



ANNUAL REPORT

2023

SPINEHEALTH.ORG

REFLECTIONS FROM LEADERSHIP



Rita Roy, MD Chief Executive Officer

2023 was transformational for NSHF. We experienced growth across every facet of our foundation, amplifying our impact on those we serve. The heartfelt stories from individuals who discovered hope and support within our Spinal Champion community highlight our mission's profound strength and reach.

I am honored to work alongside a dedicated and supportive Board of Directors. This year, our **leadership was strengthened with new Board Members:** Dr. Todd Albert, Dr. Lawrence Lenke, Dr. Rajiv Sethi, and Mr. Eric Major. Their expertise and vision are vital as we elevate our educational offerings and resources.

The passion of our staff is the driving force behind our mission. We were **elated to welcome Mr. Dave Poley as our new Executive Director.** With a 30-year med-tech career, Dave's leadership and steadfast commitment to excellence is crucial as we become the authoritative source for information and innovation.

Through strategic planning, we defined **four core content pillars**: Spine & Bone Health, Opioid, Pain & Spine Health, Motion Preservation, and Military & Veterans Spine Health. We proudly launched 9 engaging SpineTalks videos, shared 13 inspiring Spine Patient Champion stories on our 'Get Back To It' podcast series, and introduced several innovative wellness campaigns. These initiatives have provided knowledge and hope to millions who visited the **new spinehealth.org website**, reinforcing our mission to deliver accessible and reliable information.

As we look forward to 2024, I am grateful for the contributions that make our work possible. Together, we will continue to deliver impactful educational programs that empower individuals and make spine health a national priority.



Dave Poley
Executive Director

It is with great pride and enthusiasm that I write to you as the new Executive Director. The past year has been transformative as we strengthened daily operations and forged vital partnerships. Our collaboration with industry leaders has enabled us to leverage cuttingedge technologies and resources, enhancing programs and initiatives. Our Medical and Scientific Board has guided our research and educational efforts. At the same time, our

coalition of healthcare professionals and the newly formed Leadership Council created a robust network supporting our mission of making spine health a national priority.

Despite challenges in navigating the rapidly changing healthcare landscape, we embraced innovation and adaptability. My background in the medical device industry has uniquely positioned me to integrate new technologies into our frameworks, ensuring our programs remain relevant and impactful. We have enhanced partnerships, expanded our coalition, and implemented innovative approaches to patient care information. Moving forward, our focus is on developing our educational programs, increasing advocacy efforts, and furthering our research initiatives. I extend my deepest gratitude to our supporters, partners, and the entire NSHF team for their unwavering dedication and support. Together, we will continue providing knowledge and hope to countless individuals and their families.



Thomas Schuler, MD Founder and Board Chair

As we move into 2024, I am filled with pride reflecting on the growth of the Foundation. What began over two decades ago as a vision to eliminate the stigma and fear surrounding spine health has blossomed into a nationally recognized authority, providing essential resources and hope to countless individuals. Our journey has been marked by significant milestones, expanding our programs and forging a solid network of experts through our Medical and Scientific Board.

In 2023, I was honored to assume the role of Board Chair, allowing me to continue our mission with renewed vigor. I extend my deepest gratitude to Brian Nault for his exceptional leadership as Board Chair over the past five years. Under his guidance, we made tremendous strides in expanding our educational outreach, funding research initiatives, and creating a strong philanthropic culture. These achievements reflect the unwavering support and belief in our mission demonstrated by our donors and supporters. Your contributions are crucial as we continue to ensure everyone has open access to the best spine healthcare information. Thank you for being integral to our journey toward a healthier future for all.

NEW BOARD ADDITIONS

2023 introduced a new era of excellence at NSHF with the addition of three renowned doctors and a leading industry expert to the leadership team. With a combined 90-plus years of expertise, these specialists will help cultivate ideas necessary to advance patient care and ensure everyone has access to education and resources to navigate spinal health issues.

I wholeheartedly support the National Spine Health Foundation because it stands as a beacon of trusted expert information at a critical moment in a patient's life. When facing the fear and uncertainty of spinal health decisions, the Foundation provides the accurate guidance needed to make informed choices and find peace of mind."

> — **Todd Albert, MD,** Scientific Committee Chair Hospital for Special Surgery (New York, NY)

As a specialist treating both children and adults with spinal deformities, I've seen the transformative power of advanced care. Supporting the National Spine Health Foundation means investing in cutting-edge research and patient education that directly improves lives. Join us in fostering a future of hope and health for all spinal patients."

> — Lawrence Lenke, MD, Board Member Columbia Orthopedics (New York, NY)

Supporting the National Spine Health Foundation means championing the incredible resilience of spinal patients. NSHF provides a trusted voice and essential guidance, empowering them to navigate their challenges and access the best care and pathways to recovery."

> — **Rajiv Sethi, MD,** Medical and Scientific Board Chair Virginia Mason Medical Center (Seattle, WA)

As a 30-year spine industry veteran, I support NSHF for its unparalleled dedication to patient education and advocacy. NSHF empowers individuals to transform their lives through knowledge and support."

> — **Eric Major,** Fund Development Chair Industry Entrepreneur



OUR MISSION, VITAL STATISTICS, AND PATHWAYS TO HELP

EMPOWERING HOPE

As the preeminent patient-centered organization in spinal health care for patient education, treatment options, and prevention strategies, we are dedicated to providing knowledge and hope. We empower individuals with comprehensive resources to navigate their spine health journey, envisioning a world free from spine-related suffering where everyone can live without pain and limitations.



ECONOMIC IMPACT



Costs the U.S. economy \$635 billion annually in direct and indirect costs.



WORKFORCE IMPACT

264

MILLION

264 million workdays lost annually.



PREVALENCE

540 MILLION

Globally, 540 million people suffer from back pain at any given time. 80%
of AMERICANS

80% of Americans will experience back pain in their lifetime.



EDUCATION: Empowering millions by providing open access to expert-informed information and guidance for informed decision making ensuring greater patient outcomes.

RESEARCH: Conducting unbiased, independent studies focused on determining optimal treatment modalities.

ADVOCACY: Elevating spine health to a national priority and increasing public awareness.

*According to National Institutes of Health (NIH) and related resources (2023).

ERIC M. Overwhelmed by his spine health journey, Eric reached out to our community for guidance. Two incredible Spine Champion Advocates, Patrick and Carrie, responded quickly with empathy and information. Having undergone similar surgery, Patrick shared his journey, offering advice and hope. Their compassionate responses gave Eric solace and strength, transforming his fear into courage and anxiety into determination.



BOBBI GIUDICELLI a Spinal Champion Advocate. Bobbie overcame debilitating back pain and now enjoys a pain-free life with her family— "NSHF provided resources to help me find the right treatment and regain my life. Now, I am a Spinal Champion Advocate that helps others understand their spine health challenges. It's about empowering people to reclaim their lives through knowledge and providing hope."



CREATING A PAIN-FREE FUTURE

In a shared decision-making healthcare landscape, knowledge is power. NSHF provides open access to essential information. By supporting our mission, you help create a world free from spinerelated suffering, where everyone can live without pain and limitations. Join us in this life-changing movement.

spinehealth.org/donate

TRANSFORMATIVE MPACT

TOGETHER FOR BETTER HEALTH

2023 set the stage for transformative efforts in spine health by identifying four key strategic pillars: Spine and Bone Health, Opioids, Pain and Spine Health, Motion Preservation Technology, and Military, Veterans and Spine Health. These pillars reflect our commitment to tackling significant public health challenges where our expertise can lead to meaningful improvements in patient outcomes.

To support the content pillars, the Spine Health Leadership Council (SHLC) was created. The SHLC brings the corporate sector together to advance our mission of providing spine patients with knowledge, hope, and better health.

SPINE AND BONE HEALTH TASK FORCE

focused on educating the public on the connection between bone health and the spine.



WITH GRATITUDE: CORPORATE PARTNERS

NSHF relies on our corporate partners to elevate our spine health mission. The 2023 establishment of the SHLC created new avenues for collaboration, innovation, and significant patient focused advancements.

LEADERSHIP COUNCIL MEMBERS















CORPORATE PARTNERS







American Real Estate Partners
Cameron/McEvoy
CENTURIA
Colliers
Convergent

HUB Insurance

MERRILL
Pinkston
PR Run & Walk
Reston Hospital Center
Virginia Therapy and Fitness Center

KEY ACHIEVEMENTS

SPINE-TALKS WEBINARS: Engaging educational sessions that brought spine health discussions to the public.

GUEST EDITORS FOR SPINE HEALTH JOURNAL:

Neck Conditions, Editor, Dr. Tom Mroz. Adult Deformity, A Primer, Editor, Dr Larry Lenke

DIGITAL MEDIA INFOGRAPHIC CAMPAIGN: Visually compelling content designed to elevate public awareness about bone health.

COALITION NEWSLETTER: Quarterly meetings and regular updates from NSHF leadership and with member organizations: CSRS, LSRS, NASS, Setting Scoliosis Straight/Harms Study Group.



SPINE-TALKS WEBINARS

TOTAL REACH

+10.8K

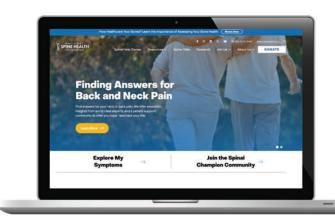
SPINEHEALTH.ORG

SEARCH IMPRESSIONS

12.1M

VIEWS

271K





TOP NSHF VIDEOS

Cannabis and Pain Management

What is Arthritis of the Spine?

Do No Harm: A Remarkable Conversation Between a Patient and Her Spine Surgeon

Nutrition for Degenerative Disc Disease and Spine Health

3K Osteoporosis 101



IMPRESSIONS

FOLLOWERS: +11.8K **SUPPORT GROUP: 2K**



IMPRESSIONS

87.4K FOLLOWERS: 3.3K



IMPRESSIONS

37.4K FOLLOWERS: 850



IMPRESSIONS

FOLLOWERS: +1.1K

ACCOMPLISHMENTS AND ACTIVITIES

CHAMPIONING HEALTH by advancing patient education, raising awareness through impactful campaigns, and cultivating community spirit.

NEW WEBSITE LAUNCH



13 PODCASTS



9 SPINE TALKS WEBINARS







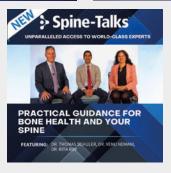












AWARENESS CAMPAIGNS

• The Look Up Tech Neck Campaign:

349 outlets picked up press release 192 infographic downloads Social media:

- +35,000 impressions
- +2,600 engagements
- +6,400 video views
- **Spring Spine Health Challenge:** Daily Fitness
- Spine Health Awareness:

National Spine Health Awareness Month Osteoporosis Awareness Month Scoliosis Awareness Month Bone Health and your Spine

Congressional Recognition



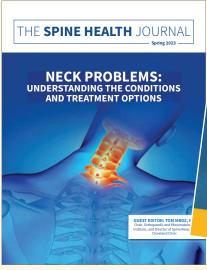
Hundreds participated in the We've Got Your Back 5K, NSHF's signature event and the nation's largest celebration of healthy spines.



WE'VE GOT



2 SPINE HEALTH JOURNALS





TRANSFORMATIVE STRIDES

In 2023, NSHF made significant strides in spine health through award-winning educational content, strategic advocacy, and innovative research. NSHF has empowered patients and fostered collaborative advancements, reinforcing our commitment to excellence in spinal health education.

EDUCATION EXCELLENCE THAT INSPIRES

Published 57 enlightening articles on various aspects of spine health, advancing knowledge, fostering understanding, and supporting informed decision-making. The articles are rich in detail and scope—from the latest surgical innovations to everyday wellness advice.

AWARDS



Digital Health Award for **Spine-Talks**: Do No Harm — A Remarkable Conversation Between a Patient and her Spine Surgeon & **Outstanding Healthcare Website**.



eHealthcare Leadership Award for **Best Healthcare Content** and **Best Internet Home Page**.

ADVOCACY ADVANCING COLLABORATIVE PARTNERSHIPS

We work with coalition members to amplify professional spine societies' leadership in advancing spine health. Our shared mission expands healthcare equity, advocating for better patient outcomes. We provide credible, award-winning content from physician experts. Our coalition addresses challenges like osteoporosis, opioids, while expanding global engagement.

COALITION MEMBERS









NSHF'S COALITION INVOLVEMENT: ADVANCING NATIONAL HEALTH INITIATIVES

NSHF represents spine through our interactions and participation in national coalitions in related fields — NIAMS, Coalition To Strengthen Bone Health, CDC Coalition, OsteoArthriits Action Alliance.

57 breakthrough articles in 2023!

RESEARCH GROUNDBREAKING

ACHIEVEMENTS

We proudly showcase a year marked by groundbreaking spine research and global recognition. NSHF received **Best Paper** awards from the Global Spine Conference and the International Society for the Advancement of Spine Surgery.

AWARD-WINNING STUDIES

- 90-Day Complication and Revision Surgery Rates Using Navigated Robotics in Thoracolumbar Spine Surgery recognized for its innovative approach in robotic-assisted surgeries. Awarded by ISASS, International Society for the Advancement of Spine Surgery.
- Augmented Reality-Assisted Spine Surgery hailed for demonstrating exceptional safety and precision in the Global Spine Journal. Awarded by the Global Spine Journal.

INFLUENTIAL PUBLICATIONS

- Patient Expectations Impact Patient-Reported Outcomes and **Satisfaction after Lumbar Fusion**, published in The Spine Journal.
- Advances in Spine Surgery: Navigation, Robotics, and Augmented Reality, featured in the Orthopedics Clinic of North America.
- Insightful analysis on *The Opioid Crisis as it Pertains to Spine Surgery* in J Spine Surg.

NOTABLE CONFERENCE PRESENTATIONS

- Enhanced Surgical Recovery for Thoracolumbar Spine Surgery presented at the American Academy of Orthopaedic Surgeons, showcasing significant reductions in opioid use and hospital readmissions.
- Anterior Cervical Hybrid Constructs Reduce Upper Adjacent Segment Hypermobility compared to traditional surgeries, shared at the Global Spine Congress.



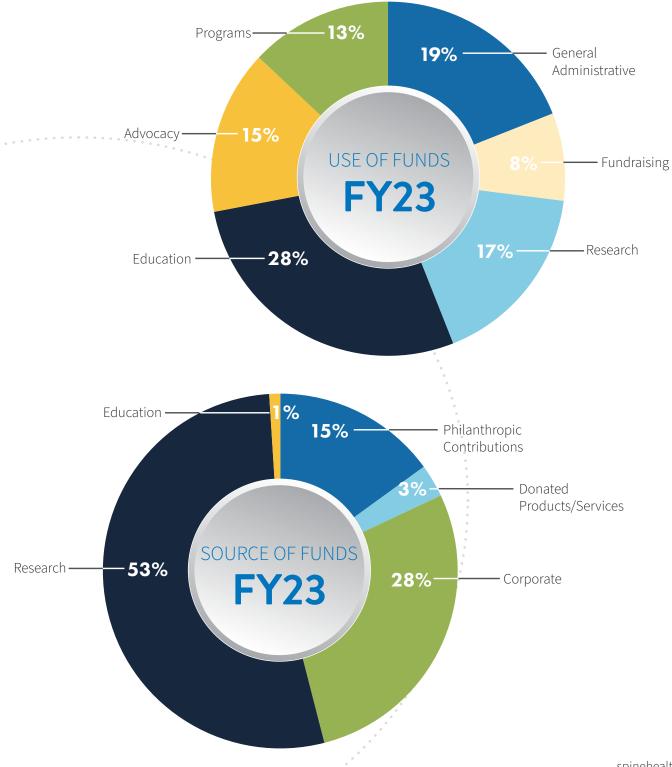


INDUSTRY IMPACT AND FINANCIAL INSIGHTS

ACTIVE INVOLVEMENT at industry events reflects our commitment to serving as the national voice for patient-centric spine health. Participation in these forums broadens our reach and supports the mission.



FINANCIALS



CELEBRATING OUR SUPPORTERS

PARTNERS IN PROGRESS contributions enable the development of essential resources that support patients, educate caregivers, and enhance awareness and innovation in spine health. Your unwavering dedication fuels our mission — we couldn't achieve this impact without you!

BOARD OF DIRECTORS Officers



Brian Nault, Chairman *Tetra Tech Company*



Thomas Schuler, MD, President *Virginia Spine Institute*



Gordon Taylor, CPA, Treasurer *Virginia Spine Institute*



Jennifer Marron, Secretary *Activist/Community Leader*

Board Members



Rajiv Sethi, MD Virginia Mason Medical Center



Ray Pugsley PR Run and Walk



Edward Albers Retired, Naval SEAL Officer



Eric Major Industry Entrepreneur



Patrick Collins Atlantic Coast Mortgage



Christopher Good, MD Virginia Spine Institute



Jamie Harvey
PricewaterhouseCoopers



Todd Albert, MD Hospital for Special Surgery



Larry Lenke, MD Columbia Orthopedics

MEDICAL AND SCIENTIFIC BOARD & SPINE AND BONE HEALTH TASK FORCE MEMBERS

Our Medical and Scientific Board members proudly support the NSHF. Their generosity drives our mission forward, embodies our core values, and champions our goals, showcasing their commitment to advancing spine health.

Visionary	Leader	Champion (\$1,000-\$2,499)	Friend
(\$10,000+)	(\$2,500-\$9.999)		(\$100-\$999)
Todd Albert, MD Christopher Good, MD Lawrence Lenke, MD Rajiv Sethi, MD Thomas Schuler, MD	Neville Alleyne, MD Douglas Fox, MD Colin Haines, MD Ehsan Jazini, MD	Avery Buchholz, MD Bruce Darden, MD Richard Guyer, MD Todd Lanman, MD Steve Glassman, MD Sharad Rajpal, MD Patrick Sugrue, MD Alexander Vaccaro, MD	Scott Blumenthal, MD Edward Dohring, MD James Harrop, MD Serena Hu, MD Thomas Mroz, MD Martin Pham, MD Marjorie Wang, MD Michael Wang, MD

★ Members of the Spine and Bone Health Task Force

Rajiv Sethi, MD (Chair) - Seattle, WA Todd Albert, MD - New York, NY Neville Alleyne, MD - Oceanside, CA Neel Anand, MD - Los Angeles, CA

* Paul Anderson, MD - Madison, WI Sigurd Berven, MD - San Francisco, CA Shay Bess, MD - Denver, CO Scott Blumenthal, MD - Plano, TX

Avery Buchholz, MD - W. Columbia, SC

* Brandon Carlson, MD - Kansas City, KS
Dom Coric, MD - Charlotte, NC

Bruce Darden, MD - Charlotte, NC Michael Daubs, MD - Las Vegas, NV

* John Dimar, MD - Louisville, KY Edward Dohring, MD - Scottsdale, AZ

* Benjamin Elder, MD - Rochester, MN John Finkenberg, MD - San Diego, CA

Douglas Fox, MD - Austin, TX
Zoher Ghogawala, MD - Burlington, MA
Steve Glassman, MD - Louisville, KY
Christopher Good, MD - Reston, VA
Matthew Gornet, MD - St. Louis, MO
Oren Gottfried, MD - Durham, NC
Jeffrey Gum, MD - Louisville, KY
Munish Gupta, MD - St. Louis, MO

Richard Guyer, MD - Plano, TX Colin Haines, MD - Reston, VA James Harrop, MD - Philadelphia, PA

Wellington Hsu, MD - Chicago, IL Serena Hu, MD - Redwood City, CA Ehsan Jazini, MD - Reston, VA

Paul Jeffords, MD - Atlanta, GA Armen Khachatryan, MD - Salt Lake, UT Larry Khoo, MD - Honolulu, HI
Leonard Kibuule, MD - South Lake, TX
Todd Lanman, MD - Beverly Hills, CA
Ron Lehman, MD - New York, NY
Lawrence Lenke, MD - New York, NY
Firoz Miyanji, MD - Vancouver, BC
Camilo Molina, MD - St. Louis, MO
Thomas Mroz, MD - Cleveland, OH
Praveen Mummaneni, MD - San Fran, CA
* Venu Nemani, MD - Seattle, WA

Peter Newton, MD - San Diego, CA Martin Pham, MD - La Jolla, CA Frank Phillips, MD - Chicago, IL Kornelis Poelstra, MD - Las Vegas, NV John Pollina, MD - Buffalo, NY Greg Poulter, MD - Indianapolis, IN Sharad Rajpal, MD - Louisville, CO Laurence Rhines, MD - Houston, TX Amer Samdani, MD - Philadelphia, PA

* Zeeshan Sardar, MD - New York, NY
Rick Sasso, MD - Indianapolis, IN
Thomas Schuler, MD - Reston, VA
James Schwender, MD - Minneapolis, MN
Dan Sciubba, MD - Great Neck, NY
Christopher Shaffrey, MD - Durham, NC
Suken Shah, MD - Wilmington, DE
* Ganesh Shankar, MD - Boston, MA
Patrick Sugrue, MD - Downer's Grove, IL
Luis Tumialán, MD - Scottsdale, AZ
Alex Vaccaro, MD - Philadelphia, PA
Jeffrey Wang, MD - Los Angeles, CA
Marjorie Wang, MD - Wauwatosa, WI
Michael Wang, MD - Miami, FL
Jack Zigler, MD - Plano, TX

We proudly honor our LIFETIME GIVERS, whose transformational gifts have driven our mission forward, impacted countless lives and supported countless initiatives: GUY E. BEATTY TRUST: \$7.5 million and THOMAS SCHULER, MD: \$1.5 million

\$100,000 and above

Medtronic UCB

\$50,000-\$99,999

Amgen

Jamie and Adam Harvey Rita Roy, MD and Jon Merril, MD

\$25,000-\$49,999

Aesculap Patrick Collins Globus Medical Jennifer Marron NuVasive Orthofix

\$10,000-\$24,999

Todd Albert, MD Kevin Burke

BlueWater Federal Solutions

Centinel Spine William Evers, PhD Christopher Good, MD Innovasis Inc

Ehsan Jazini, MD Lawrence Lenke, MD Sangeeta Narayan New River Systems Dave Poley Rajiv Sethi, MD Thomas Schuler, MD

Tom Stanmever Tetra Tech, Inc

\$5,000-\$9,999

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\$1,000-\$501

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Nancy Finch Tamara Glavor Steve Glassman MD Catherine Gusmano Michelle Higgins Todd Lanman, MD Stephanie Lilley NeuroTexas, PLLC Proprio Inc. Kass Roger Robert Schuler Patrick Sugrue, MD

Brian Smernoff Alex Vaccaro, MD Vales Derbes Family Fund

Cathy Williams

\$500 and below

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Past 3 years giving history (2021-2023). Information is accurate to the best of our knowledge at the time of printing. If you see an error, please contact us at giving@spinehealth.org

SHAPE THE FUTURE

SUPPORT SPINE HEALTH -

TOGETHER, WE TURN KNOWLEDGE INTO HOPE.

EDUCATION: Empower individuals with essential knowledge and life-changing information.

COMMUNITY: Provide a haven of support and solidarity for those navigating spinal conditions.

RESEARCH: Propel advancements in spinal treatments through patient-focused innovation.

ADVOCACY: Ensure spinal health remains at the forefront of national healthcare priorities.

Thank you for believing in our mission.

*NSHF is a 501(c)3 IRS designated public charity, EIN 55–0803996. All donations are tax deductible.





Scan to donate.



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