

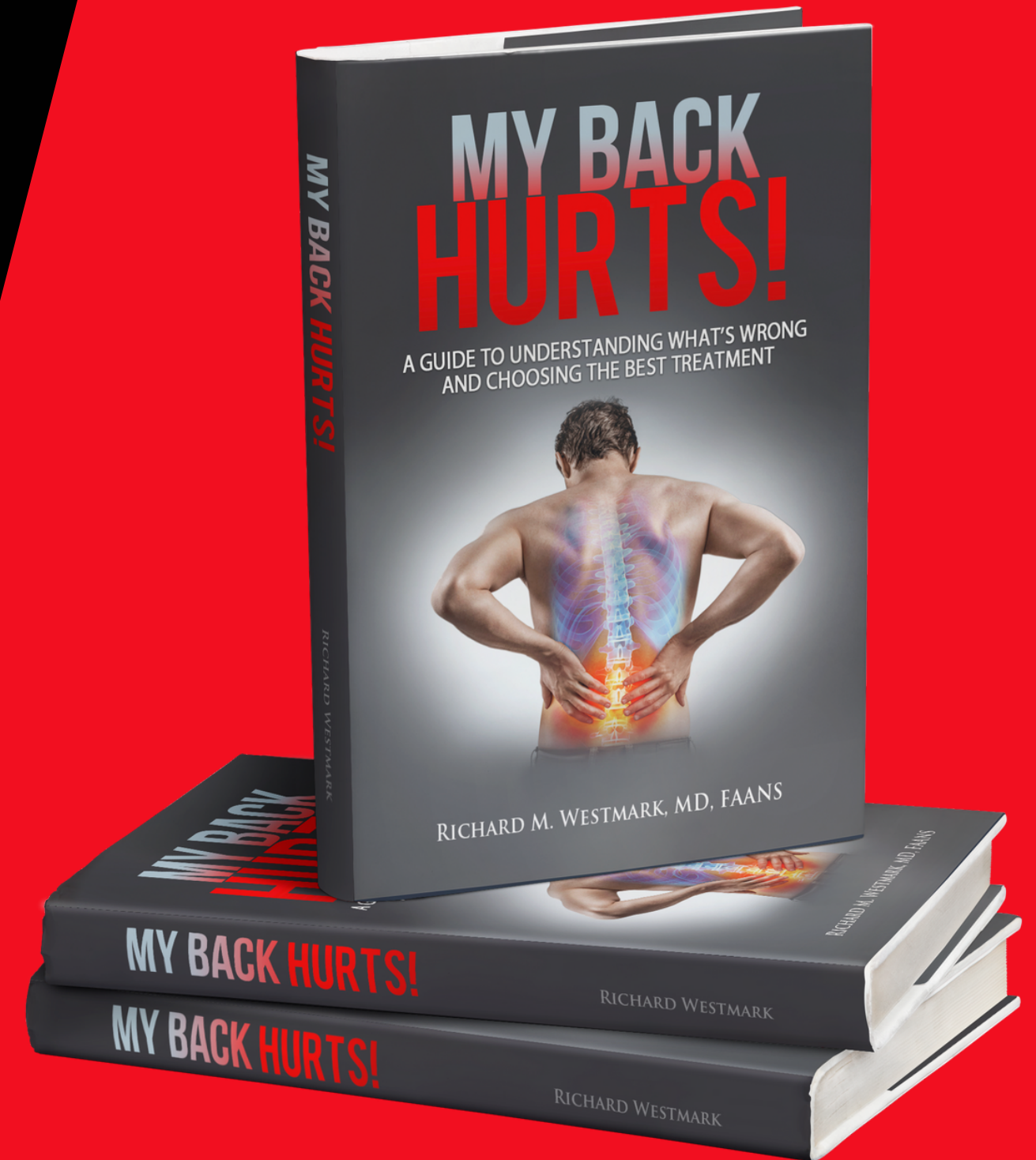
# MY BACK HURTS!

A GUIDE TO UNDERSTANDING  
WHAT'S WRONG AND CHOOSING  
THE BEST TREATMENT

BOOK LAUNCH

BY DR. RICHARD M. WESTMARK, MD, FAANS

ELECTRONIC PRESS KIT



A **SCIENCE-BACKED** COMPREHENSIVE GUIDE  
FROM HARVARD TRAINED NEUROSURGEON

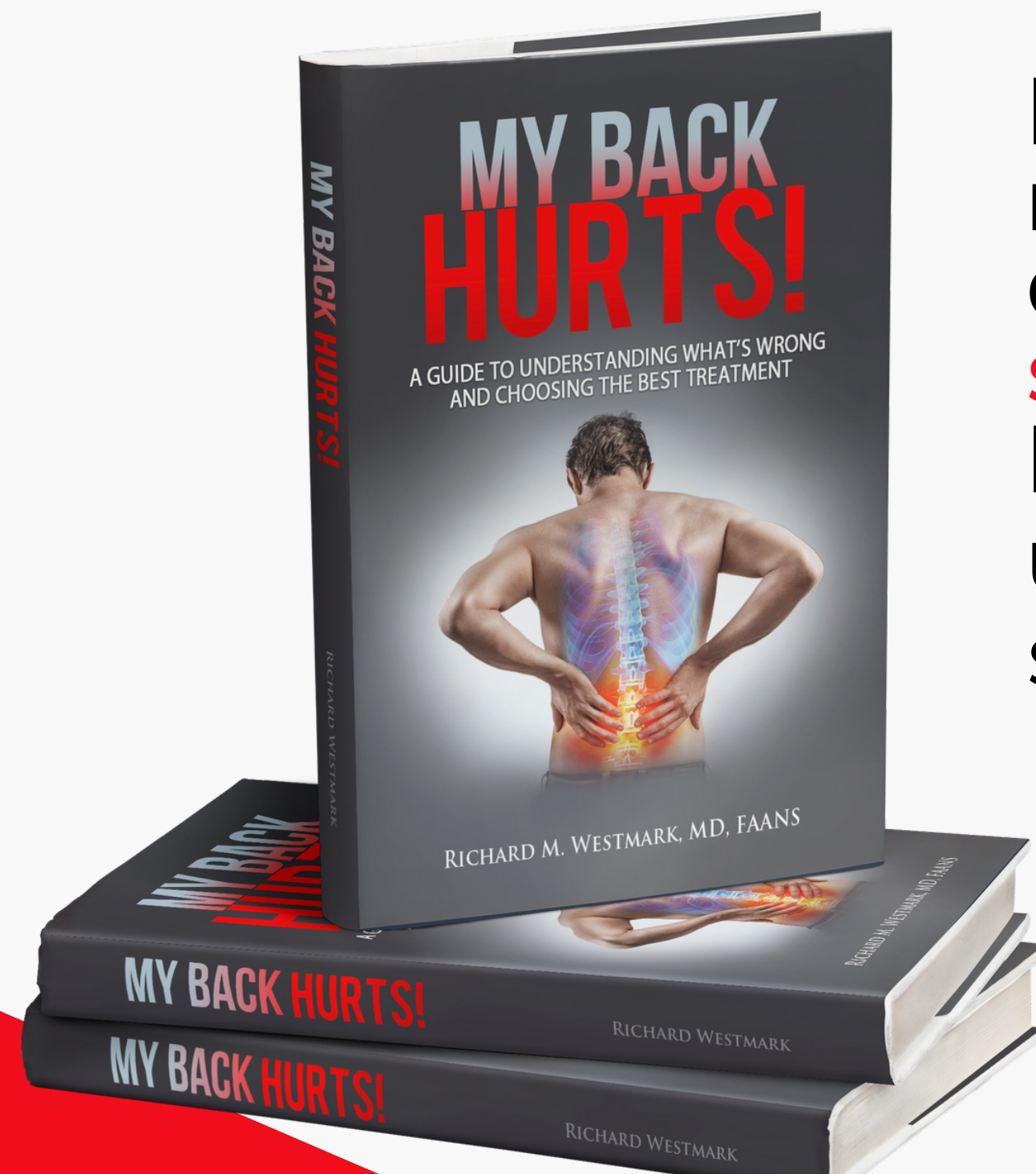
AN ESTIMATED **90 MILLION**  
AMERICANS SUFFER FROM  
SOME FORM OF BACK PAIN

AFTER DECADES WORKING AS A  
PHYSICIAN AND NEUROSURGEON,  
DR. RICHARD M. WESTMARK DECIDED  
TO WRITE AND PUBLISH A DECODED  
MEDICAL BACK PAIN BOOK TO HELP  
BACK PAIN SUFFERERS BETTER  
UNDERSTAND THEIR BACK PAIN FROM  
A SCIENTIFIC PERSPECTIVE AND HOW  
TO APPROACH IMPROVING THEIR  
OVERALL BACK WOES.

THE PROBLEM...



# A **DEFINITIVE** AND **AFFORDABLE** GUIDE FROM NEUROSURGEON DR. RICHARD M. WESTMARK



Dr. Westmark's new book helps readers easily understand the different types of **back pain**, **symptoms**, and likely **diagnoses**. Readers can also learn how to avoid unnecessary tests and unnecessary surgeries.

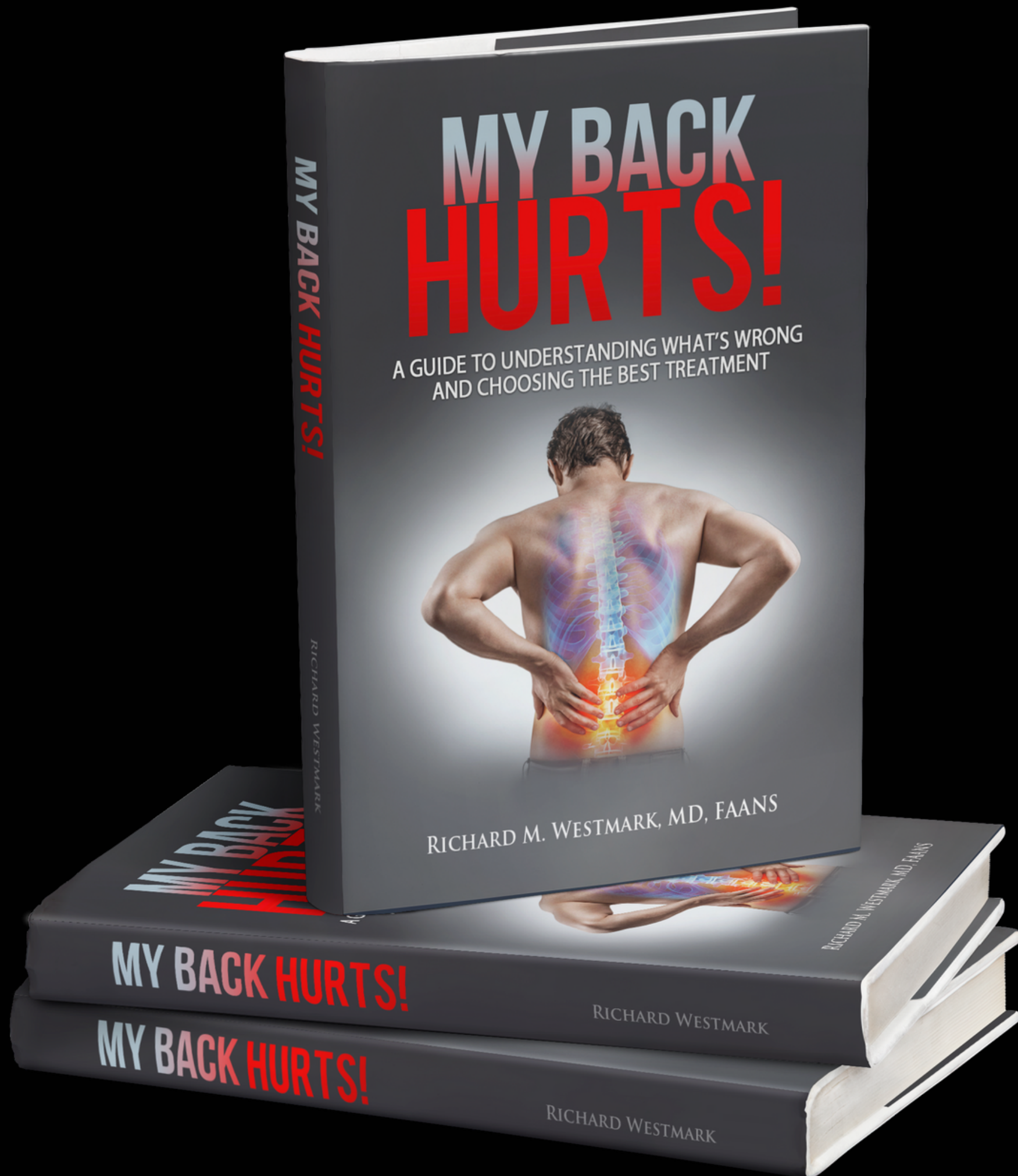
# ABOUT THE AUTHOR



## DR. RICHARD M. WESTMARK, MD, FAANS

After completing his neurosurgery training at the Harvard teaching hospital, Massachusetts General Hospital, Dr. Westmark trained in advanced spine surgery techniques at the world-famous Barrow Neurologic Institute in Phoenix, Arizona. He has also worked with pioneers in spinal cord injury and regeneration research at the University of California San Francisco and the University of Florida.

Dr. Westmark is a board certified surgeon, a Fellow of the American Association of Neurological Surgeons (AANS) and a member of the AANS/CNS (Congress of Neurosurgeons) Joint Section of Disorders of the Spine and Peripheral Nerves. Dr. Westmark has been treating patients with back pain for over 35 years and has performed over 5,000 spinal surgeries. He has written numerous publications including several chapters in key medical textbooks on the diagnosis and treatment of spinal disorders.



# FACT SHEET

Dr. Westmark has been treating surgical patients with back pain for over **35 YEARS.**

He has performed over **5,000 SPINAL SURGERIES** over the course of his medical career.

He has also written numerous publications including several chapters in key medical textbooks on the diagnosis and treatment of spinal disorders.

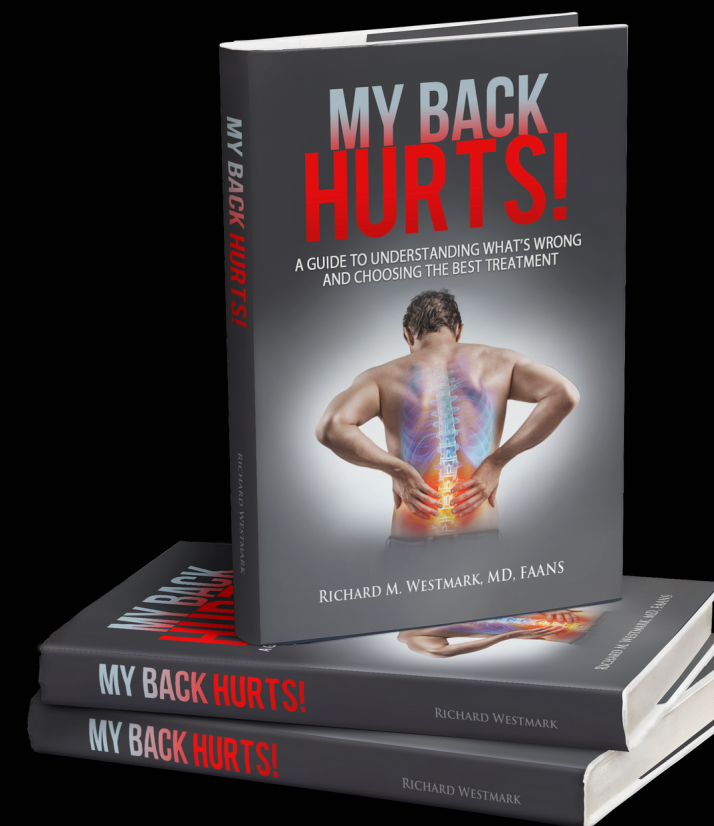
MY BACK  
HURTS!

HOME ABOUT AUTHOR BUY BOOK CONTACT

# DO YOU HAVE BACK PAIN?

Use This Guide to Understand What's Wrong and Choose the Best Treatment For You

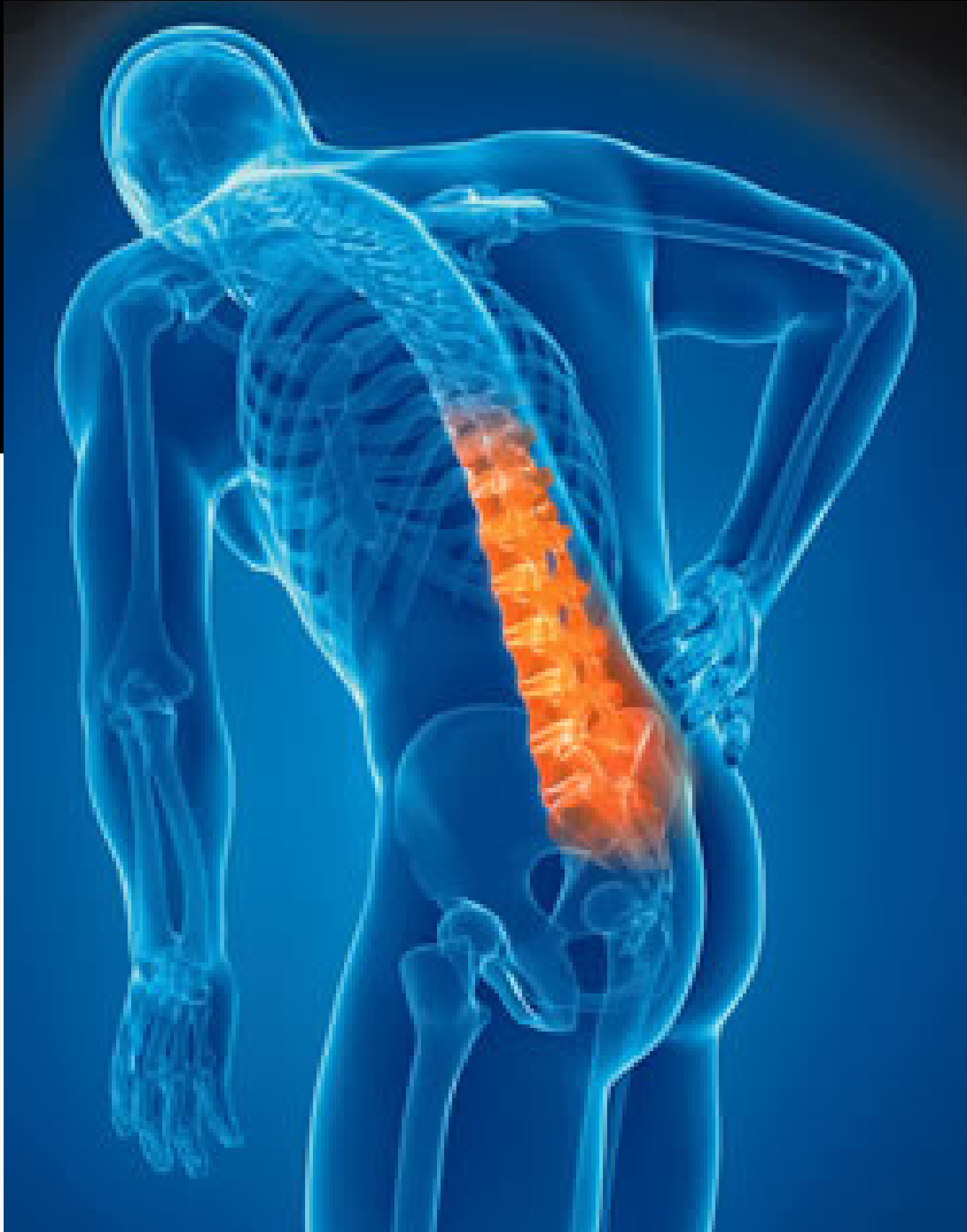
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INTRODUCING  
DR. WESTMARK'S  
NEW AUTHOR WEBSITE

WWW.MYBACKHURTSBOOK.COM

# WHAT WILL READERS LEARN FROM THIS BOOK?



In this book, Harvard Trained Neurosurgeon Dr. Richard Westmark uses everyday language to teach you:

- “**RED-FLAGS**” indicating emergency attention is warranted.
- Your condition and treatment options.
- The right questions to ask your doctor.
- How to keep your out-of-pocket expenses down.
- Medical terminology translated into everyday language.

# WHAT PEOPLE ARE SAYING...



”

If you or someone you know, has ever suffered from **back pain**, then this book is a **must-read**. This handbook will guide you through your journey with pain and hopefully allow you to emerge from it at the end being pain-free.

–E. Antonio Chiocca, MD, PhD, FAANS  
Harvey W. Cushing Professor of Neurosurgery,  
Harvard Medical School  
Neurosurgeon-in-Chief and Chairman,  
Department of Neurosurgery

”

This is a wonderfully written handbook that is **easy to read** and understand. Dr. Westmark is an honest and caring physician who gives patients a straightforward way to work through the difficulties of treating back pain. I highly recommend that every patient with back pain read this great resource.

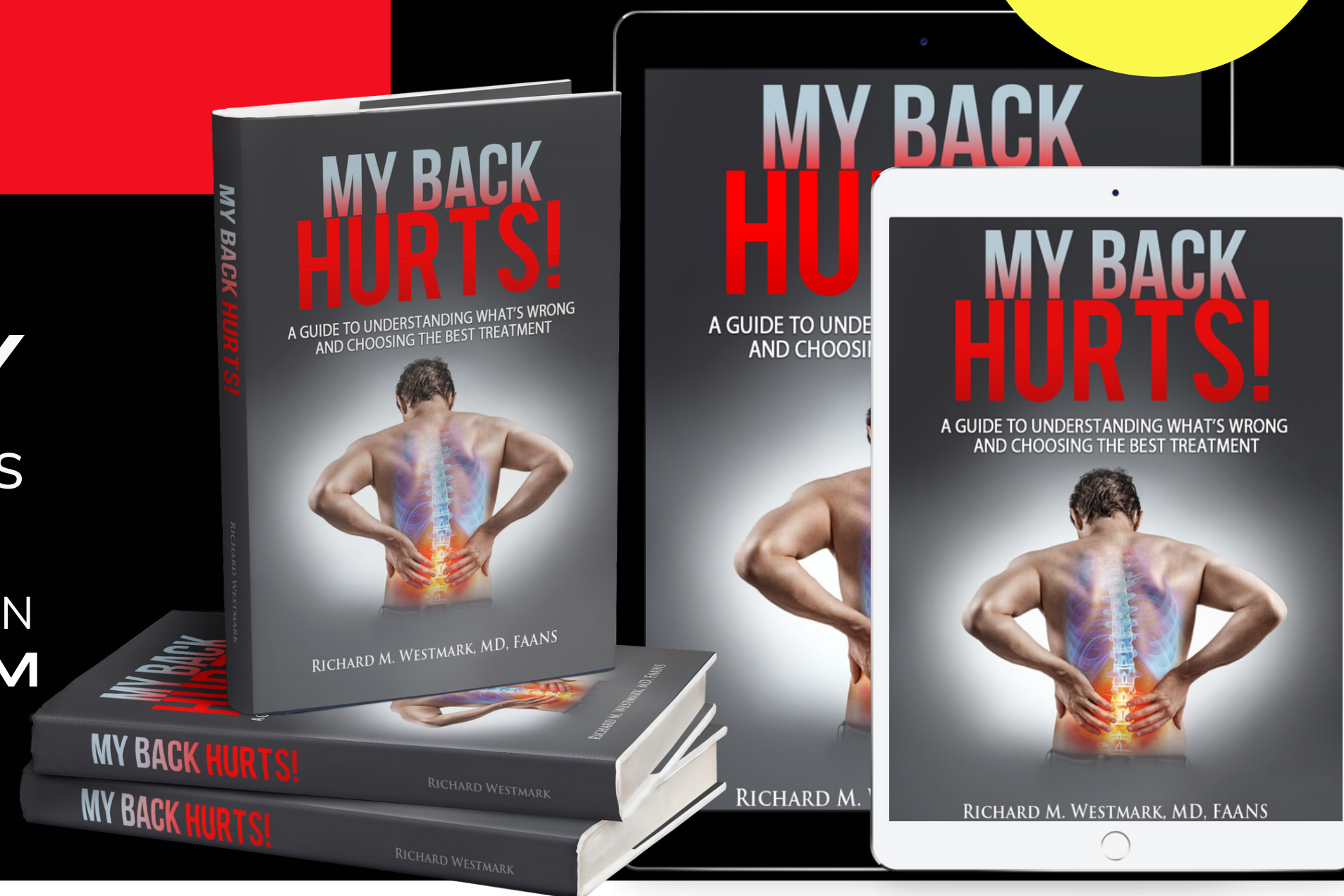
–Rex A.W. Marco, M.D.  
Emeritus Staff  
Reconstructive Spine Surgery and Musculoskeletal Oncology  
Department of Orthopaedic Surgery  
Houston Methodist Hospital

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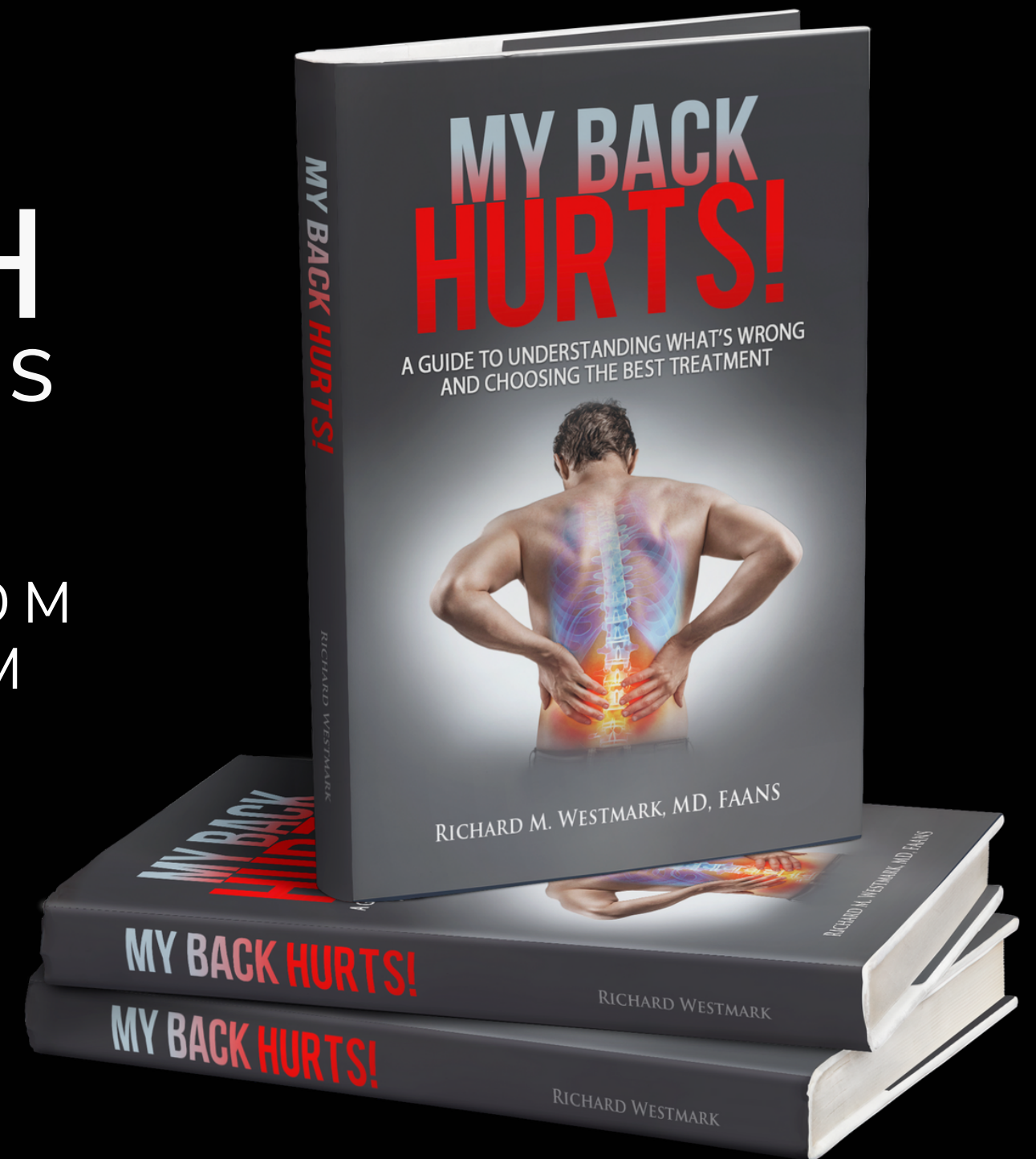


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# GET IN TOUCH WITH

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## LET'S GET SOCIAL

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