

THE ENTREPRENEURIST

**What will happen to you
in the next six weeks?**

BY MICHAEL KLINE

It's the most exciting time of the year once again. Only seven shopping days left until Ground Hog Day. I know you're busy planning your menus, decorating your house and sending out Ground Hog Day cards, but I want you to take just a moment to consider what the big holiday really means.

Throughout history, we have looked for clues about our future. We look to the stars, to the seasons, soothsayers, fortune tellers, woolly caterpillars and ground hogs to help us predict what is about to happen to us. If this is beginning to sound silly, consider the fact that today, we've gone really crazy and started listening to cable news channels! If we accept that it is our nature to worry about the future, what is a sensible person to do?

You are your own best prognosticator. (Well, maybe second only to Punsxutawny Phil.) I argue that the best way to predict the future is to create it yourself. Let's not worry about pessimists saying the economy is going to be slow for another year or five. Let's make our own economy better! When you take a proactive stance, assume responsibility for your own future and take action, you can change anything you want in your life. From cooking skills to diet to business and relationships, you are in charge. So what are you going to do about it?

This is mostly (sometimes) a business column, so let's talk work-related ideas. Ask yourself what you can do with the resources you already have. Turn off the news and spend an hour listing all the little talents, creativity, friends, contacts and ideas you have available to you. Perhaps you had ideas a few years ago that you dismissed; today might be a great day to revitalize them. In challenging times, old ideas might make more sense than they did a few years ago. There are more people in the market for new ideas, better ideas, new ways to feel better, new ways to save money, and even better ways to spend money. Not everyone is looking to spend less, but almost everyone is looking to spend more carefully and more wisely. Perhaps you could help.

Next, it's time to do some math. Calculate what it takes to make a return on your ideas. What would it take and what would be the return if you could you increase productivity, save money, improve cash flow, or make more sales? Stop telling me you need someone to lend you money — you really don't. Using only what financial or creative resources you already have available to you, write down things you can do to start in the right direction. Get going, take action, do research, go meet people who could help, and the right people and resources start to show up in the most unexpected places.

The most important action you can take to improve your own economy is to accept that it is your personal responsibility. Please understand, I'm not using "personal responsibility" as political code words for abolishing assistance programs; I'm just saying that chances are, if



Michael Kline



Kelly DeFeo, CRNA, PhD and APRN, speaks to visitors at the open house hosted by the new PainCare Clinic in North Conway Monday evening. The clinic can help provide relief for patients suffering from such ailments as arthritis, sciatica, RSD, back pain, herniated discs, migraines, neuropathies, fibromyalgia, shingles, spinal stenosis and degenerative disc disease. (TOM EASTMAN PHOTO)

Pain relief: North Conway facility helps sufferers 'get their lives back'

BY TOM EASTMAN
THE CONWAY DAILY SUN

CONWAY — To paraphrase what Bill Clinton once said, the health care professionals at the newly-opened PainCare Clinic in North Conway "feel your pain" — and in many cases, they can help patients either get relief or learn to manage it.

In conjunction with the Mount Washington Valley Chamber of Commerce, the new clinic hosted an open house at the Red Barn Outlet Center Monday evening, attended by perhaps 30 local residents — many of whom say they suffer from chronic pain from such conditions as arthritis, the after-effects of hip replacements, fibromyalgia and joint pain.

The clinic opened in December one day a week, and is now up to Mondays and Thursdays, and is likely to open more as patient demand increases, according to local resident and clinic staffer Kelly DeFeo, CRNA, PhD and APRN.

O'Connell, PainCare's CEO

Founded in 1992 in Somersworth, the new North Conway office is one of 11 operated by PainCare.

The clinic made local headlines in December after its CEO, Dr. Michael O'Connell, provided a check for \$7,000 to help pay for North Conway's New Year's Eve fireworks.

In an interview, O'Connell described the company's mission.

"PainCare provides comprehensive, multifaceted treatment to control or manage chronic and acute pain such as from degenerative and herniated disc disease, spinal stenosis, neuropathies, failed back surgery, vertebral compression fractures from osteoporosis, and facet/sacroiliac arthritis," said O'Connell. "Our services include injections of anti-inflammatory steroid for irritated or injured spinal nerves and protruding or herniated discs, joint lubricants for large arthritic joints, Botox for muscle



Dr. Daniel A. Graubert speaks to visitors at the PainCare open house hosted by the recently opened North Conway clinic Monday evening. (TOM EASTMAN PHOTO)

spasm; weight management and physiotherapy; counseling, oral pain relievers, carefully monitored opioid treatment, and for particularly resistant pain conditions we painlessly insert spinal and nerve stimulators and pumps."

The company's locations in addition to Somersworth and North Conway include Newington, Merrimack, Wolfeboro, Plymouth, Franconia, Lebanon and Woodsville, and two newly-opened satellites in Raymond and Littleton.

O'Connell and DeFeo said PainCare works with existing health-care providers.

"We plan to utilize the local community and your fine Memorial Hospital for complementary services such as laboratory testing, imaging, scanning, chi-

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you have the ability to get and read this paper, you have the power to do something to positively influence your future.

Happy Ground Hog Day, and may your next six weeks be filled with creative planning, excited implemen-

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practic manipulation, physical therapy and acupuncture," said O'Connell.

Working with the community
As for the company's willingness to step up to the plate to help with this past holiday season's festivities, O'Connell said it's part of being a partner with the communities PainCare serves.

"Rather than appearing to have bursted obtrusively onto the scene, PainCare prefers to be viewed as making a collaborative effort to enrich the greater North Conway business community," said O'Connell. "In our more southern, considerably larger facilities, we are regular substantial contributors to the local humane societies, children's homes, non profit trade schools, and have developed a non profit organization to reduce the experimentation by our youth with drugs. We own and operate an opioid addiction clinic as well, which is extremely effective and user-friendly for thousands of folks who have unfortunately fallen into the quagmire of prescription drug abuse."

Getting patients' lives back
The company's motto is "Get PainCare and Get Your Life Back."

Part of the process is to assess each patient's condition and to evaluate potential plans of action, notes DeFeo, who cautioned that in some cases, rather than a complete cure, art of the care is to help patients cope with chronic or acute pain.

"We focus on all kinds of pain, acute and chronic," said DeFeo during Monday night's tour. "Most times, acute pain is provided by your primary provider or you go to an orthopedic surgeon, depending on what the problem is. Sometimes it might go on longer or they may not have all the treatment modalities that you need to get it better quicker, or if it is to be chronic, to better manage it. Everyone is different."

The center has three examination rooms, and a procedure room equipped with a low-level X-ray machine.

"We do a full pain assessment when we come to come in," said DeFeo. "The pain can come from insufficient blood supply, of a nerve being crushed or damaged. It can come with fibromyalgia. There are all sorts of different ways to break the pattern. Everyone is different. Anxiety, fears — everyone comes in with a lot of concerns that create a pain picture of the person."

She said for some patients, a pain relief can be possible — for others, PainCare can help them manage the pain.

"We tell people they may not ever be 100 percent, that it might not be a realistic goal for you, but what's going to make you functional? What's the best quality of life you can have. That's what we work toward," said DeFeo.

Also present for Monday's open house was Dr. Daniel A. Graubert, an anesthesiologist based in Plymouth

town of new ideas and encouraging results. If not, spring will arrive eventually anyway.

Michael Kline is a local retailer, success coach and trainer. He may be reached through his website, www.klineseminars.com, or e-mail, mike@klineseminars.com.

who serves as North Country regional director for PainCare.

"There are many different types of pain and we do our best to try and correct as many as we can. What we need is a way to measure pain, a blood test for pain — the person who is able to do that will win the Nobel prize," said Graubert.

"When you treat one type of pain, you often find it uncovers a new source of pain that can be dealt with.

"You get your knee replaced and find out how much your back was hurting you. It's complex," said Graubert.

"It's almost like peeling back these layers of an onion. If you had a chronic injury, it may have caused pain in these other places," said DeFeo, who said her staff works with patients' primary care providers.

She said demand is strong because for such a long time services were not offered in the region.

"It's so under-served. The services are catching up with the need. There has always been the need — but people had to drive to Dartmouth-Hitchcock or other medical-care providers, and in some cases, it was just so far away that they stopped going," said DeFeo.

Dr. Graubert added, "In a state like New Hampshire that is so sparsely populated, it's tough as people have to drive long distances to get to places.

Therefore, there are fewer clinics and people have to wait for months to get care, so it's frustrating."

Often, he said, they will be able to refer patients to physical therapy once they have dealt with the pain.

"We could do a nerve block on a shoulder so you can move it without pain, and then we could refer you to physical therapy. If a shoulder hurts, I can block a nerve so that I can stop the pain and allow them to work it," said Dr. Graubert.

About PainCare

According to the company's website, www.paincare.com, PainCare is the leading medical practice in New Hampshire dedicated exclusively to pain management.

"PainCare," notes the site, "is not merely a pain clinic. Our services include everything that a pain clinic provides, yet so much more. We understand that pain is more effectively treated when multiple approaches are combined. Our comprehensive pain centers not only offer interventional pain management modalities, such as injections and advanced surgical implants, but also physical therapy, counseling, alternative therapies, and medication management.

"Our goal," notes the site, "is recovery for the whole person and a return to a meaningful and productive life."

The clinic is open Mondays and Thursdays. For further information, call (800) 660-0404 or the North Conway office at 356-5335 or visit www.paincare.com. The North Conway office is located at 1976 White Mountain Highway.

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