

Is BACK PAIN the next endemic?

BACK PAIN WAS THE LEADING CAUSE OF DISABILITY IN 2017



AMERICANS SPEND OVER **\$86 BILLION** EVERY YEAR ON **BACK PAIN TREATMENT**

29% OF AMERICANS BELIEVE THAT THEIR **BACK PAIN IS DUE TO STRESS**



EXPERTS STATE THAT **75 - 85%** OF AMERICANS WILL EXPERIENCE SOME TYPE OF **BACK PAIN DURING THEIR LIFETIME**



OVER **8%** OF THE US POPULATION HAS **SEVERE BACK PAIN**



54% OF AMERICANS SUFFERING FROM **BACK PAIN** SPEND MOST OF THEIR TIME **AT WORK SITTING**



37% OF AMERICANS SUFFERING FROM **LOW BACK PAIN** DO NOT SEEK PROFESSIONAL SUPPORT TO MANAGE THEIR PAIN

THE CHIROPRACTIC INDUSTRY IS GIGANTIC IN THE US, **WITH MORE THAN 70,000 LICENSED CHIROPRACTORS**



OUT OF **56 MILLION** AMERICANS SUFFERING FROM BACK PAIN, **ONLY 5% REQUIRE SURGERY**



ACUPUNCTURE IS AN APPROVED TREATMENT OPTION FOR ACUTE **LOW BACK PAIN IN THE**

BACK PAIN IS DETRIMENTAL TO PHYSICAL AND PSYCHOLOGICAL HEALTH. HENCE EARLY DIAGNOSIS OF SPINE PROBLEMS IS CRUCIAL. SYNAPSICA ENABLES EARLY AND ACCURATE DIAGNOSIS OF SPINE AILMENTS THROUGH AI.