



# THERE MAY BE A CAUSE OF LOW BACK PAIN THAT MILLIONS OF PEOPLE AREN'T AWARE OF AND THAT IS GOING UNDIAGNOSED.

## CAMPAIGN BACKGROUNDER

### What is the *Know Your Back Story* campaign?

There may be a cause of low back pain that millions of people aren't aware of and that is going undiagnosed.

**Know Your Back Story** is a national health awareness campaign that educates and encourages millions of people with chronic low back pain - due to pain, numbness, heaviness, or tingling in back, legs, or buttocks when standing or walking - and their physicians to learn more about their "back story," including the potential cause, lumbar spinal stenosis (LSS), screening, the importance of looking for the enlarged ligament on imaging, and potential treatment options.

This campaign addresses the physical and emotional aspects of health and mobility as it relates to chronic low back pain and includes:

- Landmark Survey - **Mobility Matters: Low Back Pain in America** - Harris Poll survey **that reveals misconceptions about chronic low back pain and need for education** about the impact on mobility, quality of life, and the right spine health doctor to go to who can diagnose and outline treatment options available.
- **The first-ever Mobility Index** to demonstrate how people should be moving through the decades of their lives without chronic low back pain.
- **#LookForTheLigament Education and Experiential Mobile Unit tour** visits New York City, Philadelphia, Washington, D.C., Sarasota, West Palm Beach, and Miami to educate, engage, and increase awareness about the enlarged ligament as a potential cause for low back pain and encourage people to be screened for LSS. This experiential mobile unit includes:
  - **Visualization stations** exploring why LSS symptoms occur, tips on how to identify symptoms, how an enlarged ligament impacts spine health, and potential for a *mild*<sup>®</sup> Procedure treatment option
  - **Immersive 3D journey** down the spinal canal to the lumbar region that explores the enlarged ligament, spine degeneration, and how *mild* works
  - **Interactive Ligament Kiosk** features an animated *Mobility and the Enlarged Ligament* education program that demonstrates the spinal compression inherent with LSS and its effect on pain, posture, and mobility; a *Look for the Ligament* swipe engagement for people to view and compare MRI images of a healthy ligament against an enlarged ligament; and *How Do Doctors Describe LSS?* Module filled with a colorful list of analogies doctors often use to explain the condition to patients
- **Interactive Motion Memoir** iPads, featuring our writing program developed with award-winning author, certified therapist, and founder of the National Association of Memoir Writers (NAMW), Dr. Linda Joy Myers, that provides tips and encouragement for people to write their own memoir vignette tracing their history of low back and leg pain so that their next chapter might be pain free. Also highlighted are *mild* patients telling their personal back stories.
- **Campaign website: KnowYourBackStory.com** is the online hub for all elements of the campaign including how to find a spine health doctor.



A NATIONAL HEALTH AWARENESS  
CAMPAIGN BROUGHT TO YOU BY:



For more information, visit [KNOWYOURBACKSTORY.COM](https://www.knowyourbackstory.com)

## Why is Know Your Back Story Campaign Needed?

As revealed in our Landmark Survey **Mobility Matters: Low Back Pain in America** Harris Poll, there are many misconceptions about chronic low back pain, its potential cause, symptoms, and treatment options, such as:

### More than 72.3 million U.S. adults self-report they have chronic low back pain (CLBP)<sup>1</sup>

- 27 million have never been told by an HCP the exact cause of their CLBP
- 78% do not know an enlarged ligament can be the cause
- A majority of respondents say their CLBP has had a negative impact on several aspects of their lives including standing, walking, sleeping, and getting exercise
- 76% said CLBP has interfered with their ability to complete everyday tasks
- ~ 8 in 10 have accepted CLBP as part of their life and 53% say it has had a major/moderate impact on their overall quality of life

Lumbar spinal stenosis (LSS) is a condition in which the lower spinal canal narrows and compresses the nerves in the lower back. Up to 85% of spinal canal narrowing is caused by an enlarged ligament.<sup>2</sup> People with LSS typically experience a variety of symptoms that affect daily life, including low back and leg pain and limited mobility. People with LSS often feel pain, numbness, tingling, or heaviness when standing or walking that is relieved by sitting, bending forward, or sleeping curled in the fetal position.

### How can people get help?

Visit **KnowYourBackStory.com** for information about LSS and find a spine health doctor to have a conversation about the steps you can take to stand longer, walk farther, and get moving! Also, learn more about how to write/submit your personal low back story to address the physical and emotional aspects of your experience.

### How can healthcare providers get involved?

Visit **KnowYourBackStory.com** for more information about how you can educate and identify patients, learn more about patient misconceptions when it comes to chronic low back pain, LSS, and potential treatment options such as the *mild* Procedure and more.

### Who is behind Know Your Back Story?

Vertos Medical Inc., the founding sponsor of the campaign, has joined forces with the American Society of Pain & Neuroscience (ASPN) and The National Association of Memoir Writers (NAMW) on the *Know Your Back Story* campaign to bring education around LSS and the enlarged ligament to the forefront.

### About Vertos Medical Inc.

Vertos Medical Inc. is a medical device company committed to developing innovative, minimally invasive treatments for lumbar spinal stenosis (LSS). Its proprietary technologies include the *mild* instrumentation kit, which enables a safe, outpatient, minimally invasive, fluoroscopically guided therapeutic LSS treatment that requires no general anesthesia, no implants, and no stitches. LSS is primarily a degenerative, age-related narrowing of the lower spinal canal that causes symptoms of pain and numbness in the lower back, legs, or buttocks. The *mild* Procedure treats this condition by restoring space in the spinal canal using specialized *mild* devices to remove the enlarged ligament through a 5.1-mm treatment portal.

1 Mobility Matters: Low Back Pain in America, Harris Poll Survey, 2022. View data and full summary at KnowYourBackStory.com

2 Hansson T, Suzuki N, Hebelka H, Gaulitz A. The narrowing of the lumbar spinal canal during loaded MRI: the effects of the disc and ligamentum flavum. Eur Spine J. 2009;18(5):679-686. doi:10.1007/s00586-009-0919-7.

#### Media Contacts:

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