

Why make the investment in Balance Engineering's Equilibrate System?

Business Reasons

1. Therapists/Facility can leverage the solution to make money. Utilizing current insurance reimbursement codes and rates for therapy and assessment services, practices that use the system can make money. Utilizing theoretical values, if a clinic adopts our EaaS model, we estimate that a clinic can break even simply by seeing ten patients (reimbursed at \$75 – insurance+co-pay)
2. Efficiency in process and care. Because our system is highly optimized and easy to use, care givers can get more throughput for their time spent with patients creating more billable opportunities. Additionally, our system incorporates an exercise library into the application saving time for the care giver in assembling Home Exercise Programs (HEPs) that patients are to take home with them. These HEPs can be printed or emailed to patients adding to customer satisfaction.
3. Demonstrates medical necessity. As insurance companies require more and more supporting information to validate care and provide reimbursement, Equilibrate not only provides objective data that highlights the initial need for care but also shows objective data highlighting patient progress throughout the care cycle. This will be an invaluable asset in seeking reimbursement from insurance companies and Medicare/Medicaid.
4. The system includes a therapeutic module (Equilibrate Therapy) that enables a care giver to maximize the use of the system and potentially seek additional reimbursement.
5. Product can/should be incorporated into an overall messaging program around fall prevention. The federal government and various elderly advocacy groups are spending millions of dollars on fall prevention awareness campaigns. Our solution is a leading edge device that differentiates a office/clinic/ALF from the competition.
6. The system is easily portable. Care givers and practices can extend their reach beyond the walls of an individual office. The ability to deliver care or assessment services to a broader market creates more opportunities for growth and revenue.
7. Insurance ICD-9 codes are bundled into the application for ease of reference and portability to other systems. Patient records can easily be printed for filing or data can be exported to EMR systems.
8. The system is affordable. Balance Engineering provides multiple options for product acquisition.

Technical and Scientific Reasons

1. Subjectivity is removed from the balance assessment process. The Equilibrate System is based on pure engineering and mathematical principles taking any guesswork or inconsistency out of the scoring process.
2. Equilibrate is the first (and only) technology based tool that incorporates the upper body into the balance assessment equation. The system utilizes dynamic motion capture of key points on the upper body (trunk) and combines those data points with lower body force measurements into the overall scoring algorithm. Because of this, the system delivers a far more accurate and comprehensive view into a patient's physical balance condition.
3. The system gets smarter with use. Because Balance Engineering is capturing scoring data in conjunction with diagnosis codes, exercise data and demographic data, we will be able to

determine what exercise therapies provide the best results for patients. In essence, best practices will be an output of the longer term use of the system.

4. All updates and enhancements are delivered via the web. No disks or other cumbersome vehicles will be needed for product enhancement.

Quality of Care/Therapeutic/Intangible Reasons

1. Therapists can customize exercise protocols to meet the specific needs of each patient and provide exercise modifications that are needed in specific use cases. All of this is maintained on the patient record and can easily be referenced at a later time.
2. The ability to track the progress of each patient and demonstrate improvement via graphs, numbers and color codes makes it easy for therapists to understand and simple to articulate (and share) to patients. Incorporating the psychological aspect of rehabilitation is extremely hard to quantify but essential to maximizing the effort put into the overall process. By developing patient confidence in their own strength and abilities, these individuals are less likely of being involved in an accidental fall.
3. Improve coordination and agility through visual biofeedback and exercise to challenge the limits of stability.
4. Improve motor planning by regaining the center of gravity over the base of support through training exercise and visual biofeedback.
5. Closed chain testing modes that are smaller pieces of functional skills that patient's need to live independent lives.
6. The system enhances proprioception and kinesthetic awareness of the body.
7. Therapists can compare the Equilibrate scoring values with other, non-technical evaluation methods that can be stored in the Equilibrate System.