

# BALANCEASSESSMENT

**BIDEX BALANCE ASSESSMENT FOR CONCUSSION MANAGEMENT**


## "Can I go back in coach?"

Until now, feeling good and testing strong were signs a team is ready to return an athlete to sports. However, recent indicators do not tell the full story of how the brain is healing. Athletes return at a high rate when they return activities too soon, starting the healing process all over again.


**Bidex Balance Assessment** tracks an athlete's progress from concussion to post-play stages of concussion. During healing rehabilitation testing, balance assessment is recognized as an essential component to cognitive testing. Working together, the assessment of an athlete can safely return to play.

### Concussion is Serious!

Ask Us About Baseline Testing Today



**BALANCEASSESSMENT**




### CONCUSSION MANAGEMENT

Measured Outcomes • Objective Decisions

Using best practices and state-of-the-art equipment, let us help you answer the question with confidence...

"Can this athlete return to play?"

**FREE** Preseason Baseline Balance Assessment



### Concussions can be serious!

To enhance concussion evaluation and aid with return-to-play decisions, every athlete should have a baseline balance assessment before they begin the season.

Call today to schedule an appointment for this FREE evaluation.

Clinic Name and Contact Information

# MARKETING SUPPORT

## Bidex Balance Assessment for Concussion Management

**BIODEX**  
www.biodex.com  
**1-800-224-6339**  
Int'l 631-924-9000

Biodex Medical Systems, Inc. has a reputation for providing quality medical devices with advanced technology. We are committed to helping you expand your practice and market your concussion management program with the addition of Biodex Balance Assessment.

Available exclusively for Biodex customers, we offer an assortment of customizable educational and marketing materials that you can use to promote the importance of baseline balance assessment to physicians, athletic directors, athletic trainers, coaches, parents and athletes. These materials are designed to drive student-athletes to your facility for baseline and post-injury balance assessment. Our goal is to help position your facility as a leader in the community, dedicated to helping student-athletes safely return to competitive play after a head injury.

## PROGRAM ESSENTIALS

- **Clinical Voucher**

**CLINICAL VOUCHER**

This Voucher is valid for ONE **FREE** Biodex Baseline Balance Assessment.

Patient Name: \_\_\_\_\_ DOB: \_\_\_\_/\_\_\_\_/\_\_\_\_

Referring Physician: \_\_\_\_\_

or Referring Athletic Trainer/Coach: \_\_\_\_\_ Team: \_\_\_\_\_

**Attention:** In the event of an injury or suspected concussion, repeat testing will be compared to initial baseline results for objective, data-driven decisions for the athlete.

To schedule an appointment, please contact: \_\_\_\_\_

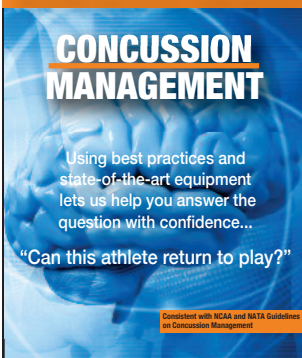
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The Clinical Voucher can be customized to include your facility name and contact information.

The Clinical Voucher can be customized with your facility contact information. These vouchers can be given directly to parents and athletes or sent to athletic directors and partnering physicians who will direct athletes to your facility for baseline testing.

## PHYSICIAN EDUCATION

### BIODEX BALANCE ASSESSMENT

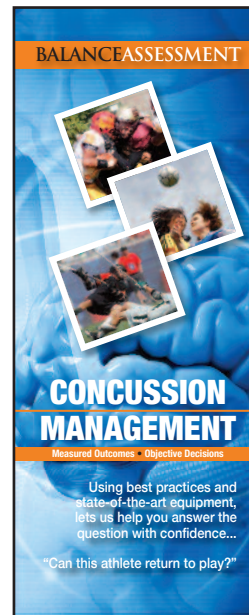


- **Physician Education Flyer**

This single 8.5" x 11" four-color flyer can be used as part of a mail campaign, or they can be dispensed by a referring physician's office.

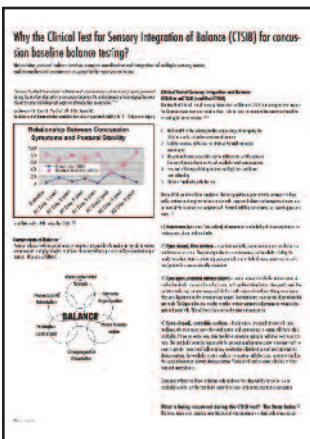
The flyer can be customized to include your facility name and contact information.

- **Concussion Management Education Brochure**



This four-color, tri-fold brochure provides a brief education on concussion facts, the importance of objective balance assessment, and describes Biodex Balance Assessment for Concussion Management. These brochures can be supplied to referring physicians to dispense to patients and schools – for student-athletes and parents' access, or to anyone that would benefit by learning about your program.

The brochure can be customized, with your facility name and contact information.



- **Clinical Brief: Why CTSIB?**

This Clinical Brief provides the physician with a technical understanding of the Clinical Test of Sensory Integration of Balance (mCTSIB), the value of measuring postural sway and the underlying objective technology.

# MARKETING SUPPORT

## Biodex Balance Assessment for Concussion Management

### ADVERTISING AND PR MATERIALS

#### • Local Media Advertising

Biodex has created several advertising samples for you to use in local newspapers or community news and information sources. They are designed to drive student-athletes to your facility for a baseline balance assessment and to position your facility as a leader in the community, dedicated to helping student-athletes safely return to competitive play after a head injury.

#### Full page Four-Color Ad

This ad explains the importance of baseline balance testing to help establish an individual athlete's normal, pre-injury performance and provide the most accurate and reliable benchmark against which post-injury assessments can be compared.

#### Local Shopper Publication Ad

Designed to be both economical and effective. The message is simple: Concussions are serious. Baseline balance testing is important.

#### • Press Release

FACILITY LETTERHEAD

MARKETING SUPPORT – SAMPLE PRESS RELEASE

**For Immediate Release:**

**Concussion...When is it Safe for Sports Again?**  
*[Facility Name Here] has the answers through testing to keep kids healthy*

*(Town, State) (Month, Day, Year) (Facility Name Here)* now offers Biodex Balance Assessment as part of a Concussion Management Program. Balance testing is a key component of best practices for concussion management and is endorsed as such by authorities treating this growing concern among school-aged children. Biodex Balance Assessment, available at *(office/facility)*, is used by leading hospitals, rehabilitation centers and national sports teams throughout the U.S.

The Centers for Disease Control (CDC) estimate up to 3 million sports-related concussions occur annually in the U.S., with school-aged children making up the majority of cases. Athletes returning to play prematurely are at a higher risk of injury and a second concussion. The rate of recurrence is just as concerning and can be more damaging.

*[Facility Name Here]* would like to take this opportunity to enroll athletes in a Concussion Management Program which includes a simple baseline test of balance, an important first step in the event of an injury in the future. The test takes only minutes, yet in the event of a concussion, provides valuable information which can be applied to post-injury evaluation and rehabilitation. Should a concussion occur athletes are retested and results are compared to the baseline as well as to age- and gender-specific normative data.

Biodex Balance Assessment for Concussion Management, along with guidance provided by *[Facility Name Here]* can dramatically aid in the healing process and provide post-injury testing to the benefit of the patient. Using the initial baseline test, a comparison report is created for the patient's physician to help determine the readiness of returning to school, sports and other activities. Biodex Balance Assessment helps determine where a patient is in the recovery process through the testing of balance and motor control while assessing any dizziness issues.

**About *[Facility Name Here]*:** Custom paragraph about serving the community.

**About Biodex Medical Systems, Inc.:** Biodex has been providing customers with innovative products and service excellence for more than 60 years with innovations designed to solve clinical problems and improve lives. [www.biodex.com](http://www.biodex.com)

**FREE** Preseason Baseline Balance Assessment

**Concussions can be serious!**

To enhance concussion evaluation and aid with return-to-play decisions, every athlete should have a baseline balance assessment before they begin the season.

**Call today to schedule an appointment for this FREE evaluation.**

Clinic Name and Contact Information

Each ad can be customized with the facility name and contact information.

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Clinic Name and Contact Information

In an effort to help promote balance assessment, position your facility as a premier center for concussion management and to draw media attention, we have created a sample press release.

The sample press release is a Word document, allowing it to be easily edited to reflect your message.

### ATHLETE RECRUITMENT

#### • Poster

These posters are designed to help educate the public on the importance of baseline and post-injury balance assessment. The poster can be displayed in your own facility, or with partnering physicians or schools, to inform parents and student-athletes of baseline testing through Biodex Balance Assessment for Concussion Management.

BIODEX BALANCE ASSESSMENT FOR CONCUSSION MANAGEMENT

**"Can I go back in coach?"**

With over 100 million hits and falling every year, concussions are a leading cause of injury in sports. However, about 100 million of those hits go unnoticed. Many athletes with a high risk return to play before they've fully healed, leading to further injury.

**Baseline Assessment** with our Balance Assessment program, and testing to provide a baseline of performance. Using the initial baseline test, a comparison report is created for the patient's physician to help determine the readiness of returning to school, sports and other activities. Biodex Balance Assessment helps determine where a patient is in the recovery process through the testing of balance and motor control while assessing any dizziness issues.

**Concussion is Serious!**  
**Ask Us About Baseline Testing Today.**

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

### COMMUNITY OUTREACH

#### • Sample Letters

These sample letters will help you craft personalized letters to referring physicians, athletic directors, coaches and the parents of student-athletes in the community. The goal is to introduce Biodex Balance Assessment for Concussion Management and its value in providing objective data to help in return-to-play decisions.

The sample letters are in Word format allowing them to be edited to reflect your message.

#### • Scroll Sign Graphic

Community outreach can foster a wealth of goodwill, as well as position your facility as a valued member of the community. Community events, school functions and educational forums can generate interest and build a relationship for future physical therapy requirements. In our effort to assist you, Biodex provides artwork for a scroll sign graphic that can be used at events.

**CONCUSSION SCREENING**  
 BASELINE BALANCE ASSESSMENT

**Biodex Balance Assessment**  
 Recognized as part of "best practice" for concussion assessment and management

Customizable for client

#### • Educational PowerPoint

**BIODEX**



# MARKETING SUPPORT

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## Biodex Balance Assessment for Concussion Management

**BIODEX**  
Biodex Medical Systems, Inc.

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