

BIODEX

PERIPHERAL NEUROPATHY PROGRAM

MARKETING SUPPORT

BALANCE ASSESSMENT & TRAINING PROGRAM
As a physical therapist concerned with the quality of life of your patients, you will not only change everything. Peripheral neuropathy patients with sensory deficits can be at a high risk for falls. Our Balance Assessment and Training Program can help them regain their center and control! And with the use of our highly advanced technology, you will improve your patients' balance and stability. Biodes peripheral neuropathy balance assessment and training is available for your patients' individualized risk level.

ASSESSMENT
Balance assessment includes a comprehensive evaluation of static and dynamic balance, including vision, hearing, and cognitive function. The assessment includes a comprehensive evaluation of static and dynamic balance, including vision, hearing, and cognitive function.

CONDITIONING
Balance and dynamic training to improve balance, improve gait and walking.

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.

Do you suffer with Peripheral Neuropathy?
 Is your balance being affected?
 Have you fallen?
 Are you afraid of falling?

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

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

SAMPLE LETTER TO REFERRING PHYSICIANS
FACILITY LETTERHEAD

SAMPLE PRESS RELEASE
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 these 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, legs, and feet. Common causes of peripheral neuropathy include diabetes, alcoholism, and autoimmune disorders. In some cases, the nerve damage is irreversible, but in many cases, it can be managed with the right treatment.

At Biodes, we have developed a comprehensive, evidence-based approach to the treatment of peripheral neuropathy. Our Balance System™ SD is a state-of-the-art balance training platform that provides a safe and effective way for patients to improve their balance and reduce their risk of falls. The system uses a combination of visual, auditory, and haptic feedback to help patients regain their center and improve their stability.

Our comprehensive program includes assessment, training, and follow-up. Patients who complete the program will experience significant improvements in their balance and stability, leading to a reduced risk of falls and an improved quality of life.

For more information, please contact your local Biodes representative. To schedule a free demonstration, call 1-800-224-6339 or visit our website at www.biodes.com/balance.

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

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.

PERIPHERAL NEUROPATHY PROGRAM

BALANCE ASSESSMENT & TRAINING PROGRAM

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

NORMATIVE DATA
Identifies a patient's performance in just two minutes by comparing balance test results to age-related healthy population.

CONDITIONING
Balance Training: Tests and develops a balance, increases gait muscle tone.

OBJECTIVE DOCUMENTATION
The Biodex Balance System™ SD provides objective test results, performance and training photos, and progress reports, allowing patient-to-patient improvements with patients.

Study Demonstrates Benefits of Balance Therapy
For patients on Balance System, measurable stability in neuropathy patients. In diabetic patients with peripheral neuropathy and foot numbness, gait training subjects were improved for balance abilities with the Biodex Balance System before and after system. How do you control your progress? Biodex Balance System stable reporting for test sessions.

Results show Biodex Balance System training can improve stability in diabetic patients with neuropathy
View our research at: www.biodex.com/na/na010110

Clinical Guidelines
Treatment of patients with peripheral neuropathy using Biodex™, Gait System™, Balance System™ SD, and Training System™.

Download today!
www.biodex.com/na/na010110

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):

At (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 efficient 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.

It 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 program. These details require an on-site visit by our staff to track patient activity, allowing you to precisely monitor, demonstrate progress and accurately report outcomes.

Please feel free to contact me for more information about our expanded balance mobility program on any of our other services. I would be happy to arrange a visit 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/biodex.

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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.

Do you suffer with
Peripheral Neuropathy?

Regain Your Center.
Reduce the risk of falls associated with peripheral neuropathy

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.

Do you suffer with
Peripheral Neuropathy?

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

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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.

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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.

SAMPLE PRESS RELEASE
FACILITY LETTERHEAD

FOR IMMEDIATE RELEASE

Helping Patients Find Their Center
Biodex 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 these 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 out to the arms, hands, legs and feet. Common causes are diabetes, chemotherapy and physical injury. Peripheral neuropathy can result in poor balance, concealing falls - some of which can result in serious injury.

Balance Assessment and Training to decrease fall risk

<Your Facility Name Here> has expanded its clinical capabilities to determine who is at risk of falling by identifying the "risk factors" in just a few minutes, with the addition of balance assessment and training for those patients suffering from peripheral neuropathy. If a patient is found to be at risk of falling, a series of suggested balance training interventions can be offered.

What is the Biodex Balance System SD?

The Biodex Balance System consists of a computerized platform and touch-screen control panel that measures a patient's ability to maintain balance in static or dynamic modes. Results are displayed on the large color screen for instant feedback. The system captures results to create normative data, or to previous tests to track patient progress. The Balance System SD provides objective reporting and tracks patients throughout their assessment and training phases, allowing physicians to evaluate progress and communicate improvements back to the patient.

The Biodex Balance System SD is safe, easy and rewarding to use. And because it's rewarding, patients are encouraged to do the work.

For more information or to schedule a free baseline balance assessment, call <Your Facility Name Here and contact information> today.

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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

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