduates with the resources necessary to begin practice. This includes informing candidate members about different practice models and required inventory. This provides an excellent opportunity for AASP Corporate Partners to expose their services and products through an integrated student / resident program.