



P.O. Box 2726
Bristol, CT 06011-2726
T 860.508.4948
E info@broadviewpublishing.com
www.broadviewpublishing.com

new *book* news

New book gives remarkably candid look at chronic pain...

Pain Is Not A Disease

Agostino Villani

**Published by Broad View Publishing October 1, 2008
\$15.95**

“Thousands and thousands of people have their pain attributed to arthritis every year while, at the same time, tens of thousands more walk around with arthritis and no pain at all. Is the pain these people suffer from “arthritis” or does it just happen to co-exist with arthritis and have nothing more significant to do with it? For these thousands or patients, being treated for a disease for which pain is their only complaint--is pain really that disease? The same may be said for the many diagnosis offered for low back pain, headache, and many other painful “conditions.” We certainly have the pain, but do we really have the disease?

- Agostino Villani

In *Pain Is Not A Disease*, Agostino Villani, a health care executive, expert on pain management, and concerned activist for health care transformation, tackles the silent epidemic that is causing daily suffering for over 76 million Americans. Villani believes that the growing problem in America is due to the health care system treating it as if it were a disease, effectively ensuring that patients will not get better. He believes that opportunities exist for solving the epidemic by simply recognizing that pain is not a disease.

Drawing on his own experiences from over 17 years in private practice and on his knowledge as a health care executive who addresses the pain population problem on a daily basis, he dissects the

--MORE--

major trigger points that contribute to the building dilemma of how to ever turn the situation around.

In this refreshing take on the age old problem of solving chronic pain, Villani draws upon various techniques to bring the narrative to life by drawing on historical depictions of pain in art, popular culture, and literature. There is also a running parallel story of a patient and doctor discussing and treating pain. Filled with facts and advice, anyone who has been touched by someone they know who lives with daily pain can take away value from his book.

In *Pain Is Not A Disease* (Broad View Publishing; October 1, 2008; \$15.95), Villani focuses on the current state of pain in America which shapes the industry treating it, including:

- * the trend of increasing treatments
- * the trend away from primary care towards the many specialists who treat pain
- * the rise of the pain industry in America
- * the escalation of the pain population to 76 million, more than diabetes, coronary heart disease, and cancer combined
- * the upward trend of aging Baby Boomers and returning soldiers adding to the already enormous number of pain patients in America
- * chronic pain as a crisis for U.S. employers
- * the rigidity of reimbursement codes in health care
- * the lack of adequate pain education in medical school
- * the lack of health care policy to take the problem of pain seriously in America

In the "Better Approach" section of the book, Villani offers his solution to this developing problem. He plots the course for both the doctor, patient, and health care industry to help them navigate the pain industry and arrive at a safe harbor where the patient is comfortable and able to function again.

Along the way, Villani offers insights and practical guidance that help clarify what has become a complex problem and to give the reader a sense of wonder as to why something so intuitive has not yet been embraced by the health care industry. Agostino examines the past, present and hopefully the future of pain in America and offers an important corrective to the current pain industry.

Advance Praise for Pain Is Not A Disease:

"Pain Is Not A Disease is must reading for every health care practitioner and pain sufferer in this country and beyond. This book is loaded with brilliant insights and practical solutions.

Thank you, Dr. Villani."

- Christiane Northrup, MD, best selling author of Women's Bodies, Women's Wisdom; The Wisdom of Menopause; and Mother-Daughter Wisdom

“Dr. Villani has provided an extremely insightful contribution to our understanding of the art of health care. His in-depth discussion of our flawed approach to pain management has much broader lesson for fundamental health care reform.”

- Michael J. Critelli, Executive Chairman, Pitney Bowes

ABOUT THE AUTHOR:

Agostino Villani, a health care executive, expert on pain management, and concerned activist for health care transformation, writes and speaks on the topic of pain and health care reform. He is working on an upcoming book about the medical home.

Agostino Villani is available for interview on an of the areas covered in *Pain Is Not A Disease*. To discuss, please call Lloyd Demmelmaier at 860-793-3112 or email info@broadviewpublishing.com.

ABOUT THE BOOK:

TITLE:	PAIN IS NOT A DISEASE
AUTHOR:	Agostino Villani
PUBLICATION DATE:	October 1, 2008
ISBN#:	978-0-9815384-2-6
PRICE:	\$15.95

**We always appreciate two tear sheets of any review or mention of
Broad View Publishing books or its authors.**

#