

**FOR IMMEDIATE RELEASE**  
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## **Progressive Pain Practice Joins the Social Networking Evolution**

NEWARK, DE – (June 26, 2009) – Mid Atlantic Spine and Pain Physicians (MASPP), the most comprehensive pain practice in the U.S diagnosing and treating spine and pain related disorders, has gone social. MASPP recently joined the ranks of social networking evolution by developing a fan group page for Facebook users with an interest in the group practice or learning more about pain or are want to connect with users with the same curiosity regarding living a life without pain. The fan group page in Facebook will host information about the practice, upcoming events, and exciting news about MASPP.

MASPP is very committed to educating the community. In addition to Facebook as a media vessel to promote the practice and educate users, the practice publishes “The Pain Journal” newsletter bi-monthly, posts a chronic pain blog linked from the MASPP homepage, contributes to a bi-weekly health advice column in *The News Journal*, lectures on pain Friday mornings at 7:30 a.m. at Union Hospital, hosts a morning radio program “Pain Talk” that is broadcasted on Saturday mornings at 6:30 a.m. on WILM 1450 AM starting Sunday mornings at 7:00 a.m. on WDOV 14 10 AM, and is heavily involved in the annual Pain Medicine Symposiums hosted by the PM&R Department of Temple University Hospital.

Facebook is a social utility that connects people with friends and others who work, study and live around them. It is a free-access social networking website that is operated and privately-owned by Facebook, Inc. Registered users can join fan groups, such as the one created by Mid Atlantic Spine and Pain Physicians, that are organized by interest to connect and interact with other people with the same interest. A February 2009 Compete.com study has ranked Facebook as the most used social network by worldwide monthly active users. Registration to use Facebook is free.

To join the MASPP fan group, visit Facebook and search “Mid Atlantic Spine and Pain Physicians” or go directly to <http://www.facebook.com/home.php#/group.php?gid=96238308852>.

### **About Mid Atlantic Spine and Pain Physicians**

Mid Atlantic Spine and Pain Physicians (MASPP) is the most comprehensive pain practice in the U.S diagnosing and treating spine and pain related disorders. With locations in Delaware and Maryland, this preeminent pain practice is staffed with a team of top-rated, board certified physiatrists, chiropractors, and licensed practitioners providing individualized treatment for patients in a very compassionate and caring setting. The group provides an array of patient care right onsite, including two modern clinics, outpatient surgery center, diagnostic imaging, chiropractic care, physical therapy, a sleep lab, among other services. For more information, visit [www.midatlanticspine.com](http://www.midatlanticspine.com) or call 302-369-1700.

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