

BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM

MARKETING SUPPORT



Value Beyond Product

Customizable educational and promotional materials that help attract referrals.

BIODEX

www.biodes.com
1-800-224-6339

Int'l 631-924-9000

MARKETING SUPPORT

Biodex provides more than advanced technology and quality equipment – our Value Beyond Product extends to lead generation materials to help you succeed – expand patient care, differentiate your practice and build referrals. For these reasons Biodex includes a complete, turn-key Marketing Support Package for Fall Risk with the Balance System SD.

Physician Education Materials

Biodex has created a series of marketing tools for use to help promote the benefits and uniqueness of your clinic as well as the Biodex Fall Risk Screening and Conditioning Program.



The Clinical Advantage™

BALANCE TRAINING PROGRAM

...ed with the successful rehabilitation and quality of life of your ... Biodex Fall Risk Screening & Conditioning Program. The ... including analytical balance testing compared to ... tals, consistent with the American Geriatric Society Clinical ... falling, there is an array of interventions and conditioning ... al independence and subsequently reduce fall risk.

DATA

CONDITIONING

Balance Training

Static and Dynamic balance stability training.

Leg Strengthening Exercises

Utilizing the interactive training modes of the Balance System SD, patients can begin to regain lower body strength and improve balance and mobility.

Gait and Endurance Exercise

Exercise using senior-safe exercise equipment can help strengthen and build endurance of muscles specifically associated with gait and mobility.

OBJECTIVE DOCUMENTATION

The Biodex Balance System SD provides objective documentation and tracks patients throughout their assessment and training phases, providing you with printed progress reports. The objective documentation and written reports provided through this program are an excellent way to track patient outcomes and communicate their improvements with their physicians and family members.

Enter Facility Contact Information

Physician Education Flyer

Include this 8.5" x 11" flyer as part of a mail campaign, or use as a leave-behind at a physician's office. Customize flyer to include your clinic name and contact information.

Sample Physician Referral Letter

Using our sample, craft your personalized letter to referring physicians. The simple goal is to introduce the Biodex Balance System and its value to physicians and offer the service of your clinic to their patients.

Balance Challenge

Physicians can review the six-week program to become more familiar with how you are engaging community members to improve balance and mobility, and reduce the risk of falls.



FALL RISK SCREENING & CONDITIONING

BIODEX
Balance Challenge
For Senior Wellness

Discharge Planner Education Materials

Discharge Planners are a major source of referrals. Capture their attention as well as educate them to the benefits of your new expanded capabilities.

Sample Discharge Planner Letter

This letter serves as a first step in a communication effort. Send to your personal contacts, and follow up with our series of targeted mailers.

Discharge Planner News

A series of pathology-based mailers will help inform and educate hospital discharge planners on the benefits your clinic provides with regard to specific patient populations including STROKE, PARKINSON'S, HIP and KNEE arthroplasty.


Each mailer outlines what a discharge planner should consider before releasing a patient for rehab and what your clinic can offer with Biodex technology. Customize with your clinic name and contact information, print and mail, or email as a PDF attachment.

Patient Recruitment Materials

Sample marketing materials assist you in your marketing efforts and help you build a stronger patient/resident base while improving the overall reputation of the clinic.

Patient Education Brochure

This customizable tri-fold brochure explains the Biodex Fall Risk Screening and Conditioning Program to the patient and their family. Supply to referring physicians to dispense to patients, use at Health Fairs and in Community Outreach Programs. With the right exposure, patients may start requesting the unique services you offer.



ATTENTION DISCHARGE PLANNERS
The patient with
Parkinson's
has a high fall susceptibility pre-admission...
and even higher post-discharge.

ATTENTION DISCHARGE PLANNERS
Are you planning discharge to rehab for the
Knee Arthroplasty
patient?

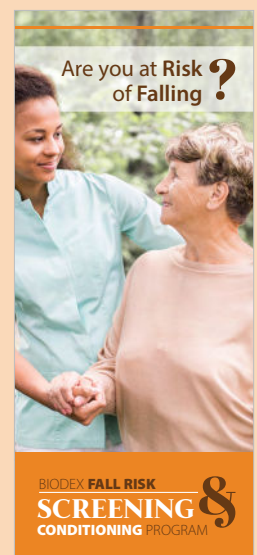
ATTENTION DISCHARGE PLANNERS
Are you planning discharge to rehab for the
Hip Fracture/Fall
patient?

ATTENTION DISCHARGE PLANNERS
Are you planning discharge to rehab for the
CVA/Stroke
patient?

Consider:
• Most patients are...
• 45% of stroke patients discharged to...
• 40% of stroke patients discharged to...
• 40% of stroke patients discharged to...
• 40% of stroke patients discharged to...

Choose:
A facility equipped with the latest
balance assessment and rehabilitation
equipment... the Biodex Balance
System™ SD.

Enter Facility Contact Information



Are you at Risk
of Falling?

BIODEX FALL RISK
SCREENING &
CONDITIONING PROGRAM

Patient Fall Risk Screening Posters

This poster is designed for display in hospitals, physician offices and around the community in locations such as a local YMCA or JCC. The message is targeted to potential fall risk patients and family members to the associated risks of a fall and the solution offered by your clinic.

The poster can be printed either 11" x 17" for wall applications or 8.5" x 11" for desktop uses.



Are you or someone you care about at Risk of Falling?

- ✔ Have you recently fallen or developed a fear of falling?
- ✔ Do you take smaller steps than you used to?
- ✔ Has going down stairs recently become more frightening?
- ✔ Does pain in your joints cause you to put more weight on one foot?
- ✔ Have family or friends said that they are worried you might fall?

Ask your healthcare professional or call us about being tested today... before the fall!

Facility contact information here

BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM

Advertising and PR Materials

Local Media Advertising



Are you or someone you care about at Risk of Falling?

ATTENTION OLDER ADULTS AND FAMILIES

Are you or someone you care about at Risk of Falling?

FREE FALL RISK SCREENING
Make an appointment for your FREE, no-obligation Fall Risk Screening or come about a Screening Event in your area.
CALL TODAY!

BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM

Prevention of falls is critical to the health and quality of life for all older adults. Let us help reduce the risk.

Older adults, fall as one of the greatest causes of health problems. A fall can result in hip, head injuries, and loss of independence. The goal is to avoid falls before they happen.

Our Bionex Fall Risk Screening & Conditioning Program uses advanced technology to identify potential risk factors in just two minutes. Then, our targeted fitness training addresses problems to reduce the risk.

If you or someone you care about is at risk of falling, call today for a FREE Fall Risk Screening...before the fall.

Facility contact information here

BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM

Place advertising in local newspapers, church flyers, hospital newsletters or in any media outlet where a potential patient may see them. Messaging is targeted to position your clinic as a leader in the community, dedicated to serving the senior population and ultimately attract new patients.

Full Page Four Color Ad

Explains the importance of being tested and offers FREE Fall Screening.

Full Page Black and White Ad and Fractional Page Ad

Invite people in the community to contact you directly and schedule a FREE Fall Risk Screening. The promotion is designed to build traffic and present your clinic as a valued asset to the community, while recruiting patients to the program.

Local Shopper Publication Ad

Designed to be both economical and effective. The message is simple: Falls are dangerous, Fall Screening can help identify those at risk ...and it is FREE.

Radio Spot Scripts

Developed as a starting point for a 30 or 60 second radio spot. The script quickly makes the point that Falls are a serious problem and people should be tested.

Sample Press Releases

Pitch your story to local news outlets using customizable press releases that help promote your program and position your clinic as a premier center for all balance screening and conditioning.

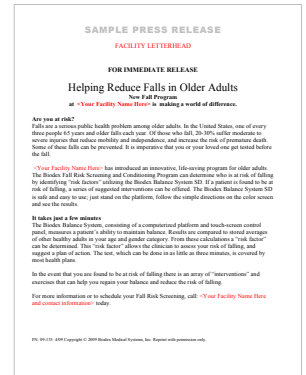
Sample Press Release for the Fall Risk Screening and Conditioning Program

Describe the uses and benefits of the program for older adults.

Sample Press Release for the Balance System

Introduce your new device and its features, outlining how it can be used for fall screening in older adults, as well as testing and treatment of post-surgical and neurologically impaired patients.

Sample Press Releases are in Word.doc format allowing them to be easily edited to reflect your message.



SAMPLE PRESS RELEASE
FACILITY LETTERHEAD
FOR IMMEDIATE RELEASE

Helping Reduce Falls in Older Adults
New Fall Program at <Your Facility Name Here> Making a world of difference.

Are you at risk? Falls are a serious public health problem among older adults. In the United States, one of every three people 65 years and older falls each year. Of those who fall, 28-30% suffer moderate to severe injuries that reduce mobility and independence, and increase the risk of premature death. Some of these falls can be prevented. It is imperative that you or your loved one get tested before the fall.

<Your Facility Name Here> has introduced an innovative, life-saving program for older adults. The Bionex Fall Risk Screening and Conditioning Program can determine when a risk of falling by identifying "risk factors" utilizing the Bionex Balance System 3D. If a patient is found to be at risk of falling, a series of targeted exercises can be utilized. The Bionex Balance System 3D is safe and easy to use; just stand on the platform, follow the simple directions on the color screen and over the results.

It takes just a few minutes. The Bionex Balance System, consisting of a computerized platform and touch-screen control panel, measures a patient's ability to maintain balance. Results are compared to normal averages of other healthy adults in your age and gender category. From these calculations a "risk factor" can be determined. This "risk factor" allows the clinician to assess your risk of falling, and suggest a plan of action. The time, which can be about as little as three minutes, is covered by your health plan.

In the event that you are found to be at risk of falling there is an array of "interventions" and exercises that can help you regain your balance and reduce the risk of falling.

For more information or to schedule your Fall Risk Screening, call: <Your Facility Name Here and contact information> today.

PH 10/10 © 2010 Copyright © 2010 Bionex Medical Systems, Inc. Support email: support@bionex.com

Community Outreach Assistance

Community outreach can foster a wealth of goodwill as well as position your clinic as a valued member of the community. Community events, events at religious or educational forums and health fairs can generate interest and build a relationship for future patients/residents.

Simply contact your Bionex representative prior to the event to discuss what we can do together to make your presentation successful.

Bionex can provide the graphic file to produce a large, stand-alone scroll sign. From your local print shop you can purchase a finished 33.5" wide x 84" tall sign that conveniently rolls up into a self-contained storage base.



Helping you reach out to physicians and the community to ensure your success.



Expand Patient Care, Differentiate Your Practice and Build Referrals.

www.biomed.com/fallrisk

BIODEX

Biodex Medical Systems, Inc.

20 Ramsey Road, Shirley, New York, 11967-4704, Tel: 800-224-6339 (Int'l 631-924-9000), Fax: 631-924-9241, Email: info@biomed.com, www.biomed.com

