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IMMEDIATE RELEASE

Press Release

iSpineCare Patient Spine Education

iPhone/iPad app will increase quality of clinician's spine education while decreasing their delivery time.

Sydney, Australia 24 July 2010 – Anatomate-apps has released v1.2.2 of iSpineCare, which allows spine care clinicians to increase the quality of their client education and informed consent whilst simultaneously decreasing the time required. iSpineCare is useful for neurosurgeons, orthopedic surgeons, pain management physicians, physiatrists, sports physicians, rehabilitation physicians, family physicians, physical therapists, chiropractors and osteopaths. iSpineCare costs US\$42.99 at www.itunes.com/apps/ispinecare.

iSpineCare is a library of 89 3D animation movies, each with a still image library and educational text/image pdf, that illustrates key spine structural and functional anatomy, common pathologies and conservative care advice.

iSpineCare contains specially developed movies on cervical and lumbar

- structural and functional anatomy (ie vertebra and disc structure, spine and nerve anatomy, facet joint function)
- movements (ie flexion, extension, rotation)
- key muscles (ie origins/insertions/actions/innervation of deep neck flexors, pelvic floor muscles, common problem muscles) and
- common pathologies (ie degenerative disc disease, disc prolapse, disc concentric tears, facet joint syndrome, foraminal stenosis, rheumatoid spondylitis, spondylolisthesis, etc).
- the movies and images are unique and not available anywhere else.

An iTunes review by a US spine surgeon is -

“I have played with this app and found it very useful for any professional involved in spine care. The animations are first class and importantly anatomically accurate. I am a spine surgeon and can demonstrate various pathologies to patients on my iphone. This is a very useful application for physical therapists, physiatrists, pain physicians and spine surgeons. This would also suit nurses and physician assistants involved in

spine care, and patients as well. The speed of loading is good and there are a plethora of animations. Well done. 5 stars.”

A US chiropractor wrote -

“I have had this app for 4 days and have already used it twenty times to demonstrate various spinal pathologies and anatomical details to patients. It works quickly and the animations are crisp and detailed. As a chiropractor I would not hesitate to recommend this app to all my colleagues in the spinal care specialities as a wonderful alternative to pointing to a chart on the wall. Patients love it!”

Clinicians find iSpineCare allows them to give better quality education in less time, and to better manage their client’s expectations of treatment, leading to shorter consultations, happier clients, increased client throughput, more positive word of mouth for the practice, fewer medico-legal issues and easier medico-legal defense. Clients gain greater understanding of their disease, resulting in improved treatment compliance, satisfaction and outcomes.

Rising costs and increasing expectations from clients are causing health care clinicians to seek ways to improve efficiency while maintaining a high quality of services offered. iSpineCare helps spine care clinicians improve their patient education efficiency while increasing the quality of health care delivery.

More content movies and medical imaging pictures (XR, CT, MRI) will be added soon.

See sample videos and a Press Kit at www.anatomate-apps.net/iSpineCare

Other Anatomate-apps clinician apps:

iSpineOperations

iSpinePainManagement

Current Anatomate-apps client apps:

mLumbarAnatomy

mLumbarDegenerativeDiscDisease

mLumbarDiscHerniation

mLumbarLaminectomy

mLumbarMicroDiscectomy

mLumbarPLIFcage

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Anatomate-apps provides client education and clinical tools for spine care clinicians using the iPad, iPhone and iPod Touch.

iSpineCare is available at www.itunes.com/apps/ispinecare.

Keywords ispinecare, spine, patient education, anatomy, pathology, animations, movies, vertebra, discs, cervical, lumbar

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