



Contact: Andrea Becicka, M.S., CCC/SLP  
Marketing/PR Manager  
Spine Team Texas  
817-749-2141  
[andrea@spineteamtexas.com](mailto:andrea@spineteamtexas.com)

**FOR IMMEDIATE RELEASE**

**SPINE TEAM TEXAS APPOINTS CEO  
TO ADVANCE SERVICE, PRACTICE**

*-Healthcare Veteran Mark Hood to Lead Growing Southlake Spine Care Center-*

**Southlake, Texas (May 7, 2007)** – As the healthcare industry becomes more and more driven into being a service industry, local practices are taking notice and adopting business ideologies aimed at achieving customer satisfaction. With this goal in mind, Dr. David Rothbart, medical director, neurosurgeon and founder of Spine Team Texas announced today that Mark Hood has joined the Southlake-based back and neck care center as its chief executive officer.

“We know that patients not only want quality healthcare, but also service that one would associate with the hospitality industry more readily than medicine,” said Dr. Rothbart. “Patients want and should be treated like guests—they want timely appointments; all treatment options offered in a convenient location; a team of professionals; and a clinical staff that is genuinely caring and concerned about their needs. We’re bringing Mark to the team to apply what were once considered typically business values to our practice to guarantee that we are living up to our objective of offering an unparalleled patient experience.”

A focus on patient care has been among the top priorities for Spine Team Texas, which opened its doors in December 2004. The practice currently ranks in the top eighth percentile for customer satisfaction on a national healthcare satisfaction survey; however, to ensure its continued excellence in this regard, Hood is joining the practice to further elevate the service-orientation of the practice.

While customer satisfaction and service increasingly have become a focal point for hospitals, the recent hiring of Hood indicates that service industry principles are trickling down to even specialty practices. Though tapping a CEO is unusual for a spine care center, Spine Team Texas recognized that medicine delivered as a business and with hospitality is becoming a more successful model for larger format facilities. Thus, the practice selected Hood to adopt these tenets for their model because of his wealth of experience and successful track record in healthcare.

“One of the reasons that this position was so appealing to me is because Spine Team Texas already has a very customer-oriented practice model,” said Hood. “Because Spine Team Texas can take the patient through all phases of treatment and is patient-service focused, the practice is already meeting the core of the patient’s expectations. I’m honored to be part of the charge that will raise this model of service to the next level.”

Hood will oversee the daily operations of Spine Team Texas as well as lead strategic planning and fiscal oversight. Recently, Hood was the CEO of Memorial Hermann Heart and Vascular Institute at Southwest in Houston—the city’s first freestanding joint venture Heart and Vascular Institute. During his time there, he was able to develop the joint venture business model, improve efficiencies and profitability.

Hood is no stranger to Northeast Tarrant County. From 1994 to 2002, he served as the president of Baylor Medical Center at Grapevine, where he oversaw all daily hospital operations.

“Mark has been incredibly successful at adopting patient service-oriented principles to medical practices. His background and his depth of experience will allow us to deliver the utmost in customer service to our valued patient,” said Dr. Rothbart.

Hood joins Spine Team Texas during a period of growth for the back and neck care center—recently, the facility added more than 25 percent in square footage to its flagship office in Southlake.

### **About Spine Team Texas**

A premier regional spine center of excellence, Spine Team Texas specializes in back and neck problems ranging from simple back or neck strains to the most complex spine surgery. Through its in-depth knowledge and team atmosphere, Spine Team Texas is dedicated to treating patients conservatively through education, physical therapy, nonsurgical treatments, and minimally invasive spine surgery when necessary. The team of physicians specializing in non-surgical spine care, neurosurgeons, spine-specialized physical therapists and on-site registered nurses strive to ensure that patients return to everyday activities without back and neck pain following treatment. Established in December 2004, Spine Team Texas is headquartered in Southlake, Texas, and has additional offices in Bedford, Texas, Las Colinas/Irving, Texas, and Flower Mound, Texas. For more information about Spine Team Texas, visit [www.spineteamtexas.com](http://www.spineteamtexas.com).

### **About Dr. David Rothbart**

A board-certified and fellowship-trained neurosurgeon, David Rothbart, M.D., is the founder of Spine Team Texas, North Texas’ premier regional spine center offering diagnosis, treatment, and rehabilitation to treat neck and back pain. Dr. Rothbart trained at Yale University and specializes in minimally invasive spine surgery. He was the chief resident in neurosurgery and a clinical instructor at Yale-New Haven Medical Center, a teaching hospital of the Yale University School of Medicine. After completing a fellowship at the prestigious Barrow Neurological Institute in Arizona, Dr. Rothbart was in private practice in Chicago, where he was Assistant Professor of Neurosurgery at Rush Medical College. He came to the Dallas metroplex in 2002. For more information about Dr. Rothbart and Spine Team Texas, visit [www.spineteamtexas.com](http://www.spineteamtexas.com).