



Are you tapping into the 750,000/year market for hip and knee replacement patient rehab?

Attract Medicare Patients for Rehab after Hip & Knee Surgery with Expert-Developed Biodex Balance Plan"

In 2009, more than 750,000 Americans— mostly of Medicare age— will undergo total hip or knee replacement surgery in the U.S. And most will be discharged less than five days after surgery, well before they're ready to rehab at home. Skilled nursing facilities across the country compete for the four to six weeks of well-reimbursed rehabilitation of these patients.

Balance is a major aspect of postarthroplasty rehab. By the time most patients get implants, they've developed poor balance as they alter gait and stance to minimize arthritic pain. Afterwards, they experience pain and weakness in the affected limb, and must be carefully trained to evenly shift weight again. Facilities equipped with a Biodex Balance System have more than an equipment advantage in competing for those referrals—they have a rehab protocol developed by one of the most respected orthopedic surgical groups in the U.S., Cincinnati SportsMedicine & Orthopaedic Center, headed by renowned surgeon Frank R. Noyes.

The Noyes-developed protocol spans a total of 16 weeks, at least 8 of which can be administered on an outpatient basis. The protocol is available without charge to all Biodex Balance Systems facilities— and represents a major marketing advantage in competing for referrals.