MARKETING SUPPORT

Value Beyond Product

Customizable educational and promotional materials that help attract referrals.
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.

**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.

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.

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.

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.

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.

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