

## **BALANCE+PLUS VNG & FALL ASSESSMENT SYSTEMS**

*America is facing a dramatic epidemic of falling among our geriatric population.* Over 90 million Americans age 17 and older have been dizzy at some point in their lives or have experienced some other balance problem. Current statistics show that ***approximately 13 million Americans over the age of 65 have a balance disorder that significantly interferes with their lives.***

Each year, more than one third of Americans aged 65 and older actually fall, and nearly 16,000 of them will die as a result of these falls, according to the U.S. Centers for Disease Control and Prevention. In fact, approximately 340,000 Americans over the age of 64 break one of their hips each year.

Current studies show that up to 33 percent of older adults with a hip fracture die within a year. The average cost of hospitalization is now \$30,160 per person and is increasing rapidly. This figure does not include other costs related to physician care, rehabilitation, or long term disability. The total cost of injuries related to falls among older adults is expected to hit \$54.9 billion in 2020.

Also the number of patients who may be predisposed to falling has reached epidemic proportions – a crisis situation that is not being addressed sufficiently by most physicians or clinics nationwide.

Our clinic offers the latest innovative, technologically advanced medical equipment designed to identify, assess, diagnose, and treat dizziness and balance disorders and also help prevent falls. It's not only beneficial to our patients but could also help other patients. In addition, it will also help Medicare and other insurance companies keep their costs down by helping prevent costly hip surgeries and reduce other fall-related injuries.

With our **new Fall Assessment Program**, we first have a patient complete a 15-question survey to help us determine if they may be at risk for falling (subjective evidence). If they seem to have a problem, we then test them on a **BALANCE PLATE** to see if a real potential for falling exists (objective proof).

If the balance test warrants, we use the latest and most sophisticated **VIDEONYSTAGMOGRAPHY (VNG)** equipment to evaluate their condition.

***\*\* We have an aging population boom today with millions of baby boomers on the horizon. The number of people turning 60 each day in 2006 was 7,918 (almost 3,000,000 people per year), and that number is growing rapidly. This epidemic is only going to increase, but we are confident we can assist you in helping older patients.***