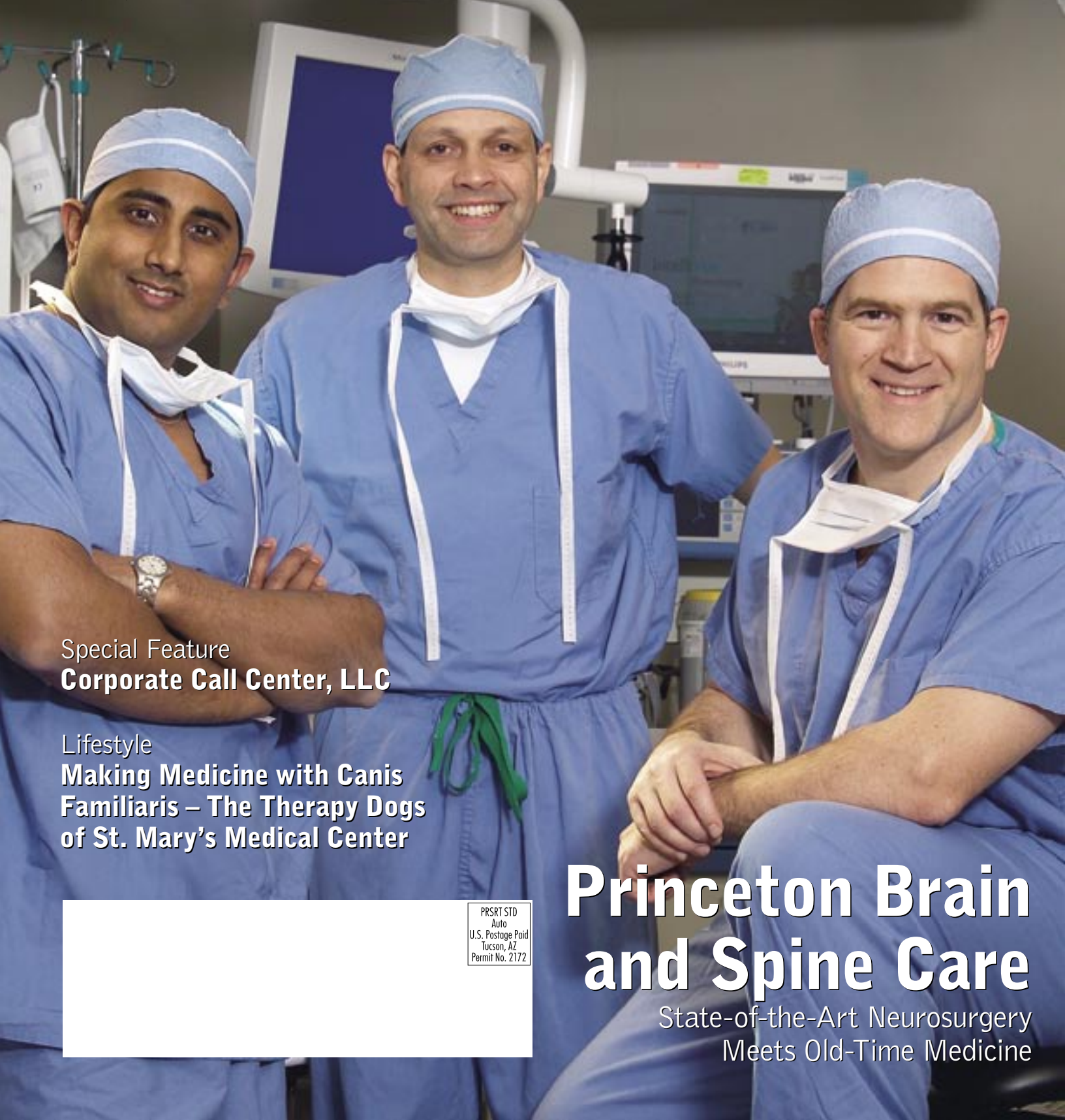


# M.D. NEWS

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## Princeton Brain and Spine Care

State-of-the-Art Neurosurgery  
Meets Old-Time Medicine

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# Princeton Brain and Spine Care

## State-of-the-Art Neurosurgery Meets Old-Time Medicine

By Martie Callaghan

Mark R. McLaughlin, M.D., FACS, Medical Director of Princeton Brain and Spine Care, has found his comfort zone in the practice of medicine. Three years ago, Dr. McLaughlin made the decision to step out of the managed care model and into a practice that would allow him to be the kind of doctor he always wanted to be.

In managed care, Dr. McLaughlin found that the face time with each patient was only 10 to 15 minutes — not sufficient for building the doctor/patient relationship that he strongly believes is the most important part of getting people well. “I really struggled with that,” he says. “The assembly line approach — seeing 30 to 40 patients a day — didn’t fit well

with me and I decided that I just wouldn’t do that any more. I was very fortunate in bringing together a team of all-stars who share my philosophy of getting back to old-time medicine and recapturing that doctor/patient relationship.”

Six months after starting Princeton Brain and Spine Care, Dr. McLaughlin was joined by Nirav K. Shah, M.D. “We decided from the beginning not to participate in most insurance plans, but to put patient care first and not have to comply with what many physicians have problems with now,” Dr. Shah says. “When a doctor or a nurse practitioner or a physician assistant is seeing patients one right after the other, it’s miserable. You’re not able to eat or care for yourself during

**At 8 months old, Dr. McLaughlin shed the rattle for a Pong joystick, an early indication of his penchant toward technology.**



PHOTO BY NAT CLYMER



PHOTO BY NAT CLYMER

**Patient Ann Brinkerhoff is extremely pleased with the personalized care she received from Dr. McLaughlin and the entire staff of Princeton Brain and Spine Care.**

the day and that makes you more prone to mistakes. And you are not loving what you do ... that is extremely important. Many medical professionals have gotten away from loving

what they do and it's become just a job. It was never just a job in the past. It was a calling, a lifestyle, something you felt was important and placed value on."