“Can I go back in coach?”

Concussion is Serious!
Ask Us About Baseline Testing Today.

Concussions can be serious!

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

Can this athlete return to play?

Call today to schedule an appointment for the HVE evaluation.

www.biomedx.com
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.

**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.

**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.

**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.

**PROGRAM ESSENTIALS**

**Clinical Voucher**

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.

**www.biodex.com/concussion**
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
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.

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.

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.

• 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.

• Educational PowerPoint

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

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

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