



**MEDIA CONTACTS:**

Becky Moore, APR  
Synergy Marketing Group, Inc.  
(317) 205-9690, ext. 226  
[becky@synergy-mg.com](mailto:becky@synergy-mg.com)

Margaret Osborn  
Synergy Marketing Group, Inc.  
(317) 205-9690, ext. 224  
[margaret@synergy-mg.com](mailto:margaret@synergy-mg.com)

**FOR IMMEDIATE RELEASE**

## **Center for Pain Management Names Synergy Marketing Group Agency of Record**

**INDIANAPOLIS** (April 8, 2007) – The Center for Pain Management, a fast-growing health care practice, recently selected Synergy Marketing Group, Inc. as its agency of record. Synergy will work with the Center to build its brand, increase market awareness and strengthen relationships with referring providers.

“We retained Synergy to build upon the current success of our practice and take it to the next level,” stated Ed Kowlowitz, M.D., the Center’s owner and medical director. “With Synergy’s assistance, we plan to educate the market that pain doesn’t have to restrict quality of life. In fact there’s a wide array of treatment options available today to successfully manage pain. Synergy also will help us better connect with doctors across the state and significantly grow our patient base.”

Synergy, one of Indianapolis’ largest public relations and marketing firms, will provide strategic planning and tactical execution in the areas of brand development and management, public relations, advertising and Web-based initiatives.

“The Center for Pain Management has a lot of value to offer the Indiana community, and our role is to raise awareness,” commented Synergy President and Founder Amy Zucker. “We will be helping to educate both patients and referring physicians about the profound impact pain has on daily life — and more importantly, we will spread the word about the treatment options available and the Center’s exceptional expertise and resources.”

### **About the Center for Pain Management**

The Center for Pain Management is one of Central Indiana’s most experienced medical practices focusing exclusively on treating patients who suffer from back, head, neck, joint or cancer-related pain. This includes spinal injury, herniated discs, arthritis, failed back surgery, chronic pain, migraines and fibromyalgia. The Center’s team of clinicians and board-certified physicians specializes in comprehensive evidence-based diagnostic and multi-disciplinary treatment modalities that include interventional procedures, physical therapy, medication management, spinal cord stimulation and psychological counseling. Physician referrals and patient self-referrals are accepted. For more information on the Center for Pain Management, visit [www.IndyPain.com](http://www.IndyPain.com) or call 317-706-PAIN (7246).

### **About Synergy Marketing Group, Inc.**

Synergy Marketing Group, Inc. is one of Indianapolis’ largest marketing, public relations and communications agencies. The firm serves as the outsourced marketing/PR department for companies of all sizes from start-ups to global corporations. Synergy’s team of experienced professionals provide strategic counsel and expert tactical support in the following areas: marketing, advertising, public relations, media relations, community relations, strategic planning, competitive research, brand development and management, Web site development and management, event planning and management, search engine optimization (SEO), search engine marketing (SEM), search engine advertising, direct mail and e-mail marketing. To learn more about Synergy, please call 317-205-9690 or visit [www.synergy-mg.com](http://www.synergy-mg.com).

###