

Emerging Spinecare Trends

Role of the Internet

Role of the Internet

In the future most individuals will go the intent to learn more about their spine, spine disorders and available spinecare. They will rely on the internet to locate spine specialists and multidisciplinary spinecare facilities. They will also use the internet to compare the background, experience, and success of various professionals and facilities. A growing number of people will be willing to travel great distances to access superior spinecare. This trend renders online directories and professional profiles more important.

The coalescing global spinecare market will improve access to spinecare and spine information. The accessibility to and rapid dissemination of information on the internet fosters consumerism. The public and patients will be less apt to rely solely on the advice of a physician or single practice approach and will turn to the internet to check out the facts and to obtain a consensus opinion. The patient of the future will report to spinecare practices equipped with relevant information and high expectations.

The internet will increasingly provide for the efficient delivery of information, rendering international borders and time zones less restrictive. Every healthcare professional including public health professionals will have the opportunity to become part of extraordinary global initiatives and solutions. Global advancement and integration of spinecare will require free and easy access to knowledge. The internet will allow spinecare professionals to discover, share and create knowledge.