

January 27, 2015

ASIPP Announces Patient Education Program

Paducah, KY - The American Society of Interventional Pain Physicians (ASIPP), a not-for-profit national organization representing interventional pain physicians, and Medical Media, Inc., dedicated to medical marketing, announced today they have entered into a collaboration agreement to form Interventional Pain Management Network, a new patient education program. Dr. Laxmaiah Manchikanti, ASIPP Chairman of the Board, said, “Interventional Pain Management Network consists of interactive videos for waiting rooms as an innovative way to provide awareness and understanding of evidence-based and clinically relevant information to the patient at a time when the patient is in need and receptive to health issues. Further, Medical Media will customize the videos in collaboration with ASIPP based on evidence unique to each individual physician’s office.”

Medical Media’s CEO, Nick Autrey said “We have six (6) specific goals for each patient: to inform, educate, engage, entertain, inspire, and interact. Patient education is at the forefront of the medical industry. Through the joint efforts of Medical Media and Interventional Pain Management Network we strive to meet these goals for the benefit of your patients.”

ASIPP President, Peter Staats, MD, said that “ASIPP is not only established as the leader in patient and physician education, but also continues to excel.”

“It comes as no surprise that the Voice of Interventional Pain Management is establishing ASIPP as the leader in patient education” Nick Autrey stated “We are very excited to have the opportunity to work with this dynamic organization.”

“It is our goal that members will take the opportunity to participate in Interventional Pain Management Network’s interactive program. We believe the establishment of this high-level patient education program will open the door to better healthcare for our patients,” Manchikanti concluded.

ASIPP is a not-for-profit professional organization founded in 1998 which now comprises over 4,500 interventional pain physicians and other practitioners who are dedicated to ensuring safe, appropriate and equal access to essential pain management services for patients across the country suffering with chronic and acute pain. There are approximately 8,500 appropriately trained and qualified physicians practicing interventional pain management in the United States. ASIPP also has affiliated state societies in all 50 states and Puerto Rico.

Medical Media Corporation was formed to provide digital media services to healthcare providers. Medical Media operates a digital marketing corporation which develops custom educational content on behalf of healthcare providers to educate and engage patients at their point of care.

To find out more about ASIPP, call 270-554-9412 or e-mail asipp@asipp.org. For Medical Media, please call 334-737-6659 or e-mail info@medicalmedia.us.

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