

# BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM

## MARKETING SUPPORT



## 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 provides more than advanced technology and quality equipment – our Value Beyond Product extends to lead generation materials to help you succeed – expand patient care, differentiate your practice and build referrals. For these reasons Biodex includes a complete, turn-key Marketing Support Package for Fall Risk with the Balance System SD.

## Physician Education Materials

Biodex has created a series of marketing tools for use to help promote the benefits and uniqueness of your clinic as well as the Biodex Fall Risk Screening and Conditioning Program.



The collage features a large photo of an elderly couple on a balcony. Overlaid on the right is a 'BALANCE TRAINING PROGRAM' flyer. The flyer includes a 'CLINICAL ADVANTAGE' banner, a 'BALANCE TRAINING PROGRAM' section with a success story, a 'CONDITIONING' section with a diagram of the Balance System SD, and a 'LEG STRENGTHENING EXERCISES' section with a photo of a person using the equipment. At the bottom, there is an 'OBJECTIVE DOCUMENTATION' section and a 'Six-Minute Walk Test' section.

## Physician Education Flyer

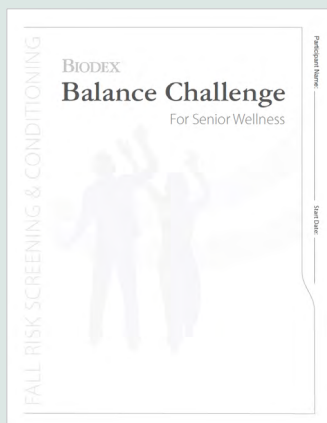
Include this 8.5" x 11" flyer as part of a mail campaign, or use as a leave-behind at a physician's office. Customize flyer to include your clinic name and contact information.

## Sample Physician Referral Letter

Using our sample, craft your personalized letter to referring physicians. The simple goal is to introduce the Biodex Balance System and its value to physicians and offer the service of your clinic to their patients.

## Balance Challenge

Physicians can review the six-week program to become more familiar with how you are engaging community members to improve balance and mobility, and reduce the risk of falls.



The flyer is titled 'BIODEX Balance Challenge For Senior Wellness'. It features a large, stylized number '6' in the background. The text on the left side reads 'FALL RISK SCREENING & CONDITIONING'. The right side has a vertical line with the text 'Participant Name' and 'Date/Time'.

## Discharge Planner Education Materials

Discharge Planners are a major source of referrals. Capture their attention as well as educate them to the benefits of your new expanded capabilities.

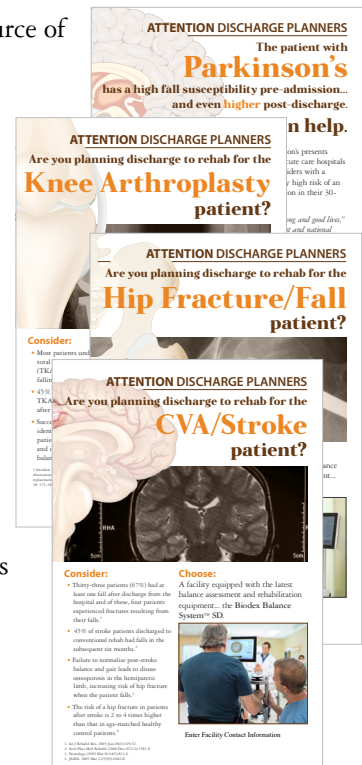
### Sample Discharge Planner Letter

This letter serves as a first step in a communication effort. Send to your personal contacts, and follow up with our series of targeted mailers.

### Discharge Planner News

A series of pathology-based mailers will help inform and educate hospital discharge planners on the benefits your clinic provides with regard to specific patient populations including STROKE, PARKINSON'S, HIP and KNEE arthroplasty.

Each mailer outlines what a discharge planner should consider before releasing a patient for rehab and what your clinic can offer with Biodex technology. Customize with your clinic name and contact information, print and mail, or email as a PDF attachment.



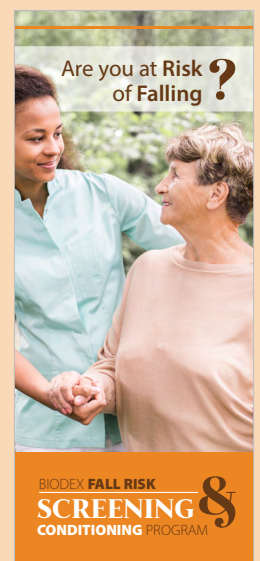
The image shows a stack of four mailers. The top mailer is titled 'ATTENTION DISCHARGE PLANNERS The patient with Parkinson's has a high fall susceptibility pre-admission... and even higher post-discharge.' The second mailer is titled 'ATTENTION DISCHARGE PLANNERS Are you planning discharge to rehab for the Knee Arthroplasty patient?'. The third mailer is titled 'ATTENTION DISCHARGE PLANNERS Are you planning discharge to rehab for the Hip Fracture/Fall patient?'. The bottom mailer is titled 'ATTENTION DISCHARGE PLANNERS Are you planning discharge to rehab for the CVA/Stroke patient?'. Each mailer includes a 'Consider:' section and a 'Choose:' section.

## Patient Recruitment Materials

Sample marketing materials assist you in your marketing efforts and help you build a stronger patient/resident base while improving the overall reputation of the clinic.

## Patient Education Brochure

This customizable tri-fold brochure explains the Biodex Fall Risk Screening and Conditioning Program to the patient and their family. Supply to referring physicians to dispense to patients, use at Health Fairs and in Community Outreach Programs. With the right exposure, patients may start requesting the unique services you offer.



The brochure features a photo of a woman in a light blue shirt holding the hand of an elderly woman. The text at the top reads 'Are you at Risk of Falling?'. At the bottom, it says 'BIODEX FALL RISK SCREENING & CONDITIONING PROGRAM'.



## Patient Fall Risk Screening Posters

This poster is designed for display in hospitals, physician offices and around the community in locations such as a local YMCA or JCC. The message is targeted to potential fall risk patients and family members to the associated risks of a fall and the solution offered by your clinic.

*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



Place advertising in local newspapers, church flyers, hospital newsletters or in any media outlet where a potential patient may see them. Messaging is targeted to position your clinic as a leader in the community, dedicated to serving the senior population and ultimately attract new patients.

### Full Page Four Color Ad

Explains the importance of being tested and offers FREE Fall Screening.

### Full Page Black and White Ad and Fractional Page Ad

Invite people in the community to contact you directly and schedule a FREE Fall Risk Screening. The promotion is designed to build traffic and present your clinic as a valued asset to the community, while recruiting patients to the program.

### Local Shopper Publication Ad

Designed to be both economical and effective. The message is simple: Falls are dangerous, Fall Screening can help identify those at risk ...and it is FREE.

### Radio Spot Scripts

Developed as a starting point for a 30 or 60 second radio spot. The script quickly makes the point that Falls are a serious problem and people should be tested.

## Sample Press Releases

Pitch your story to local news outlets using customizable press releases that help promote your program and position your clinic as a premier center for all balance screening and conditioning.

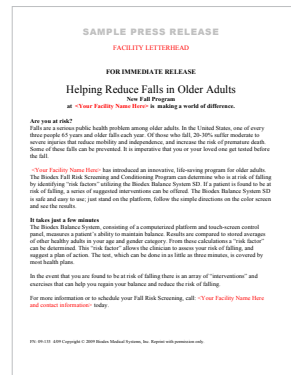
### Sample Press Release for the Fall Risk Screening and Conditioning Program

Describe the uses and benefits of the program for older adults.

### Sample Press Release for the Balance System

Introduce your new device and its features, outlining how it can be used for fall screening in older adults, as well as testing and treatment of post-surgical and neurologically impaired patients.

*Sample Press Releases are in Word.doc format allowing them to be easily edited to reflect your message.*



## Community Outreach Assistance

Community outreach can foster a wealth of goodwill as well as position your clinic as a valued member of the community. Community events, events at religious or educational forums and health fairs can generate interest and build a relationship for future patients/residents.

Simply contact your Biodex representative prior to the event to discuss what we can do together to make your presentation successful.

*Biodex can provide the graphic file to produce a large, stand-alone scroll sign. From your local print shop you can purchase a finished 33.5" wide x 84" tall sign that conveniently rolls up into a self-contained storage base.*



**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/fallrisk](http://www.biodex.com/fallrisk)**

**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](mailto:info@biodex.com), [www.biodex.com](http://www.biodex.com)

