

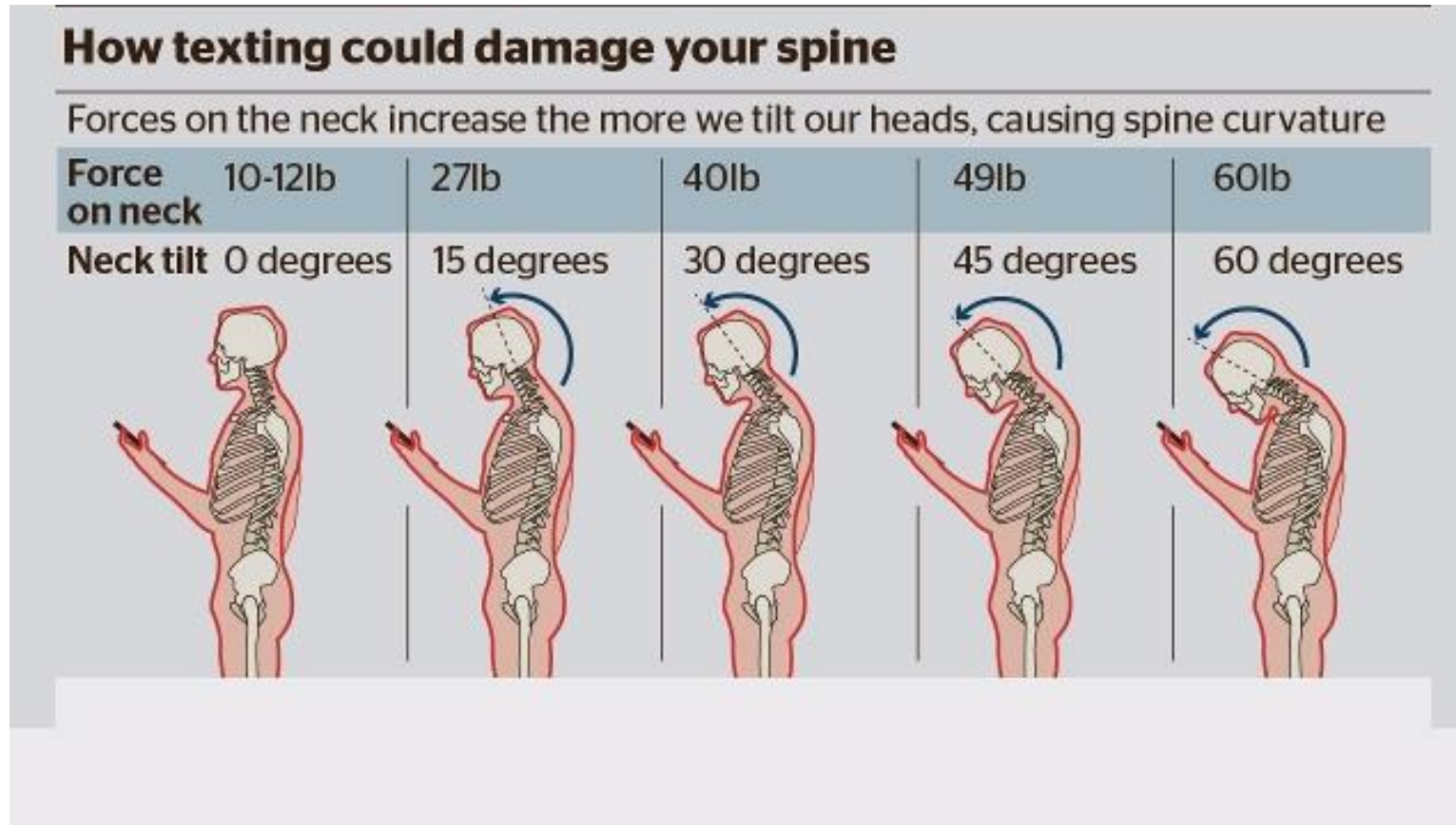
# Text Neck: A Modern Spine Ailment

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# Problem

- 16 year old male presenting with severe, acute, upper back muscle strain
- Symptoms
  - Upper back pain ranging from a chronic, nagging pain to sharp, severe upper back muscle spasms.
  - Shoulder pain and tightness, possibly resulting in painful shoulder muscle spasm.
  - If a cervical nerve becomes pinched, pain and possibly neurological symptoms can radiate down arm and into hand
- Long Term Disability: may possibly lead to chronic problems due to early onset of arthritis in the neck.

# Change in neck dynamics

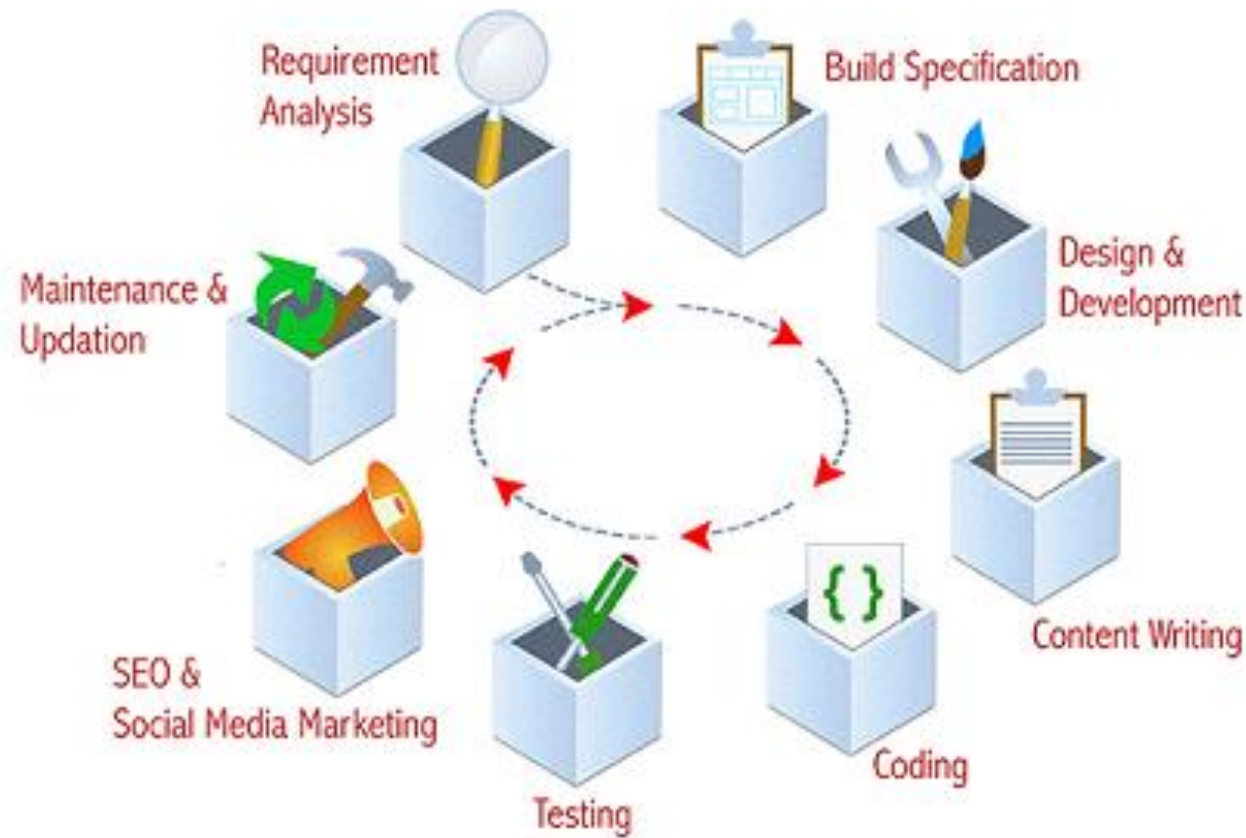


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# Solutions

- Prevention is key
- Hold your cell phone at eye level as much as possible
- Take frequent breaks from your phone and laptop throughout the day. For example, set a timer or alarm that reminds you to get up and walk around every 20 to 30 minutes.
- Rehabilitation is important
  - Strengthen core muscles—the abdominal and lower back muscles—to support your upper body, including your neck.
  - Learn specific neck exercises with the help of a health professional.

# Key activities and resources required to build the application



# Layout of Application

- The application will ask 10 questions based on evidence-based data that help identify the risk for text neck based on symptoms and provide solutions that will be offered to end-users in the form of patients as well as practicing healthcare providers.
- Our online app/website will allow the collection of data for primary care physicians, pediatricians, internists, orthopedic surgeons and chiropractors to view data.

# Questions

1. Are you bothered by neck or shoulder **pain or discomfort**?
2. Are you bothered by neck or shoulder **stiffness**?
3. Are you bothered by difficulty with **self-care** activities because of your neck or shoulder (for example, combing hair, dressing, bathing, etc)?
4. Have you been limited in your ability to **lift light** objects because of your shoulder or neck?
5. Have you been limited in your ability to **lift heavy** objects because of your shoulder or neck?
6. Have you been limited in your ability to **reach above** for objects because of your shoulder or neck (for example, from shelves, tables, or counters)?
7. Are you bothered by your **overall activity level** because of your shoulder or neck?
8. Has the treatment of you neck affected your participation in **social activities**?
9. Have you been limited in your ability to do **leisure or recreational** activities because of your neck or shoulder?
10. Have you been limited in your ability to do **work** (including **work** at home) because of your neck or shoulder?

# Website Risk/Mitigations

- Website/app security will be provided by security plugin for assessing plug-in security, adding privacy policy, terms of service, WordPress updates, compatibility checks, access control the administrator panel, password checks, two factor authentication, limit login attempts, pre-login CAPTCHAs, authenticated URL access restriction, security plug-ins, SSL hosting, encryption and automatic backups, file access hardening configurations and use of security services to safeguard patient entered data.



# Team

- **Dr Deepak Pahuja MD MBA** : Chief Medical Officer at Aerolib Ventures LLC, Chief Medical Officer of Aerolib Healthcare Solutions LLC
- **Dr Priyanka Pahuja MD**: Physician Advisor at Aerolib Healthcare Solutions and Founding Partner at Aerolib Ventures LLC
- **Dr Himanshu Bhatia MD MBA**: Aerolib Advisor and Founder of Recover Healthcare
- **Kanchan Sonika**: Founder at MySiteManiya, IT and Wordpress Expert