



Just Launched ~

CHRONIC PAIN PERSPECTIVES™

Quadrant HealthCom Launches *Chronic Pain Perspectives*™

Parsippany, NJ September 6, 2011 — **Quadrant HealthCom Inc.** announces the launch of ***Chronic Pain Perspectives*™**, an integrated multimedia suite of products dedicated to meeting the needs of physicians across the pain treatment continuum.

Currently, education resources in three media platforms are dedicated to this initiative, including an e-Newsletter series, a special supplement to *The Journal of Family Practice*®, and a Web site, soon to be available at www.chronicpainperspectives.com.

Elaine Coutsouridis, Executive Account Manager, explains, “Understanding of chronic pain and the best treatment options is less than ideal among primary care clinicians. Quadrant has identified a need for physicians to learn more about multidisciplinary and multimodal treatment of chronic pain.” She continued, “Various credible sources, including government institutions such as the NIH, HHS, and IOM, as well as the American Academy of Pain Medicine and the American Pain Foundation, have indicated this patient population is growing substantially and represents a huge financial burden in healthcare costs. These organizations designated this is a public health problem, as pain affects more Americans than heart disease, diabetes, and cancer combined.”



Quadrant is uniquely positioned to comprehensively address this market and the barriers it presents to effective care. Its journal portfolio reaches many of the largest segments treating pain including primary care clinicians (MDs and NP/PAs), neurologists, rheumatologists, orthopedic surgeons, and OB/GYNs. Psychiatrists and clinicians in the federal market are also actively involved in treating chronic, painful conditions. The combined reach of the publications and their affiliated eMedia platforms exceeds 450,000 healthcare professionals.

As part of the ***Chronic Pain Perspectives*™** initiative in bringing pain management information to frontline practitioners, Quadrant HealthCom will present four courses at PAINWeek™ September 7 – 11, 2011 including:

- *Federal Practitioner*® – Phantom Limb Pain (R. Norman Harden, MD)
- *Neurology Reviews*® – Managing Neuropathic Pain: When to Refer to a Specialist (Charles E. Argoff, MD, CPE)
- *Clinician Reviews*® – Chronic Pain Patient Advocacy by Clinicians: What are the Limits? (Michael E. Schatman, PhD, CPE)
- *The Journal of Family Practice*® – Evidence-Based Acute Pain Management (Yvonne D’Arcy, MS, CRNP)

Additional resources will be available online such as micro sites, podcasts, video casts and pain clinic spotlights, as the Web site develops. These features will include interviews with Pain experts, a library of physician and patient resources, self-assessment quizzes, and more.

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About Quadrant HealthCom Inc.

Quadrant HealthCom Inc. is a multimedia communications company specializing in the health care market. Its 13 medical journals, affiliated Web sites, meetings management division and custom publishing programs reach more than 550,000 health care professionals in the United States. Visit <http://www.qhcrates.com> to access the 2011 integrated media rate cards for more details.

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