

FOR IMMEDIATE RELEASE

Dr. Richard Guyer of Texas Back Institute Honored with Patients' Choice Award

Patient feedback on Vitals.com yields honor for third consecutive year

PLANO, Texas (February 22, 2011) – Texas Back Institute, one of the largest freestanding spine specialty clinics in the United States, announces that Dr. Richard Guyer has received the Patients' Choice Award from Vitals.com, a nationally recognized Web site where patients rate their doctors' performances.

"It's a true honor to receive an award from my patients, and it lets us know that we're successfully delivering a quality patient experience at Texas Back Institute," said Dr. Guyer, a spine surgeon and one of Texas Back Institute's founding partners. "Delivery of quality patient care, as well as the treatment itself, is an important cornerstone of our practice. We endeavor to spend quality time with our patients, making sure we address all questions and concerns, and this ultimately helps everyone move forward on a positive path of treatment. This recognition tells us all that we're on the right track."

Vitals.com provides factual information on more than 700,000 doctors nationwide, including expertise and practice, consumer reviews, and recommendations from other doctors. According Vitals.com, more than 100,000 patients a month from across the United States provide online feedback about their doctor experiences on topics such as components of care received, bedside manner, doctor-patient face time, follow-up care, ease of appointment setting, courtesy of office staff and overall opinions.

"Over the course of 2010, hundreds of thousands of patient reviews were written and shared. While physicians generally receive positive feedback from their patients, only a select few consistently receive rave reviews," wrote Erika Boyer, vice president, Consumer Research, in congratulatory letter to Dr. Guyer. "Of those with high praise, only physicians like yourself – with near-perfect scores – have been voted by their patients for this honor. You are, indeed, the Patients' Choice; a physician so highly regarded by their patients that they feel the need to talk to others about the positive influence of your work."

Dr. Guyer has received numerous awards throughout his career, including two previous Patient's Choice Awards in 2009 and 2010.

About Texas Back Institute

Texas Back Institute, one of the largest freestanding multispecialty spine clinics in the United States, was established in 1977 and provides comprehensive medical care for back and neck pain. Texas Back Institute is a back care leader

specializing in spinal arthroplasty, minimally invasive spine surgery, degenerative disc disease and spinal deformation. As an academic health care organization, Texas Back Institute has trained hundreds of physicians, scientists and allied health professionals. Its research institution employs state-of-the-art technology and is involved in many clinical trials, including artificial discs. Texas Back Institute's professional staff includes board-certified spine surgeons, general surgeons, internists, physiatrists, pain specialists, exercise physiologists, and a team of physical and occupational therapists. Texas Back Institute has locations in Denton, Fort Worth, Mansfield, McKinney, Plano, Rockwall, Trophy Club, Wichita Falls, Tyler and Odessa, Texas, and Phoenix and Gilbert, Arizona. For more information, visit www.texasback.com.

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