



LOWER BACK PAIN? THERE'S AN APP FOR THAT



Physical Therapist Releases New Interactive iPhone App to Help Diagnose and Treat Back Pain

Bellevue, Wash. – (May 17, 2010) – Smart Health Software (SHS), an innovative healthtech company, today announced that its first product, [Pain Free Back](#), is now available for download in Apple's iTunes Application Store.

Pain Free Back is the first interactive application (app) designed to provide individuals with a diagnosis and [treatment for lower back pain](#). The new app leads sufferers through a personalized, guided discovery of potential causes of their pain and demonstrates simple and effective exercises to help relieve discomfort and improve spinal health.

More than 25 million people worldwide suffer from back pain and approximately 80 percent of Americans will be affected by back pain at some point in their lives, according to the American Academy of Neurological and Orthopedic Surgeons. Currently, back pain is the leading cause of disability in people under the age of 45.

Neil Chasan, noted physical therapist and founder of Smart Health Software, has more than 25 years of experience in biomechanics and specializes in the evaluation and improvement of functional body strength.

"While back pain is extremely common and debilitating, a vast majority of pain can be relieved in a matter of days through simple exercises," Chasan said. "These days, we live by our mobile devices and this application uses the multimedia functionality and convenience of the iPhone to help users pinpoint the source of their pain and learn how to manage and reduce it."

Upon download, the application prompts users to create a basic profile and then takes them through a series of questions about the location, intensity and type of pain. Users also perform a series of movement tests to assess their mobility. Pain Free Back then evaluates their answers and generates a customized program of [lower back pain exercises](#) from a library of more than 40 video clips.

Though Pain Free Back will provide users with the resources they need to determine most cases of lower back pain, it is also designed with the users' safety in mind. On occasions where symptoms are so severe that the mobility tests elicit considerable discomfort, Pain Free Back advises them to stop immediately and consult with their physician.

Pain Free Back is available for immediate download in the iTunes application store for \$4.99. For more information about Pain Free Back, please visit www.smarthealthsoftware.com.

About Smart Health Software

Founded in 2009 by Neil Chasan, Smart Health Software is a growing healthtech company based in Bellevue, Wash. The first product released for the Company, Pain Free Back, launched for iPhone in May 2010. Chasan is also the founder of the [Sports Reaction Center](#), a private physical therapy practice and author of *Total Conditioning for Golfers: Your Definitive Guide to Hitting Longer*, and *Getting Stronger and Staying Healthy*. He has worked with professional athletes and college sports teams and is on the clinical faculty at the University of Washington in Seattle.

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