

press release

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Edison Chiropractor Offers Wellness Information on Revamped Website



EDISON, NJ, Jan 24, 2012 (MARKETWIRE via COMTEX) -- Dr. Michael J. Lagana of Backsmart Wellness Center in Edison NJ has redesigned the practice's website in order to provide more information to help people live healthier lives. The new website is host to videos and articles that are intended to help visitors learn about a range of topics, including weight loss and acupuncture. There are also several pages that cover employee wellness programs, stop smoking programs and non-surgical spinal decompression. The home page features links to two videos involving Dr. Lagana -- a "Spotlight NJ" segment on health and holistic medicine and a News 12 segment on "Backpack Do's and Don'ts," as well as a wellness blog, a calendar and a 3D Spine Simulator tool.

The 3D Spine Simulator, accessible from the website homepage, provides a visual demonstration of how various areas of the spine affect the entire body's nerves, muscles and organs. A Community Content section contains information on the benefits of chiropractic care and the overall wellness approach. The Member Wellness section contains articles from the Center's newsletter library, video exercises, wellness essentials, healthy thinking, and wellness lifestyle tips. The Weight Loss page provides information on the Wellness Center's four-pronged approach to achieving a healthy weight and the Edison Stop Smoking programs are explained on the Stop Smoking page of the website. Links are also provided for direct access to the practice's wellness blog, Facebook page, YouTube channel and Google+ reviews.

The Center has been providing wellness services since 1998. Commenting on the redesigned website, Dr. Lagana said, "I've seen a lot of changes in how we communicate, but one thing that hasn't changed is our commitment to helping patients achieve optimum health. Whether it's acupuncture, massage therapy, weight loss management, or one of our other programs, our practice provides an integrative treatment plan to help patients meet their individual goals. But our

efforts succeed most when patients have the knowledge and tools they need to maintain what we achieve in their everyday lives. That's why I'm thrilled to be able to use this website and our social media network to provide information and let patients stay in contact with us."

Dr. Lagana is the Center's founder and Chief Executive Officer. He is joined by Steven Farber, D.C. and other members of the healthcare team including a director of physical therapy, a director of acupuncture and Chinese herbal medicine, a licensed massage therapist and a licensed physical therapist. A certified hypnotherapist provides support for the stop smoking program, weight management, pain management and other health issues. The goal of their integrated treatment plans is to correct underlying issues that may be causing pain and discomfort and promote a wellness lifestyle approach to health.

Backsmart Wellness Center is located at 619 Amboy Avenue. Further information on the Center and its wellness programs may be found by visiting the new website at <http://www.backsmart.net> . Visitors to the website are also allowed to sign up for a free newsletter which provides regular information on a variety of health and wellness topics.