



Providing the Region's Most Progressive  
Pain Management Options™

## Business Journal Growth Report

**Contact:** Jennifer T. Kollar, Marketing & Public Relations

**Phone:** 330.629.2888 ext 133

**E-mail:** [jkollar@doctorspainclinic.com](mailto:jkollar@doctorspainclinic.com)

**Website:** <http://www.doctorspainclinic.com>

---

**By Jennifer T. Kollar**

For the Doctors Pain Clinic, a Boardman based medical practice, whose specialty is to manage pain --- sometimes pain is not a bad thing—especially if it's related to 'growing pains.'

Regional office expansion, addition of new pain management providers, use of break-through technology, new and emerging treatment options, additions of state of the art technology equipment and testing, retail sales, new branding taglines and Tweeting have contributed to Doctors Pain Clinic's (DPC) growth.

Early in 2013, Doctors Pain Clinic expanded adding a new location at Summa Barberton Hospital's Pain Management Center bringing the total number of DPC clinic locations to four in Ohio and one in Pennsylvania. Shortly thereafter, Doctors Pain Clinic Pain Specialist, Dr. Tracy L. Neuendorf, D.O. was appointed Medical Director of the Summa Barberton Hospital Pain Center. The addition of a new location prompted the hiring of Kenneth T. Sykes, M.D., Ph.D. a board certified pain specialist and anesthesiologist who relocated from St. Louis, Mo to Northeast Ohio to join the DPC physician team. The group also recruited and hired certified Physician Assistant and long time Valley resident, Steven Humansky, PA-C.

DPC Pain Specialists, Dr. Tracy L. Neuendorf and Dr. Kate W. Paylo received a tremendous amount of media attention for their contributions to the field of pain medicine.

Dr. Paylo, board certified pain management and physical medicine and rehabilitation specialist began offering Platelet Rich Plasma (PRP) Injections for chronic pain and sports-related injuries. This emerging treatment option has been widely used by professional athletes for acute and chronic injuries to help them return to competition as quickly as possible. PRP treats injuries and pain with the use of the patient's own blood. The 'growth factors' in the platelets help accelerate healing.

Doctors Pain Clinic continued its commitment of pairing first-class patient care with cutting-edge technology when Dr. Tracy L. Neuendorf was among one of the FIRST in the United States and state of Ohio to offer full-body MRI-compatible spinal cord/neurostimulation systems.

**[More]**



Throughout the year, Doctors Pain Clinic added new  
Ultrasound equipment to its arsenal of state of the art

equipment and testing technology. Many pain experts predict that the ultrasound will become a "new-wave stethoscope" for diagnosis of pain conditions. Ultrasound can also give physicians a more detailed diagnosis as well as improve nerve block injection accuracy.

The future of medicine has arrived at the Doctors Pain Clinic. Pain medications are one of the many treatment options available for managing pain. DPC pain specialists recently started using new DNA testing that determines a patient's compatibility with medications. This new tool helps the specialists make better informed decisions for their patients' treatment plans. The tests, developed by a national bioscience company, use patients' DNA to determine what medication(s) work best, if the patient is at risk for dependency or tolerance to a particular drug, and pinpoint which medications won't metabolize normally and which medications won't work no matter how much is prescribed.

DPC is now using iPad technology to assess and calculate patient depression and cognitive issues electronically. The new iPad tests enable the specialists to detect patients' depression and cognitive issues quickly calculating results in real time and with little paperwork.

Like other businesses, DPC incorporates marketing, branding and retail sales into its business plan. Over the summer, the practice launched a new tagline: *"Providing the Region's Most Progressive Pain Management Options,"*<sup>TM</sup> created new marketing collateral and launched a small retail kiosk. The practice hopped on the social media bandwagon several years ago with its own Facebook Page and is a regular on Twitter after sending out its first official Tweet in June. DPC is currently working on a total redesign of its webpage.

###

---

**About Doctors Pain Clinic:** ([www.doctorspainclinic.com](http://www.doctorspainclinic.com)) Based in Boardman, Ohio, Doctors Pain Clinic is a multi-disciplined and comprehensive pain management center. A team of highly skilled board certified pain management specialists provide the most advanced and cutting-edge treatment options available for the management of chronic pain in the region. Doctors Pain Clinic's pain management specialists see patients at a variety of locations in Northeast Ohio: Boardman, Salem, Warren, Akron/Barberton and Western Pennsylvania: Hermitage.