

### **Immediate Success**

The American Pain Society must have sensed success in the air when it launched its Clinical Centers of Excellence (CCOE) in Pain Management awards program in 2007. After all, the society received nearly 100 applications from an incredibly strong field of both large and small institutions nationwide.

Ultimately, six healthcare centers were selected to receive awards—all with forward-thinking interdisciplinary teams that address critical needs in pain management at the local level. These centers were later recognized at a special awards gala at the Smithsonian National Museum of Natural History.

With the help of a public relations campaign, word of the awards—and of interdisciplinary care to successfully treat pain—quickly spread as 23 national and local publications picked up the story. For example, a national Veteran's Affairs (VA) news release praised CCOE recipient Haley VA Medical Center's pain management program in Tampa. In the release, Secretary of Veteran's Affairs Jim Nicholson cited the program as "a shining example of VA's world-class health care."



Several other of the acclaimed programs reported they've gained recognition from the award in their communities, among professional colleagues, and at the national level.

"The APS CCOE Award has given us great visibility at our hospitals, which is serving as an impetus to improve pain control of our patients as well as impact policy, procedure, and patient safety in a positive direction," said Christopher Gharibo, MD, of NYU Medical Center Hospital for Joint Diseases. "The award also has helped us market our services and made the hospital administration and other departments take notice of our comprehensive set of services and improve the care that we deliver individually and hospital-wide."

Meanwhile, Kenneth Goldschneider, MD, of Cincinnati Children's Medical Center is pleased that its children's pain program was honored with a CCOE Award. "The APS award certainly created a buzz within the pediatric pain world. Our colleagues were happy that a pediatric pain program got it." Since then, news of the award has traveled overseas. Clinicians from Spain and Taiwan have inquired about possible opportunities to observe at Cincinnati Children's.

"It has been very gratifying to hear our CCOE recipients talk about the recognition and visibility they have received in the institutions and communities," said APS President Judith Paice. "It's clear that the CCOE is having a very positive impact in recognizing the achievements of those who practice multidisciplinary pain care."

APS Executive Director Catherine Underwood agrees. She adds, "This program accomplishes many of our objectives by underscoring the positive impact of multidisciplinary pain treatment and by highlighting the importance of translating research into relief."