

Media Contacts:

Kate Catlin
MMI Public Relations
(919) 233-6600
kate@mmipublicrelations.com

Patty Briguglio
MMI Public Relations
(919) 233-6600
patty@mmipublicrelations.com

**Laser Spine Institute Director To Speak
At Young Physicians Organization Event**
*John Polikandriotis To Deliver Tips And Strategies
At "Save Your Business ... Promote Your Practice"*

TAMPA, FLA. – Bill Horne, CEO of Laser Spine Institute, (<http://www.laserspineinstitute.com>) the leader in minimally invasive spine surgery, has announced that John Polikandriotis, director of business strategy at LSI, will speak at "Save Your Business ... Promote Your Practice," an event presented by Young Physicians Organization and Children's Hospital on Thursday, June 24 at 6:30 p.m. at Maggiano's, located at 189 The Grove Drive in Los Angeles. A panel of top marketing experts will discuss tips and strategies to increase business development. The event is free for Young Physicians Organization members and one guest, and \$50 for non-members. For more information, visit <http://www.youngphysicians.org> or call (310) 722-0017.

QUOTES:

"I am honored to be given the opportunity to speak at 'Save Your Business ... Promote Your Practice,'" said Polikandriotis. "I look forward to sharing advice that will help other businesses prosper."

NEW MEDIA CONTENT:

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

Laser Spine Institute on Twitter
<http://www.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:

- Young Physicians Organization is a nonprofit organization dedicated to helping young physicians build successful practices and provide quality care to patients. It hosts a wide range of social, developmental and professional events throughout the year.

- Additional panelists include: Tracey Bradley, founder of Jett Media; Steve Rosenthal, director of marketing at Olympia Medical Center; Brad Wood, partner at EMARC; and Thomas C. Lee, MD, director of the Retina Institute in The Vision Center at Children's Hospital Los Angeles.

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>.

Kate Catlin
MMI Public Relations
(919) 233-6600
kate@mmipublicrelations.com
<http://twitter.com/MMIPR>
<http://www.mmipublicrelations.com>

(end)