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Laser Spine Institute Adds Outside Sales Representative *Paul Palma Joins Laser Spine Institute Scottsdale*

SCOTTSDALE, ARIZ. – Bill Horne, CEO of Laser Spine Institute (www.laserspinesinstitute.com), the leader in minimally invasive spine surgery, has announced that Paul Palma has been hired as an outside sales representative. In this position, Palma will be responsible for building relationships and educating the medical community in the Phoenix metro area on the benefits of Laser Spine Institute and its process. With more than 15 years of experience in healthcare sales, Palma has established relationships in family practice, internal medicine and cardiology. Prior to joining Laser Spine Institute, Palma worked as a pharmaceutical salesman for GlaxoSmithKline and Innovex.

QUOTES:

“Laser Spine Institute is pleased to welcome Paul to our Scottsdale team,” said Horne. “His industry experience will make him an excellent resource as we continue to grow our presence in that area.”

NEW MEDIA CONTENT:

Laser Spine Institute blog
<http://blogs.laserspineinstitute.com/>

Laser Spine Institute on Twitter
<http://twitter.com/laserspine>

Laser Spine Institute on Facebook
<http://www.facebook.com/laserspine>

Laser Spine Institute on YouTube
<http://www.youtube.com/user/LaserSpineInstitute>

DETAILS:

- Palma graduated from Manhattan College in Riverdale, N.Y. with a bachelor’s degree in marketing.

- A native of Portugal and Yonkers, N.Y., Palma resides in Surprise, Ariz. with his wife, Christina, and daughter, Miranda.

ABOUT LASER SPINE INSTITUTE:

Laser Spine Institute offers a safe and effective alternative to open back and neck surgery by using the latest techniques in minimally invasive procedures, alleviating the painful symptoms of sufferers from around the world. The leader in endoscopic spine surgery, Laser Spine Institute treats a variety of spinal conditions, including spinal stenosis, degenerative disc disease, pinched nerves, bone spurs, bulging/herniated discs and sciatica. Laser Spine Institute’s renowned medical team provides treatment at three accredited surgical centers in Tampa, Fla.; Scottsdale, Ariz. and Philadelphia, and consultation at facilities in San Diego, Beverly Hills, Calif., The Villages, Fla., and Fort Lauderdale, Fla. For more information, visit <http://www.laserspineinstitute.com/>.

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