



World Institute of Pain

EXCELLENCE IN PAIN PRACTICE AWARD

Marketing Manual for Pain Centers

Version 2013.2

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WIP Secretariat

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Table of Contents

The Excellence in Pain Practice (EPP) Award	3
Terms and Conditions	3
Communication and Reports:	3
Renewal:	3
Upgrade of Award:	4
Changes in Status:	4
Logo Usage	4
Name Usage	4
Plaques and Certificates.....	4
Legal Notice.....	5
Appendix I – EPP Award Roster	6
Appendix II – Content Management Software for www.wip-epp.org	7
EPP Award Committee.....	8
WIP Council (2013-2015)	8
Executive Board	8
Section Chairs.....	8

The Excellence in Pain Practice (EPP) Award

The World Institute of Pain (WIP) introduced the Excellence in Pain Practice (EPP) Award in 2010 to promote the highest standards of pain practice by recognizing pain centers around the globe that excel in providing education and training of fellows and physicians in the field of pain practice. The award supports WIP's mission of fostering the exchange of medical science in interventional pain management, encouraging medical research, and creating opportunities for continued learning in the most up-to-date technical procedures.

Terms and Conditions

The EPP Award Committee of WIP grants the award for a five-year period.

Communication and Reports:

Receipt of Award – Recipients of the EPP Award are asked to share with the WIP Secretariat a copy of published news articles that reference the pain center's EPP Award.

Extemporaneous – Pain centers should extemporaneously send to the WIP Secretariat news releases, accolades, and photos relevant to the center and its physicians and staff. Pain centers are also encouraged to maintain website content associated with their dedicated EPP web page that is part of a WIP website devoted to the EPP program: www.wip-epp.org. Introduced in the fall of 2013, this website consists of both standardized content managed by the WIP Secretariat and customized content unique to each EPP center. Content Management Software (CMS) permits pain centers to self-manage the customized content sections of their EPP website page, if they wish to do so. Center directors interested in managing their own customized content should contact the WIP Secretariat for administrator privileges to their pain center's EPP page. Pain centers are encouraged to post photos on their web page as well as a two to three minute video illustrating the daily activities of the pain center, its faculty and staff. Refer to the Appendix for CMS instruction.

Biennial - After two years the pain center will send to the WIP Secretariat an EPP progress report. This report should summarize notable activities and advancements since conferral of the EPP Award in all areas applicable to the pain center's award: clinical practice, education, training, research and impact of the pain center on local, national, and international regions.

All EPP correspondence, communications, and reports should be sent to the WIP Secretariat:

Ms. Dianne Willard
Executive Officer
World Institute of Pain
145 Kimel Park Drive, Suite 310
Winston-Salem, NC 27103-6984, USA

Tel: 1-336-760-2933 | Fax: 1-336-760-2981 | E-mail: dianne.willard@worldinstituteofpain.org

Renewal: One year prior to the five-year anniversary of conferral of the EPP Award, the pain center will be notified of the process for renewal of the EPP award. The renewal fee will be 50% of the original award fee. At the discretion of the EPP Committee, a re-inspection of the pain center may be required. All EPP centers will be re-inspected after 10 years. The goal of this process is to ensure the physicians and staffs of the EPP pain center maintain their commitment to excellence.

Upgrade of Award: Pain centers may also apply for an upgrade of their award level during the five-year period, but no sooner than 12 months after the initial award notification. For example, a pain center that received the multidisciplinary clinical pain practice award that believes justification for cutting-edge research recognition has been met, may wish to apply for recognition at the level of Comprehensive Multidisciplinary Pain Practice. Upon written request to the EPP Award Committee via the WIP Secretariat, a customized letter of recommendations to aid in qualifying for upgrade to the next level will be prepared and shared with the director of the pain center. A new online application is required and the pain center must undergo another site visit. All other terms and conditions outlined in the EPP Award Guidelines will also apply.

Changes in Status: The Director of the pain center should notify the WIP Secretariat in writing of any material changes in the pain center's status, including but not limited to: new FIPP-certified faculty who join the pain center, departure of FIPP-certified faculty from the pain center, and closure of the pain center with projected duration of closure, i.e., permanent or if temporary, how long is projected.

Logo Usage

The EPP Award pain center may use the EPP Award Logo on their website, brochures, letterhead, business cards, and any other print or electronic way to promote the pain center's recognition as a WIP EPP Award pain center.

Logo files are maintained and distributed by the WIP Secretariat by way of a Dropbox shared folder, or by direct email, and are available in color and grayscale, in various image formats for optimum print or electronic usage.

The logo is not to be altered in any way without the expressed, written permission of the World Institute of Pain.



Name Usage

If the logo is visible on the page or screen of usage, the abbreviation of "WIP" for World Institute of Pain and "EPP" for Excellence in Pain Practice are acceptable.

If the logo is not used, please spell out the full name of the organization and award, "World Institute of Pain Excellence in Pain Practice Award" in the first or only occurrence. Subsequently, the abbreviations "WIP" and "EPP" may be used.

Plaques and Certificates

WIP will furnish to each EPP Award recipient one plaque, suitable for wall-mounting, and two certificates suitable for framing. The plaque is to be displayed in a public area of the pain center.

Additional plaques and certificates may be purchased from WIP, if desired. Please contact the WIP Secretariat for pricing information.

Legal Notice

The pain center should amend their legal notice on their website, or create a new legal notice for the EPP Award, to include the following disclaimer:

The World Institute of Pain (WIP) Excellence in Pain Practice (EPP) Award is an award given in recognition of specific criteria established by WIP and an inspection of the pain center by a WIP representative at the invitation of the director of the pain center. A patient's decision about where to seek medical care should take into consideration factors beyond those reflected in this program, and should be made in consultation with the patient's healthcare provider. WIP assumes no responsibility or liability for any advice, treatment, or services rendered by EPP Award recipients.

*Thank you for your support of WIP
and the EPP Award program.*

Appendix I – EPP Award Roster



Comprehensive Multidisciplinary Pain Practice

- ◆ Istanbul Pain Center—Istanbul, Turkey (Director: Serdar Erdine, MD, FIPP) 
- ◆ Multidisciplinary Pain Centre – Ziekenhuis Oost-Limburg, Belgium 
(Director: Jan Van Zundert, MD, PhD, FIPP)
- ◆ Spine Institute Northwest – Bothell, WA, USA (Director: Solomon Kamson, MD, FIPP) 
- ◆ University Pain Center of Maastricht – Maastricht, Limburg, The Netherlands 
(Director: Maarten van Kleef, MD, PhD, FIPP)
- ◆ University of Washington Center for Pain Relief—Seattle, WA, USA 
(Director: Alex Cahana, MD, DAAPM, FIPP, DPhil)


Multidisciplinary Clinical Pain Practice

- ◆ Centre de la Douleur Clinique Cecil—Lausanne, Vaud, Switzerland 
(Director: Philippe Mavrocordatos, MD, FIPP)
- ◆ Centro de Atención Integral del Dolor-Buenos Aires, Argentina (Director: Juan Carlos Flores, MD, FIPP) 
- ◆ DARADIA: The Pain Clinic—Kolkata, West Bengal, India (Director: Gautam Das, MD, FIPP) 
- ◆ IRCCS Centro di Riferimento Oncologico della Basilicata—Rionero in Vulture, Italy 
(Director: Pasquale De Negri, MD, FIPP)
- ◆ Interventional Pain and Physical Medicine Clinic – Sartell, MN, USA 
(Director: Thomas C. Kowalkowski, DO, and FIPP)
- ◆ Multidisciplinair Pijncentrum Lievensberg Ziekenhuis—Halsteren, The Netherlands 
(Director: C.W.J. van Tilburg, MD, FIPP)
- ◆ Neuro Pain Care, P.C. – Fresh Meadows, New York, USA (Director: Vikas Varma, MD, FIPP) 
- ◆ Pain Center, Dept of Anesthesiology & Pain Medicine, Seoul National University Hospital—Korea 
(Director: Yong Chul Kim, MD; Chairman: Sang Chul Lee, MD, PhD, FIPP)
- ◆ Pain Management Division of Dept of Anesthesiology, University of Cincinnati—OH, USA 
(Director: Hammam Akbik, MD, FIPP)
- ◆ Pain Physicians NY, New York, USA (Director: Leonid Reyfman, MD, FIPP and Tamer Elbaz, MD, FIPP) 
- ◆ Singular—Centro de Controle Da Dor — Cambui, Campinas, Sao Paulo, Brazil 
(Director: Fabrício Dias Assis, MD, FIPP)
- ◆ The Pain Specialist of Mount Elizabeth Medical Centre – Singapore, Singapore 
(Director: Alex Sow Nam Yeo, MD, PhD, FIPP)
- ◆ Utah Center for Pain Management and Research, Inc. DBA Nexus Pain Care—Provo, UT, USA 
(Director: Richard Rosenthal, MD, FIPP)

Clinical Pain Practice

- ◆ ACME Pain Care – Algonquin, IL, USA (Director: Vikram Patel, MD, FIPP) 
- ◆ Uosd Terapia Antalgica – Rome, Italy (Director: Gianni Colini-Baldeschi, MD, FIPP) 

Clinical Pain Practice Specializing in Musculoskeletal Pain Syndromes

- ◆ Metro Spinal Clinic – Caulfield South, Victoria, Australia 
(Co-Medical Directors: David Vivian, MBBS; Bruce Mitchell, MBBS, FIPP; and Paul Verrills, MBBS, FIPP)

Appendix II – Content Management Software for www.wip-epp.org

WIP uses Surreal CMS (www.surrealcms.com) for its EPP website pages. Chosen for its simplicity and functionality, the goals of the EPP website are to deliver standardized content applicable to the whole EPP program, customized content unique to each pain center, and the ability for each EPP pain center to manage their own customized content.

The pain center should identify one person to serve as their EPP web page administrator, and communicate the name and email address of that individual to the WIP Secretariat, Ms. Dianne Willard at dianne.willard@worldinstituteofpain.org.

A starter page will be created by the WIP Secretariat for each EPP pain center. Content borrowed from the EPP pain center's website to create this starter page is with the implied consent of the pain center as a WIP EPP pain center. The EPP pain center retains the copyright on its material and WIP makes no claim to it. WIP will provide training to each EPP web page administrator, and going forward customized content should be managed by that administrator.

The WIP Secretariat remains willing to assist and continue to maintain pages for any pain center that prefers, for whatever the reason, that WIP to continue to manage their EPP page for them.

EPP Award Committee

P. Prithvi Raj, MD, DABIPP, FIPP (Chairman)
 Serdar Erdine, MD, FIPP
 Charles A. Gauci, MD, FRCA, FIPP, FFPMRCA
 Gabor B. Racz, MD, FIPP
 Ricardo Ruiz- López, MD, FIPP
 Richard L. Rauck, MD, FIPP (Ex-officio)



WIP Council (2013-2015)

Executive Board

Richard L. Rauck, MD, FIPP, President	USA
Kris C.P. Vissers, MD, PhD, FIPP, President-Elect	Netherlands
Charles A. Gauci, MD, FRCA, FIPP, FFPMRCA, Honorary Secretary	USA
Ira B. Fox, MD, DABIPP, FIPP, Honorary Treasurer	USA
Ricardo Ruiz-López, MD, FIPP, Immediate Past President (Founder)	Spain
Serdar Erdine, MD, FIPP, Past President (Founder)	Turkey
Gabor B. Racz, MD, DABIPP, FIPP, Past President (Founder)	USA
P. Prithvi Raj, MD, DABIPP, FIPP, Past President (Founder)	USA
Craig T. Hartrick, MD, DABPM, FIPP, Editor-in-Chief, Pain Practice	USA
Maarten van Kleef, MD, PhD, FIPP, Chair, FIPP Board of Examination	Netherlands
Magdi Ramzi Iskander, MD, FFARCS, FIPP, Chair, Board of Sections	Egypt
Andrea M. Trescot, MD, DABIPP, FIPP, Chair, Advisory Board	USA
Dianne L. Willard, Executive Secretary-Officer (non-voting)	USA

Section Chairs

Africa: Pauline Du Plessis, MD, FIPP	South Africa
Australia: Peter B. Courtney, MBBS, FIPP	Australia
Benelux: Jan Van Zundert, MD, PhD, FIPP	Belgium
Brazil – Fabricio Dias Assis, MD, FIPP	Brazil
Canada: Edvin Koshi, MD, FRCPC, FIPP	Canada
Central/Eastern Europe: Martin Marianowicz, MD, FIPP	Germany
Columbia: Frantz Colimon, MD, FIPP	Columbia
Hungary: Edit Racz, MD, FIPP	Hungary
Iberian: Carmen Pichot, MD, FIPP	Spain
India: Subrata Ray, MD, FIPP	India
Iran: Arman Taheri, MD, FIPP	Iran
Israel: Meir Bennun, MD, FIPP	Israel
Italy: Diego Beltrutti, MD, FIPP	Italy
Latin America: Juan Carlos Flores, MD, FIPP	Argentina
Malaysia – Anwar Arshad, MD, FIPP	Malaysia
Mediterranean: Athina Vadalouca, MD, PhD, FIPP	Greece
Middle East: Magdi Ramzi Iskander, MD, FFARCS, FIPP	Egypt
NE Asia: Sang Chul Lee, MD, PhD, FIPP	South Korea
Puerto Rico-Caribbean: José R. Rodríguez Hernández, MD, FIPP	Puerto Rico
Southeast Asia: Alex Sow Nam Yeo, MD, PhD, FIPP	Singapore
Switzerland: Philippe Mavrocordatos, MD, FIPP	Switzerland
Turkey: Suleyman Ozyalcin, MD, FIPP	Turkey
UK-Eire: Patrick R. McGowan, MBChB, FRCA, FIPP, FFPMRCA	UK
USA: Jianguo Cheng, MD, PhD, FIPP	USA



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