Dear Spine Health Friend,

OUR MISSION is to make spine health a national priority! We recognize that this mission cannot be accomplished alone. That is why we have worked to build a collaborative support system that includes the top surgeons in spine, professional spine societies and industry leadership. By uniting together, we can make spine health a national, even global, priority, and advance a shared mission to:

- Amplify and raise patient and public awareness of the success of modern spinal treatments. This is made possible through leadership in multicenter research, evidence development, professional education, scientific innovation, breakthrough technologies and masterful techniques.
- Provide meaningful information and encouragement that helps patients gain knowledge and find hope, helping them work with their physician to make informed decisions on optimal treatment options.

FOCUSED GOALS affiliated with our cornerstone initiatives this past year include:

1. Creating The Coalition for Spine Health with our prominent spine professional societies and spine focused organizations.
2. Building a prestigious Medical & Scientific Board of world-class spine surgeons, producing patient-focused, leadership-led Spine-Talks and content.
3. Establishing the Spine Health Leadership Council with opportunities for industry to partner, sponsor, engage and be recognized, sharing in our mission to advance spine patient education, advocacy and outcomes.

We hope this brief overview provides information on how working together can have a positive impact on spine health nationwide. We welcome the opportunity of expanding our relationship and partnerships, engaging in collaborative opportunities in the year ahead.

Together, we can make a difference.

Sincerely,

Rita Roy, MD
NSHF CEO

Dave Poley
NSHF Executive Director
Stronger Together

Together, the National Spine Health Foundation, our Medical & Scientific Board, the Coalition for Spine Health, and the Spine Health Leadership Council are supporting advocacy, research and educational initiatives. These efforts provide needed help and understanding to patients on their journey toward spinal health. Together, we give knowledge, we give hope.

Foundational to this shared mission, we recognize the enormous spine health burden carried by patients, families & the economic healthcare community:

- **$250 billion** annual cost to U.S. economy, with **264 million** lost work days each year.
- **100 million Americans**, approximately 1/3rd of the U.S. population, suffer from chronic neck or back pain each year.
- **#1** job-related disability in the US is back and neck pain
- **#1** reason people see a physician, except for flu/common cold.
- **#1** reason for opioid prescriptions, aside from cancer-related conditions.
Who We Are

We are a non-profit organization **solely dedicated** to improving the lives of patients suffering from debilitating spinal conditions through patient education, research, and advocacy. We are the primary patient advocacy organization committed to serving the spinal community, similar to how the American Heart Association and American Cancer Society support their patient communities.

We empower individuals with **knowledge and hope**, providing them with meaningful information beneficial to making informed decisions, along with their physician, on the best treatment plan for them.
Coalition Goals

- **Share knowledge with the leading organizations in spinal health**
- **Take the best patient education and disseminate it to a broader audience**
- **Highlight the leaders in the spinal health field**
- **Create innovative learning opportunities for patients across the country**
- **Partner to impact advocacy efforts**

Recognizing the enormous cost and burden carried by spine patients, families and the economic healthcare community, it is unfortunate that no organization dedicated to patient advocacy and education has ever existed, until now. The National Spine Health Foundation is proud to take on this mission and responsibility. In discussions with the premier professional spine societies, they confirmed that patient education and advocacy was not in their wheelhouse. **So together we have collaborated to create the Coalition for Spine Health.** Working together, the coalition helps assure that the information and educational content made available through NSHF is meaningful, responsible and credible. Recently launched, the Coalition for Spine Health has garnered significant attention from over 300 media outlets worldwide, including Becker’s Spine Review and Spinal News International, reaching an audience of approximately 77 million people.

Membership Benefits

- **Sharing communications across coalition member websites, allowing for a greater distribution of patient resources.**
- **Joining together with leading researchers in developing and sharing cutting-edge innovations and patient reported outcomes on the prevention and treatment of spine and neck issues.**
- **Expanding patient advocacy relationships and networks to advocate and expand patient access to spine therapies and treatments.**
- **Connecting with other coalition members nationwide to share information, foster best practices, and be leaders in the future of spine medicine.**
National Presence

The National Spine Health Foundation participates in national and federal programs and coalitions, ensuring that Spine patients and providers are represented and have a voice in these important conversations:

1. Our CEO is on the FDA’s Patient Engagement Advisory Committee
2. We are active participants of the NIAMS Coalition
3. We are members of the CDC Coalition
4. We support the Coalition to Strengthen Bone Health
5. We are members of the Board of the US Bone and Joint Initiative
6. We work with the NIH Helping End Opioid Addiction (HEAL) initiative
7. We are connected with the CDC backed Osteoarthritis Action Alliance
8. We are pursuing and applying for PCORI projects
9. Our advocacy enabled US Congress to declare OCTOBER AS SPINE HEALTH AWARENESS MONTH.

This year, over 150,000,000 people found our patient resources through our website, social media channels, news, and media coverage. On our platforms, patients gained information and hope for better decision-making in their spine health journey.

We have become the most visited, trusted patient resource in spinal healthcare, often referred to as “the American Heart Association for Spine.”

Through this external reach, we are helping to achieve our mission of making spine health a national priority.
Medical and Scientific Board

With over 50 of the nation’s most recognized experts and leaders in spinal healthcare, our board of physicians volunteer their time to provide patients with knowledge, understanding and hope on their journey toward spinal health.

**MEMBER GOALS AND RESPONSIBILITIES:**

- **Amplify and raise patient and public awareness** of the success of modern spinal treatments.
- **Provide meaningful patient information and encouragement**, advancing knowledge and giving hope.
- **Facilitate unparalleled patient access to world-class spine experts** through web-based media programs.
- **Council NSHF with expertise and guidance** to assure dissemination of credible and responsible content.
- **Encourage grateful patients to become Spinal Champions**, sharing their story and giving hope to other patients.
- **Strengthen fundraising initiatives** to increase donor contributions and mission enabling resources.
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<thead>
<tr>
<th>NSHF Leadership Spine-Talks Program</th>
<th>Faculty / Panel</th>
<th>Spine Society Meeting</th>
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<tr>
<td>Scoliosis? Data, Technology &amp; Treatment for Adult Deformity</td>
<td>Chris Shaffrey, Shay Bess, Sig Berven, Munish Gupta</td>
<td>IMAST/SRS — Miami April 2022</td>
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<tr>
<td>Understanding Treatment for Scoliosis in Children &amp; Adolescents</td>
<td>Peter Newton, Suken Shah, Michelle Marks</td>
<td>Setting Scoliosis Straight Foundation SRS — Stockholm, Sweden September 2022</td>
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<td>Robotic Assistance and Navigational Guidance in Modern Spine Surgery</td>
<td>Chris Good, Jeffrey Gum, Ron Lehman</td>
<td>NASS — Chicago October 2022</td>
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<td>Understanding Treatment for Cervical/ Neck Spine Conditions</td>
<td>Jim Harrop, Rick Sasso, Alex Vaccaro, Jeff Wang, Todd Albert</td>
<td>CSRS — San Diego November 2022</td>
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<td>Do No Harm: A Remarkable Conversation Between a Patient and Her Spine Surgeon (Adult Deformity)</td>
<td>Larry Lenke, Pat Schellhorn</td>
<td>ISDS — New York December 2022</td>
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<td>Understanding Spine Tumors</td>
<td>Dan Sciubba, Larry Rhines</td>
<td>AANS/CNS Spine Summit — Miami March 2023</td>
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<td>Understanding Low Back Pain</td>
<td>Wellington Hsu, Cara Sedney</td>
<td>LSRS Annual Meeting —May 2023</td>
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<tr>
<td>Frontiers in Treating Low Back Conditions</td>
<td>Bruce Darden, Zorica Buser</td>
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Spine Health Leadership Council

At the National Spine Health Foundation, we are striving to fill the gap in patient education and advocacy by unifying and galvanizing collaborative partnerships with premiere physicians, professional societies, affiliate organizations and the medical industry. At NSHF, our top tier industry partners are recognized as the Spine Health Leadership Council, composed of innovative spine industry friends and leaders, sharing in our mission, with opportunities to sponsor, partner, engage and be recognized. NSHF is here to serve and support the spine industry as we amplify and celebrate their tremendous contributions supporting physicians and patients, innovating to advance care and outcomes.

We appreciate that our mission cannot be accomplished alone. That is why we have worked to build a collaborative support system, that includes top physician leadership, premier professional society leadership, and innovative industry leadership.

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<td>Spine Health Leadership Council – Diamond</td>
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The Foundation, Patients, Physicians, Societies and Coalition Members are deeply grateful for industry support of this mission.

**Together, we make a difference.**
Leading surgeons, professional spine societies, affiliate organizations and industry leadership have united with NSHF to prioritize patient education, advocacy and spine healthcare.

Join us!