



Press Release

Note to Media:

The PARS Osteoporosis Clinic will open on January 18th, 2010. The Director of the Clinic, Cindy Smith, FNP-CC, CCD, will be available for interviews as of Thursday, January 14th, 2010.

FOR IMMEDIATE RELEASE
January 12th, 2010

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The PARS Brain & Spine Institute announces the opening of the PARS Osteoporosis Clinic

Belpre, OH – The PARS Brain & Spine Institute is pleased to announce the opening of the PARS Osteoporosis Clinic, in a new facility located in Belpre Ohio. The Clinic will offer comprehensive services focused upon the prevention and treatment of Osteoporosis (low bone mass density), and will share space in a newly constructed building with the PARS Imaging Center.

Osteoporosis is a chronic bone disease resulting in compromised bone strength, predisposing individuals to an increased risk of bone fracture. In 2002, 55% of Americans aged 50 or older, male and female, were diagnosed with either Osteoporosis, or Osteopenia, a low bone mass precursor to Osteoporosis. By 2010, an estimated 52 million people will be affected by Osteoporosis, with an increase to 61 million by 2020 (National Osteoporosis Foundation, 2002). After age 50, 1 in 2 women and 1 in 4 men will have a fracture due to Osteoporosis. In West Virginia, 78% of women and 44% of men aged 50 years or older, have Osteoporosis or Osteopenia. In Ohio, 2,156,500 men and women will either have Osteoporosis or low bone mass, by 2010. (National Osteoporosis Foundation, 2008).

Experts in the field of Osteoporosis believe that the disease is both preventable and treatable, and that Osteoporosis is not an inevitable aspect of aging. The PARS Osteoporosis Clinic will utilize both pharmacological and non-pharmacological treatment options, including lifestyle and nutritional

counselling, designed to minimize the risk of onset, or inhibit progression of the disease. The Clinic will also utilize bone mass density testing (DXA-scan) to diagnose individual risk levels for Osteoporosis. DXA-scan results interpretation will be conducted by a Certified Clinical Densitometrist (CCD), certified by the International Society for Clinical Densitometry (ISCD).

About the PARS Brain & Spine Institute

The Pars Brain & Spine Institute (Pars BSI) is a medical facility dedicated to serving the Mid-Ohio Valley as the premier neurosurgical practice diagnosing and treating disorders of the brain, spine, and peripheral nerves. In addition to a team of three board certified neurosurgeons, Pars BSI employs two additional doctors in the Pars Interventional Pain & Wellness Center, as well as over 50 medical professional, administration, and support staff. Pars BSI is located in Parkersburg, West Virginia.

For more information on the Pars Brain & Spine Institute, please visit www.parsbsi.com

About the PARS Osteoporosis Clinic

The PARS Osteoporosis Clinic is a medical practice dedicated to the prevention and treatment of Osteoporosis. The Clinic is located at 407 Main Street, Suite 2, Belpre Ohio.

For more information on the PARS Osteoporosis Clinic, please visit www.parsbsi.com

About Cindy Smith – Director, PARS Osteoporosis Clinic

Cindy Smith, FNP-BC, CCD, is a family nurse practitioner with extensive experience in family practice and women's health. She is a graduate of West Virginia University (AS, BSN, MSN), and is a Doctoral candidate for a Doctor of Nursing Practice degree in the field of Osteoporosis.

For more information regarding Cindy Smith, please visit <http://parsbsi.com/main/osteo/director.html>