

BIODEX

# GAIT TRAINER™ 3

WITH MUSIC-ASSISTED THERAPY

## MARKETING SUPPORT

### How to: Generate Parkinson's Disease Referrals by Promoting Your Music-Enabled Gait Trainer Technology

#### Marketing Support Guide

### SAMPLE LETTER TO ASSISTED LIVING FACILITY EXECUTIVE

**FACILITY LETTERHEAD**

Your Local Assisted Living Facility CEO or other executive  
Address

Re: **Improve your retention of residents who develop Parkinson's disease**

Dear **(ALF CEO Name)**:

Our local PF clinic has acquired a new rehabilitation system that may help your residents with Parkinson's disease recover their ability to walk safely – and forestall their need to progress to a care facility.

I'd like to make a 20-minute appointment to tell you about this new Medicare-reimbursed technology and explore how we might best test its benefits for a few of your residents.

Our clinic recently acquired a Biodes Gait Trainer – a sophisticated treadmill system that has footrest sensors under its track. Those sensors display every step as a foot icon on a large LCD screen.

- The sensors and display provide step-by-step visual feedback that helps people with Parkinson's correct their gait in real time.
- Equally important, the Gait Trainer provides music composed with a strong beat that is adjusted to synchronize with each patient's natural gait speed.

Adjusted each day.

### Patient Perspective: Francine

#### Woman with Parkinson's Steps to the Right Music

Francine, 65 years old, believes she first began to exhibit signs of Parkinson's disease – tremors in her affected left side – as early as the third grade. She claims that her left foot is most affected, and that her left foot periodically feels "like it's to come." Her brain tells her body to move, but her feet don't respond.

For five years, she has been engaged in a vigorous daily exercise regimen, including Rock-Steady Boxing and treadmill exercise. She reports her medication is regulated. And recently, she has experienced added benefits of visual biofeedback and neurologic music provided by the Biodes Gait Trainer.

This pioneering gait training system combines biofeedback-managed treadmill therapy, real-time corrective visual cues, and adjustable rhythmic auditory stimulation. Our clinic's PTs are among the first in the U.S. to offer neuroplasticity-inducing gait therapy.

#### Combining neurologic music with biofeedback

The auditory cortex can perceive stimuli with shorter reaction times than visual or tactile cues. Rhythmic auditory cueing is more effective than visual cues to synchronize movement. Rhythmic auditory cueing shows promise for Parkinson's disease.

### Introducing Our New Biodes Gait Trainer

#### New technology helps Parkinson's patients walk safer, more confidently

Almost everyone knows someone with Parkinson's disease and its debilitating progression. With those distinctive smaller steps, some fear of falling. What you may not know is that there is specialized technology that can slow the progression of symptoms and improve gait kinematics – allowing people with Parkinson's to walk more safely, in stride, and regain their confidence.

Our physical therapy clinic is equipped with the new Biodes Gait Trainer – a special treadmill that, in combination with medicine, most people with Parkinson's are already taking, can actually retrain the brain to reverse or reduce the "fret stuck in cement" condition that troubles many.

If you struggle with walking in your community or home, speak to one of our PTs about how we might help!

#### How it works

The steadily gait issues that most people associate with Parkinson's disease result from certain regions in the brain losing their ability to produce sufficient levels of a chemical called dopamine. In the absence of Parkinson's disease, dopamine ensures stable transmission of gait-regulating impulses from the brain to the legs.

For those with Parkinson's, the drugs Levodopa or Carbidopa can supplement that diminished dopamine. However, these drugs begin to lose effect over time.

#### Neuroplasticity

In Parkinson's disease, brain signals to the legs can get scrambled – and a patient's feet feel shaky. One of the most amazing properties of the brain is its ability to find new pathways from the brain to the legs, like a cable TV service, can reroute around a region hit by a tonnage of hurricane. The ability of the brain to reverse and restore sound damaged regions is called neuroplasticity.

The key to the brain tapping into neuroplasticity is repeated, correct treadmill stepping over many weeks.

A regular treadmill might help a person with Parkinson's disease walk poorly faster. The Gait Trainer does much to encourage the brain rewiring needed to improve their gait.

### Introducing New Treadmill Therapy Based in Science

#### Profitably attract and retain residents with Parkinson's disease

**SAMPLE PRESS RELEASE**

**FACILITY LETTERHEAD**

**FOR IMMEDIATE RELEASE**

**(Facility Name) Gives People with Parkinson's Disease New Hope to Walk Safely Again**

New treadmill system combines step-by-step visual biofeedback with specially composed music to fight freezing gait.

**By (name)** – People with Parkinson's disease often experience moments when their feet feel as if they are stuck in cement. Called freezing gait, these sudden periods can make them fearful of falling and severely limit their mobility and ability to socialize with family and friends. But now, **(facility name)** has acquired a new, high-tech treadmill system called the Biodes Gait Trainer – the first of its kind that uses music to tap into the brain's ability to "reprogram" disease-damaged regions of the brain – a process termed neuroplasticity.

**(name)** can reverse – but it needs visual and auditory instructions. **(facility name)** is at the forefront of physical therapy at the clinic, so they often struggle with walking. **(name)** has Parkinson's disease and has more disability on one side than the other," explains **(name)**. "The Gait Trainer plays music composed with a variety of instruments and tones that help to actually encourage longer stride, better posture, and other optimal gait attributes."

**(name)** has demonstrated that patients benefit for those with Parkinson's disease – might slightly increase walking, reduce freezing, improve balance, and reduce falls.

**(name)** has Parkinson's disease and has more disability on one side than the other," explains **(name)**. "The Gait Trainer plays music composed with a variety of instruments and tones that help to actually encourage longer stride, better posture, and other optimal gait attributes."

**(name)** has demonstrated that patients benefit for those with Parkinson's disease – might slightly increase walking, reduce freezing, improve balance, and reduce falls.

### For Movement Success

#### Parkinson's gait therapy beyond with treadmill technology

Most patients with Parkinson's disease have difficulty with walking. This is due to the loss of dopamine, which is responsible for the control of movement. The loss of dopamine leads to a variety of gait problems, including freezing, shuffling, and a loss of balance. The Biodes Gait Trainer is a new type of treadmill that provides visual and auditory feedback to help patients with Parkinson's disease walk more safely and confidently.

The Gait Trainer is a treadmill system that provides visual and auditory feedback to help patients with Parkinson's disease walk more safely and confidently. The system uses a large LCD screen to display a foot icon for each step, and a large speaker to play music composed with a strong beat that is adjusted to synchronize with each patient's natural gait speed.

The system also includes a music player that allows patients to listen to their favorite music while they walk. This helps to make the walking experience more enjoyable and motivating.

The Gait Trainer is a Medicare-reimbursed technology, making it a cost-effective option for many patients. It is also a portable system that can be used in a variety of settings, including home care and assisted living facilities.

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## Value Beyond the Product

Educational and promotional materials to help attract referrals.

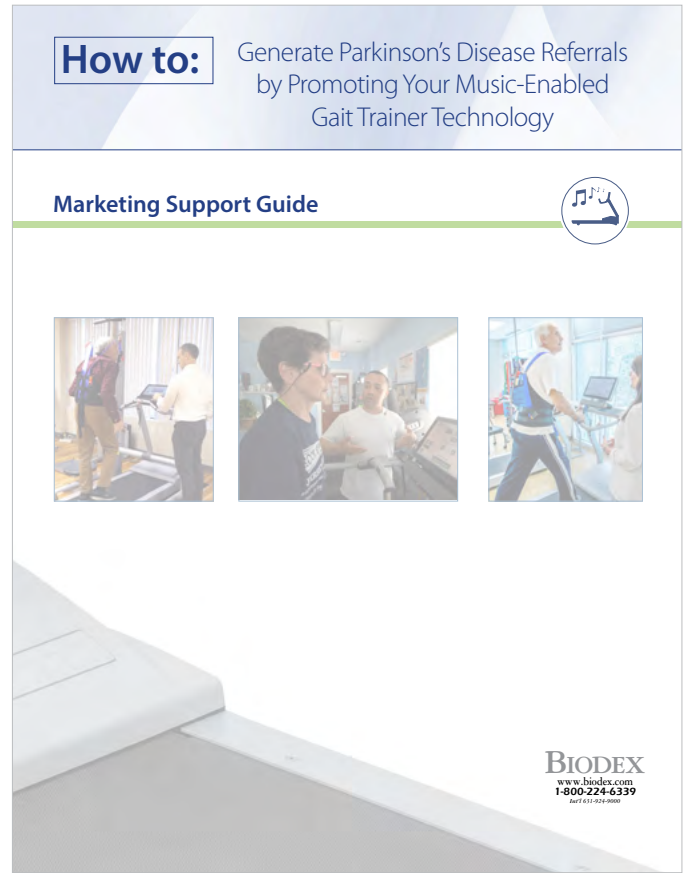
# MARKETING SUPPORT

Committed to helping you improve patient care and drive referrals to your clinic, Biodex extends value beyond the product with lead generation materials. To help you succeed, and differentiate your practice, marketing support materials are available for customers of our Gait Trainer 3 and Music-Assisted Therapy package.

These educational and promotional assets will help you educate physicians, patients and community members on how this enhanced gait training technology supports better, faster outcomes for patients with movement disorders.


## Marketing Support Guide

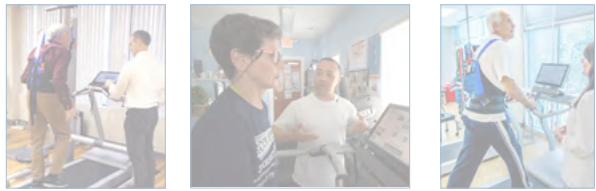
This comprehensive guide teaches you step-by-step how to use Biodex marketing materials and other resources to identify, target and connect with referring physicians and patients in your community.



**How to:** Generate Parkinson's Disease Referrals by Promoting Your Music-Enabled Gait Trainer Technology

**Marketing Support Guide**





**BIODEX**  
www.biodex.com  
1.800.224.6339  
M/F 9:00-12:00

## Physician Education Materials

Showing research supporting a breakthrough therapy is key to attaining buy-in from neurologists and primary care physicians. Biodex offers a series of marketing tools that summarize relevant science behind music-enhanced gait training for Parkinson's.

### Sample Physician Referral Letter

Use these letters as a guide to help you craft your personalized mailings to referring primary care physicians. The simple goal is to introduce your clinic and how the new therapy you provide can benefit their patients with Parkinson's.

### Physician Education Flyer

Include this flyer with a letter as part of a mail campaign, or use as a leave-behind at a physician's office to show them that you are ready to evaluate and treat their patients with Parkinson's. Customize the 8.5" x 11" flyer to include your clinic name and contact information.



**SAMPLE LETTER TO REFERRING PRIMARY CARE PHYSICIANS**  
FACILITY LETTERHEAD

Your Local Referring Primary Care Physician  
Address

Re: How we can help your Parkinson's patients gain a safer gait

Dear (Primary Care Physician's Name):

In my previous communication, I reviewed some underpin our new rehabilitation therapy for patient

In the enclosed, you'll learn how our Biodex Gait Trainer, encouraging powerful motor biofeedback-visual cues during treadmill training:

<Your Facility Name Here> is proud to provide using the Biodex Gait Trainer, allowing even their gait in real time during rehab, and carry

When you refer a patient to us, we'll begin with a they rank on a spectrum of age/sex matched comor showing their performance, and an overview of a they are capable of achieving.

Simply fax or email the contact information of the your referrals to our contact numbers below. I look Sincerely,

Your Name and credentials  
Address and contact information

Enc: Taking Parkinson's Gait Therapy Beyond Med

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**Cued Up for Movement Success**  
Taking Parkinson's gait therapy beyond meds with treadmill technology

Clinicians who treat patients with Parkinson's disease recognize the motor and cognitive dysfunction that characterize the onset and progression of this disease. Despite advances in pharmacologic therapy and surgical procedures, impairments in gait and balance remain common, severely impacting mobility and quality of life.

However, research has resulted in a new class of gait rehab interventions to complement pharmacological therapy and improve the brain's neuroplasticity.

Our clinic's PTs are among the first in the U.S. to offer a neuroplasticity-inducing therapy with our Biodex Gait Trainer. Used in combination with medication, gait therapy with this pioneering system can offer life-changing potential for your patients.

**Treadmill therapy with audio cueing**  
The auditory cortex can perceive stimuli with shorter reaction times (20-50 ms) than visual from the spinal cord to motor centers in the brain. Rhythmic auditory cueing (RAC) applies rhythmic music to synchronize movements with a regular beat, and has shown promise for Parkinson's therapy in the literature.

**Walking to the right music**  
In the past, therapists have attempted to find off-the-shelf music that could fit the comfortable, therapeutic beats per minute of different patients. Most popular songs are slower than a therapy session, and can't be sped up or slowed more than a few percent without becoming offensive to the ear.

Biodex has equipped the Gait Trainer with continuous neurologic and instrumented music so the stride of a wide range of gait-compromised patients, without distortion.

**Entrainment**  
Entrainment occurs when humans tend to step in synchrony with music's beat. For patients with Parkinson's disease, rhythmic audio cueing appears to bypass their disease-compromised basal ganglia network.


Reprinted with permission from the Journal of Neurological Rehabilitation, 2013, 27(4), 201-210.

The sample letters are Word documents, easily edited to reflect your message.

## Assisted Living Facility (ALF) Education Materials

Resident retention and cost savings are major concerns for assisted living facilities. Biodex offers tools for connecting with ALF administrators and educating on the effective, Medicare-reimbursable therapy you provide.

### Sample ALF Referral Letter

Introduce your clinic to CEOs at assisted living facilities using language from our sample letter.

### Assisted Living Facility CEO Education Flyer

Offer CEOs this briefing on how music-enhanced therapy can help delay the onset of Parkinson's symptoms that would necessitate a transition to a higher level of care. Include with a letter and meeting request as part of a mail campaign. Customize the 8.5" x 11" flyer to include your clinic name and contact information.

**SAMPLE LETTER TO ASSISTED LIVING FACILITY EXECUTIVE**  
FACILITY LETTERHEAD

*Your Local Assisted Living Facility CEO or other executive*  
Address

**Re: Improve your retention of residents who develop Parkinson's disease**

Dear (ALF CEO Name):

Our local PT clinic has acquired a new rehabilitation Parkinson's disease recover their ability to walk safely with higher levels of care.

**I'd like to make a 20-minute appointment to tell you technology and explore how we might best test it.**

Our clinic recently acquired a Biodex Gait Trainer – sensors under its track. These sensors display every

- The sensors and display provide step-by-step correct their gait in real time.
- Equally important, the Gait Trainer provides adjusted to synchronize with each patient's
- After each therapy session, the Gait Trainer improved since the prior session – and how normals.

Accompanying this letter is a brief document that comprehends the real benefit we invite your medical few of your residents in real time.

I'll call your administrator to set up a meeting to do Sincerely,

*Your Name and Credentials*  
Address and contact information

Enc: Profitably attract and retain residents with Park.

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### Introducing New Treadmill Therapy Based in Science

#### Profitably attract and retain residents with Parkinson's disease

Almost one in ten seniors over the age of 65 will develop Parkinson's disease, an incidence that increases significantly with age. The ability of assisted living facilities (ALFs) to rehabilitate and retain aging residents who develop Parkinson's, and attract prospective couples for residency when one has this increasingly common disease, can have significant bottom-line impact.

A new rehabilitation system acquired by our clinic capitalizes on the latest neurological disease research. Our PTs can use it to help your residents with Parkinson's disease live safer, more active lives in your assisted living community, rather than transitioning to nursing homes.

**What is Parkinson's disease, and how is it treated?**

The untimely gait issues that cripple Parkinson's disease result from the brain's failure to produce sufficient levels of the neurotransmitter dopamine necessary to ensure stable transmission of gait-regulating impulses from the brain to the legs.

Parkinson's disease is a progressive disease assessed with the classic Hoehn & Yahr four-stage scale. That scale is important to ALF management because it may indicate the level of self-care and support care that administrators can expect residents in each stage to require.

delay progression from the earlier stages to the advanced ones. However, many with early-onset Parkinson's choose exercise vigorously due to coexisting coronary disease, arthritis, or other exercise-limited conditions.

Moreover, research demonstrates ordinary treadmills cannot achieve the potential neuroplasticity for "brain rewiring" necessary to correct the freezing, or highest risk.

**Beyond treadmill therapy – use of cues**

The treadmill, benefit in Parkinson's rehab derives in part from its normalizing effect on gait rhythm – especially when people with Parkinson's are provided a steady audio cue from a metronome. Neuroimaging studies show that rhythm perception activates brain premotor and supplementary motor areas, many of which are compromised in Parkinson's disease. Even stronger effects are seen when rhythmic music is used.



*Person with Parkinson's disease walks in specially equipped area on the Biodex Gait Trainer.*



**Delayed effects:**  
Parkinson's disease of midbrain dopamine

**Controlled effects:**  
Controlled dopamine

*Classical signs of advanced Parkinson's disease, including loss of their right foot.*

**Delay progression of Parkinson's disease: A major ALF consideration**

For years, restorative research has demonstrated that treadmill exercise can have positive benefits for those with Parkinson's, and – if sufficiently vigorous – might slightly

## Community Referral Materials

Biodex offers marketing materials to help you build community awareness about your clinic's new technology. With the right exposure, patients and their families may start requesting the unique services you offer.

### Sample Press Release

Introduce your clinic's new music-enhanced gait training technology to the local community. Pitch your story to local news outlets to maximize exposure through credible sources.

### Community/Patient Education Flyer

This educational flyer summarizes in layman's terms how the Biodex music-enhanced Gait Trainer can help individuals enjoy safer, more confident walking. Use it as part of a mail campaign or handout at community events to generate interest with potential patients and their families.

**SAMPLE PRESS RELEASE**  
FACILITY LETTERHEAD  
FOR IMMEDIATE RELEASE

**(Facility Name) Gives People with Parkinson's Disease New Hope to Walk Safer, Again**

*New treadmill system combines step-revealing display, special music to fight freezing gait*

*(Your city, state) –* People with Parkinson's disease they're stuck in cement. Called "freezing gait," these *many* in *(city or area)* has acquired a new high-tech first in the world that uses music to tap into the brain's control gait – a process termed *neuroplasticity*.

**The brain can rewire – but it needs visual and auditory cues** *(facility name)* is rehabilitating local treadmill track.

"Most people with Parkinson's disease have more of *(therapist PT manager)*, *(head)* of physical therapy.

Simply exercising on an ordinary treadmill doesn't help their feet are striking the treadmill track. *(Last name)* stepping immediately.

**Specialty composed music stimulates correct walk**  
Even before recorded history, humans have known if Parkinson's disease can walk more regularly to music to their diminished gait.

Unfortunately, off-the-shelf music is rarely able to harness capabilities of Parkinson's patients. When slowed or popular songs become unlistenable. The Biodex Gait Trainer composed melodies that retain their sound quality while

*(Name)* explains, "The Gait Trainer plays music that has been shown to actually encourage longer stride.

Some patients show at least brief stepping improved Gait Trainer, and these lasting effects become more specially composed music and the real-time display are taking into their brains the patterning for safe gait.

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### Introducing Our New Biodex Gait Trainer

#### New technology helps Parkinson's patients walk safer, more confidently

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If you struggle with walking in your community or home, speak to one of our PTs about how we might help!

**How it works**

The untimely gait issues that most people associate with Parkinson's disease result from certain regions in the chemical called dopamine. In the absence of Parkinson's disease, dopamine ensures stable transmission of gait-regulating impulses from the brain to the legs.

For those with Parkinson's, the drugs Levodopa or Carbidopa can supplement the diminished dopamine. However, these drugs begin to lose effect over time.

**Neuroplasticity**

In Parkinson's disease, brain signals to the legs can get stalled – and a patient's feet feel stuck. One of the most amazing properties of the brain is its ability to find new pathways from the brain to the legs, like a cable TV technician. The ability of the brain to rewire and restore several damaged regions is called *neuroplasticity*.

The key to the brain stepping into neuroplasticity is repeated, correct treadmill stepping over many weeks.

A regular treadmill might help a person with Parkinson's disease walk poorly, faster. That doesn't do much to encourage the brain rewiring needed to improve their gait.



*Person with Parkinson's disease walks in specially equipped area on the Gait Trainer.*

**Jumpstarting Neuroplasticity with the Biodex Gait Trainer**

The Gait Trainer is the first treadmill to combine specially composed music that can match the pacing needs for all Parkinson's patients – and an on-screen visual that helps them to correct stepping in real time.

**Helping you connect to physicians and the community to ensure your success.**



Expand Patient Care, Differentiate Your Practice and Build Referrals.

[www.biodes.com/gait](http://www.biodes.com/gait)

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Biodes 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@biodes.com, www.biodes.com

