

# Doctor, I'm losing my balance! Can you help me?

It has taken over 20 years, but it is finally here!

The Lifeline Balance Program is a comprehensive system that can now enable primary care physicians to diagnose and treat balance disorders profitably.



The Lifeline Balance Program

## Lifeline Balance Program Restoring Balance through Rehabilitation

- ▶ Do you see 20 or more patients with complaints of dizziness or imbalance each month?
- ▶ This program can provide an additional revenue of over \$24,800 per month
- ▶ Everything you need, from physician level diagnosis to how to provide effective therapy, will be included.

The incidence of patients suffering from balance disorders are increasing rapidly with the aging of our population.

There are not enough specialists to address and treat the massive number of patients affected.

Properly trained and equipped primary care physicians can provide the necessary care needed to significantly reduce the morbidity and mortality of at least 80% of the patients at risk from injuries due to falls.

The Lifeline Balance Program is a complete turnkey support package which addresses all aspects of operating a balance restoration center providing screening, specific diagnosis, treatment and final positive outcomes. It is designed to be placed within a primary care physician office and operated as an integral part of that practice.

In order to assess the financial resources and personnel requirements necessary to make the commitment to integrate this program into your practice, a comprehensive financial analysis must be made. We will provide the necessary Proforma spreadsheet with all variables tailor-made to your practice. This will allow break even and profitability information for any given number of patients seen in this program.

A limited number of marketing materials will be available to help plan a physician and patient awareness strategy within the community of the practice.

The following is a brief summary of the features of this program.

**1. Patient screening:** Screen patients from the practice's general population. This is accomplished

**Diagnosing and Treating 20 patients per month yields a net income of over \$24,800.**

(Net before taxes and general overhead, office space, insurance, administrative and general office personnel)

This is based on the following:

Gross Reimbursements:	\$40,757.24
Total Balance Specific Expenses:	\$15,864.60
Net Monthly Income:	\$24,892.64

(Includes 10% of Gross Revenue for marketing to your existing patients, etc.)

### VAT



through specific but brief balance questionnaires and performance tests that can be administered by trained non-licensed personnel.

**2. Balance H&P:** The use of a physician level abbreviated balance History & Physical, generating a

valid medical necessity prescription for diagnosis and treatment. How to R/O non-vestibular and non-neuromusculoskeletal etiologies.

**3. VNG/ENG diagnostics:** Provide information and after sales support coordination for the consistent and effective use of this technology to obtain a usable diagnosis that leads to the appropriate vestibular and balance rehabilitation.

**4. VNG/ENG interpretations:** All program participants will receive a one year contract providing a guaranteed rate of \$40 per interpretation for one full year.

This also includes, at no extra charge, clinical consultations relative to cases interpreted and technical support of diagnostic testing techniques that will optimize tracing quality.

**5. Balance Specific Physical Therapy:**

Provides comprehensive initial and continuing training and support that allows the practice to provide vestibular rehabilitation and balance retraining. On site initial training followed by a one year support contract. The support provided after the initial training will utilize a real time video conferencing technology that will be installed at the time of the initial training. All protocols and associated forms are included plus substantial reference materials.

**6. Non-electronic Equipment:** We will provide all non-electronic equipment related to the therapy portion of this program. This consists of, but is not limited to, multi-density foam walking surfaces, rockers, steps, therapy balls, vestibular targets, retention safety belts, elastic tension dynamic strengthening devices, etc.

We also provide fully customized software that generates exercise diagrams and instructional patient handouts to be performed at home.

**7. Recommendations and information** about available **electronic diagnostic and therapeutic instruments** will be provided in order for the practice to make an informed decision before purchase.

**8. Documentation:** Detailed and regulatory specific documentation is an absolute necessity for consistent reimbursement. To this end, we will provide the

these requirements. This will cover all operational aspects of the program including medical, diagnostic and therapeutic components. An optional balance specific EMR (Electronic Medical Record) is under development that will help assure strict compliance and will maximize the proper reimbursement that the practice is entitled to receive. It will be offered at a very competitive price point.

**9. Billing & Reimbursement:** Obtaining medical and physical therapy service information for filing claims requires efficiency and accuracy as well as compliance with CCI (Cross Code Indexing). All appropriate CPT and ICD-9 codes, as determined by our regulatory consultants, together with the number of medically necessary and justifiable units per procedure will be provided as well as a continuing update service as these requirements change.

**10. Medical-Legal and Regulatory:** All participants will receive the benefit of a nationally recognized regulatory consultant that we have retained to provide ongoing information concerning any changes in the regulatory and billing requirements as it specifically pertains to this balance program. This information will be customized to the state in which your practice resides.

An optional legal opinion and analysis of the legal entity or entities that are principals in the ownership and operation of the balance center is available. This would include contractual elements between the parties as well as legal and operational responsibilities and limitations. This option will be written by a medical legal attorney firm with extensive national experience in this area of the law.

**11. Quality Assurance:** In addition to the initial training, we will provide quarterly quality assurance internal audits to assure that the practice is maintaining a minimum standard of care and generating the appropriate associated documentation.

**12. Education:** Primary care physicians have had very little exposure to the diagnosis and treatment of balance disorders. Likewise, most physical therapists are only familiar with the very basic aspects of balance and vestibular therapy.

This program will provide detailed step by step written and illustrated instructions that will enable the providers of care to effectively approach the diagnosis and treatment of balance patients. This will consist of the diagnostic considerations and therapeutic protocols and forms necessary to perform the procedures. On site training and a comprehensive and detailed set of DVD videos that correspond to the Balance Protocol Handbook will be used as a reference for each specific procedure that needs to be accomplished.



For more information on this exciting addition to your practice

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