

MEDIA ADVISORY

INCREASED INTEREST IN NEW MEDICAL TECHNOLOGY LEADS TO LIVE TWITTER EVENT FROM INSIDE THE O. R.

WHAT: Lora Brown, M.D., pain management specialist at Coastal Orthopedics & Pain Management, will conduct Vertos *mild*, a back pain procedure, which will be Twittered live. The patient is a 66-year-old female from the Gulf Coast with a history of Lumbar Spinal Stenosis. The procedure will take place at Lakewood Ranch Medical Center.

Dr. Brown was the first to be trained in the *mild* procedure on Florida's west coast, and Coastal is the only practice in the area where it is offered. The minimally invasive procedure can have patients walking pain free in a day.

Coastal invites its followers and potential newbies to submit questions to Dr. Brown and her team. Live tweets will be given throughout the procedure.

"Vertos *mild* is relatively new, and social media gives us yet another means to educate patients on what has proven to be life-changing for many who had been living with chronic back pain," said Coastal Orthopedics Chief Executive Officer, Paul M. Duck.

Over the next few weeks, Dr. Brown will conduct over 30 *mild* procedures as part of her continued national research study trial with Vertos.

WHO: Media and public are welcome to follow via Twitter and submit questions

WHERE: Twitter: <http://twitter.com/CoastalDocs>

WHEN: Thursday, July 29th
LIVE Twitter Feeds – Beginning at 2:30 PM

Additional Info:

The *mild* procedure is used to relieve the pain of Lumbar Spinal Stenosis (LSS). The condition causes lower back pain, which affects 1.5 million individuals in the U.S. each year. LSS comes from the normal wear-and-tear effects of aging, more specifically; it is the thickening of ligaments in the spinal canal which in turn causes increased pressure and back pain. By using a small incision point, the *mild* procedure thins out this ligament and restores it back to its normal thickness, which takes the pressure off of the spine. When compared to previous options, the *mild* procedure offers immediate relief within hours after surgery and speedy recovery time without the use of large incisions or invasive implants.

FOR MORE INFORMATION PLEASE CONTACT SHANNON SAYRE – 941-462-3556