

BIODEX

PERIPHERAL NEUROPATHY PROGRAM

MARKETING SUPPORT

BALANCE ASSESSMENT & TRAINING PROGRAM
As a physician you are concerned with the quality of life of your patients. A simple fall can change everything. Peripheral neuropathy patients with sensory dysfunction are in a high risk category. Our Balance Assessment and Training Program can help them regain their center and reduce the risk of falls through recovery to proprioception, balance and mobility. Beyond peripheral neuropathy, balance assessment and training is available for any patient considered at risk to fall.

Compliant with the American Geriatrics Society assessment guidelines for prevention of falls in older adults.

ASSESSMENT
Balance is a combination of vestibular, visual, somatosensory, and proprioceptive information. Testing and appropriate exercise will improve an individual's ability to remain upright under challenging conditions.

NORMATIVE DATA
Identify a potential problem in your test results by comparing balance test results with an age-related healthy population.

CONDITIONING
Static and dynamic training to improve balance, increase safety and develop muscle tone.

OBJECTIVE DOCUMENTATION
The Biodes Balance System™ SD provides objective assessment and tracks patients throughout their assessment and training phases providing printed progress reports, allowing you to communicate your assessments with patients.

Clinical Guidelines
Assessment of Patients with Peripheral Neuropathy

BIODEX PERIPHERAL NEUROPATHY PROGRAM
Reduce the Risk of Falls. Help Patients Regain Their Center.

Do you suffer with Peripheral Neuropathy?

- Is your balance being affected?
- Have you fallen?
- Are you afraid of falling?

Regain Your Center.
Through balance training on the Biodes Balance System™ SD, our physical therapists can help you regain your center and reduce the risk of fall.

Ask your medical professional about arranging balance training or call us today.

Do you suffer with Peripheral Neuropathy?

- Is your balance being affected?
- Have you fallen?
- Are you afraid of falling?

Regain Your Center.
Through balance training on the Biodes Balance System™ SD, our physical therapists can help you regain your center and reduce the risk of fall.

Reduce the risk of falls associated with peripheral neuropathy.

SAMPLE LETTER TO REFERRING PHYSICIANS
FACILITY LETTERHEAD

Your Local Referring Physician
Address

Re: **Balance Training for Peripheral Neuropathy Patients**

Date (Physician's Office):

As "Your Facility Name Here" we understand that as a physician you are concerned with the successful establishment and quality of life of your patients. Peripheral neuropathy patients with the best and most effective care possible requires a combination of factors on our part, including the best balance assessment, training and testing, and associated technology provided by the Biodes Balance System™ SD help reduce your patient's risk of falling and generally improve mobility. This new technology allows "Your Facility Name Here" to introduce the next level of rehabilitation for patients suffering from peripheral neuropathy. Implementation of this therapy can help improve mobility and quality of life of our patients.

Our comprehensive program includes demonstrations detailing the patient's program. These demonstrations are an excellent way to track patient activity, allowing you to easily meet. Please feel free to contact our for more information about our expanded balance/mobility demonstration program and associated support services. It would be happy to arrange a visit of our facility and/or a demonstration of the Biodes Balance System SD.

Sincerely,
Your Name and credentials
Address and contact information
www.biodes.com/balance

P.S. For a demonstration of Biodes Balance System SD technology, view the video at
www.biodes.com/balance

FOR IMMEDIATE RELEASE
FACILITY LETTERHEAD

Helping Patients Find Their Center
Biodes Balance System™ SD at "Your Facility Name Here" is making a difference

Date, City, State - "Your Facility Name Here" is addressing fall issues associated with those patients diagnosed by peripheral neuropathy.

Peripheral neuropathy occurs due to damage to the peripheral nervous system, the vast network of nerves that come from the brain and spinal cord and to the arms, hands, feet and feet. Common causes include diabetes, alcoholism, and certain medications. Peripheral neuropathy can result in poor balance and an increased risk of falling.

Training to decrease fall risk
Fall is an expanded clinical population to determine who is at risk of falling. The Biodes Balance System™ SD, in just a few minutes, with the addition of balance training and physical therapy. Peripheral neuropathy can result in poor balance and an increased risk of falling.

Biodes System SD
This consists of a computerized platform and touch-screen control panel that allows for real-time feedback. The system provides real-time feedback to the patient and tracks patient progress. The Biodes System SD includes programs and communication improvements back to the patient to do the work.

Biodes SD is safe, easy and rewarding to use. And because it's convenient, it can be used in a wide range of settings.

To schedule a free balance assessment, call "Your Facility Name Here" today.

Biodes Medical System, Inc. Biodes is a registered trademark.

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 is committed to helping you improve patient care and build referrals to your clinic. For this reason, we provide you with more than advanced technology and quality devices, we provide you with lead generation materials to help you succeed.

Available exclusively for Biodex customers, we offer an assortment of customizable educational and promotional materials that you can use to educate physicians, patients and community members on the importance of balance assessment for those suffering from peripheral neuropathy. Biodex marketing support materials are designed to drive patients to your clinic through referrals, or on their own. Our goal is to help position your clinic as a leader in the community, dedicated to helping those in need of reducing the risk of fall associated with peripheral neuropathy.

Physician Education Materials

Biodex has created a series of marketing tools and sample communications you can use to help promote the benefits and uniqueness of your clinic, as well as the baseline assessment, training and testing, and associated technology provided by the Biodex Balance System™ SD for Peripheral Neuropathy.

Physician Education Flyer

This 8.5" x 11" four-color flyer can be used as part of a mail campaign or as a "leave behind" at a physician's office.

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

BIODEX PERIPHERAL NEUROPATHY PROGRAM

BALANCE ASSESSMENT & TRAINING PROGRAM
As a peripheral neuropathy patient, the quality of life of your patients. Assessment can change everything. Proper patients with accuracy measures are in a high risk category. Our Balance Assessment and Training Program can help. with include the core strength necessary to improve fall and improve balance and mobility. Beyond simple balance assessment and training is suitable for any patient considered at risk to fall.

ASSESSMENT
Balance is considered a complex of visual, muscular and neurological systems. Training and appropriate exercise will improve an individual's ability to perform typical, everyday challenging conditions.

NORMATIVE DATA
Identify a potential problem in just two minutes by comparing balance test results to an age-related healthy population.

CONDITIONING
Balance Training: Static and dynamic balance, increase age muscle tone.

OBJECTIVE DOCUMENTATION
The Biodex Balance System™ SD provides documentation and tracks patients' assessment and training phases, post progress reports, allowing you to compare improvements with patients.

Study Demonstrates Benefits of Balance Therapy
Ten weeks on Biodex System remarkable stability in neuropathy patients. In diabetic patients with peripheral neuropathy and ten non-diabetic, age-matched subjects were expected for balance abilities with the Biodex Balance System before intervention. Immediate control of progressive Biodex Balance System stable training for ten sessions.

Results show Biodex Balance System training can improve stability indices in diabetic patients with neuropathy.
Source: www.apoc.usc.edu/1014

Clinical Guideline
Treatment of patients with peripheral neuropathy using Biodex™ Balance System™ SD, Biodex™ Fall System™ 1 and conditioning system.

Download today!
www.biodex.com/guide/bps230

Reduce the Risk of Falls. Help Patients Regain Their Center.

Sample Physician Referral Letter

Use this letter as a guide to help you craft your personalized letter to referring physicians. We have provided a "sample letter" with some points you may want to include in your correspondence. The simple goal is to introduce your clinic and how the unique services you provide can benefit their patients.

SAMPLE LETTER TO REFERRING PHYSICIANS
FACILITY LETTERHEAD

Your Local Referring Physician
Address

Re: Balance Training for Peripheral Neuropathy Patients

Dear (Physician's Name):

As (Your Facility Name Here) we understand that as a physician you are concerned with the successful rehabilitation and quality of life of your patients. Providing your patients with the best and most effective care possible requires a combination of factors on our part, including an ongoing investment in proven technology, a staff of trained professionals, and seamless cooperation between you, the physician, and our team of experienced clinicians.

This is why we have recently expanded our clinical capabilities to perform balance assessment and training on various types of patients, including those with peripheral neuropathy. The hardware assessment, training and testing, and associated technology provided by the Biodex Balance System™ SD help reduce your patient's risk of falling and generally improve stability.

This new technology allows (Your Facility Name Here) to introduce the next level in rehabilitation for patients suffering from peripheral neuropathy. Implementation of the therapy can help improve mobility and quality of life of our patients.

Our comprehensive program includes documentation detailing the patient's progress. These detailed reports are an excellent way to track patient activity, allowing you to justify need, demonstrate progress and accurately report outcomes.

Please feel free to contact me for more information about our expanded balance/mobility programs on any of our other services. I would be happy to arrange a tour of our facility and/or a demonstration of the Biodex Balance System SD.

Sincerely,
Your Name and credentials
Address and contact information

P.S. For a demonstration of Biodex Balance System SD technology, view the video at www.biodex.com/video/bps230

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

Patient Recruitment Sample Materials

Biodex has created sample marketing materials to assist you in your efforts to build a stronger patient base while improving the overall reputation of your clinic.

Patient Education Brochure

The four-color, tri-fold brochure clearly explains how balance assessment can be used to help reduce the risk of fall associated with peripheral neuropathy. The brochure can be supplied to referring physicians to dispense to patients, used at health fairs and in community outreach programs. It is also hoped that this piece will drive patients to your clinic requesting the unique services offered.

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



Peripheral Neuropathy Posters

Designed to help educate your potential patients, the poster outlines the risks associated with peripheral neuropathy and aids in starting a dialogue between the patient and physician. The poster can be displayed in hospitals, physician offices and community centers.

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



Advertising and PR Materials

Local Media Advertising

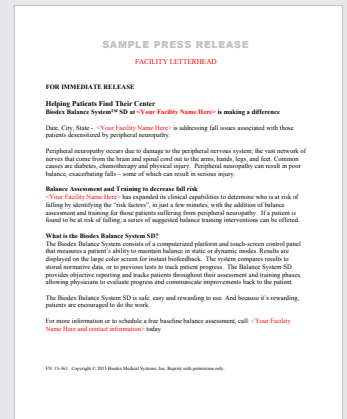
Biodex has created an advertising sample for you to use in local newspapers, church flyers, hospital newsletters or in any media where it may be seen by a potential patient. It is designed to help drive patients suffering from peripheral neuropathy to your clinic for balance assessment and training, and to position your clinic as a leader in the community.



The ad can be customized with the clinic name and contact information.

Sample Press Release

In an effort to help promote baseline assessment, training and testing, and associated technology provided by the Biodex Balance System™ SD for Peripheral Neuropathy, as well as position your clinic as a premier center for all balance screening and conditioning, 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.

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



Expand Patient Care, Differentiate Your Practice and Build Referrals.

www.biodex.com/pn

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@biodex.com, www.biodex.com

