



BalancePro

Our Goal is Your Success!

1.877.475.3375

www.BalanceProUSA.com



Dear Entrepreneur:



The time has come to seize the moment!

You're presented with an ability to become an Owner of a Unique Healthcare Business
Balance Disorders Clinic (Fall Prevention Program)
without becoming a physician (our signature model allows you to legally employ one).

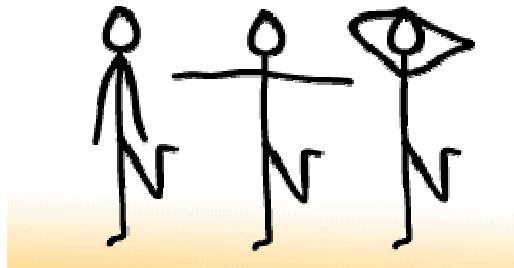
Your Market	--- 90MLN Americans and growing, mostly seniors (as per US Congress below)
Your Reimbursement	--- \$350* and more (per test * Medicare/ ins. co payment)
Your Investment (in cash)	--- \$50,000 approx. out of pocket (w/pre qualified credit*)
Your Return on Investment	--- \$250,000 and more annual income capacity
Your Time	--- Absentee or Hands On, you decide (Help w/ both)

Within our Turn Key package, we develop Your (no royalties) Balance Disorder Clinic that is built to the utmost specifications of Balance Medicine compliance codes. To help you achieve success, the Turn Key package includes:

- Medical / Business Landscape Feasibility Study
- Certification on a municipal, state, and federal levels
- Fully Compliant Site Facilitation (*Zero out of pocket construction budget*)
- Medical & Para professional Personnel Recruitment & Training
- Marketing System --- To help create patient volume for Your business
- And ... whatever else is necessary for you to succeed on a case by case basis

Contact us TODAY!

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Advantage # 1 --- Ownership structure --- You get to own it, not manage it for a Doctor, via obtaining an independent recognition as a certified provider of this healthcare service. And since we are not charging any royalties, ever, its 100 % yours, with the benefit of having professionals of legal and medical backgrounds helping you succeed.

Advantage # 2 ---Payment for Services --- Distinction between this & retail businesses --- Medicare and private insurances provide relatively high reimbursement coverage for this healthcare service.

Advantage # 3 --- Market --- Our Imbalanced, Fall Prone Country (Please read US Congress Report excerpt provided below). The fact is, while 90 million (!!!) Americans are approximated to have some kind of a balance disorder/ risk of fall, a mere fraction has been diagnosed and treated.

Advantage # 4 --- Reimbursement is Great --- To Both You and the Dr.: For example, Medicare rates vary in proximity of \$ 500 for each Balance Disorder lab test patient. Approximately \$120 of that pertains to the Dr. services in connection with reading the results of the test. Private Insurances (non Par) may reimburse significantly higher rates, up to \$1,300. The patient exhibiting imbalance/fall risks may need to undergo a series of balance rehabilitation sessions. Hence--- You are INCREASING Dr. revenue, too! Not the last thing on Dr.'s mind.

Advantage # 5 --- Low fixed costs and overhead --- Balance Disorder lab may operate in 1,000 SF space, with minimal staff, and generate revenues comparable to a nice medical practice. It may also be mobile, which allows for flexibility of your target landscape.

Advantage # 6 --- Growing Public Awareness --- Billions of dollars were spent by Government in direct costs and awareness programs associated with elderly falls (please read Congress report provided below) and Merck's and Pfizer's of the world marketing campaigns on instilling the fact that balance/ risk of fall problems are far from innocent, "social" evils in our minds. Now, that public awareness had been fertilized by the Government and pharmaceutical giants, the market is ripened for the picking.

Advantage # 7 --- How we do it --- the ingenious approach to operations. We are proud to offer handholding you all the way through. The ancient said: "Learn from the experiences of others". Clever approaches and industry insight of our professionals with legal and medical backgrounds allow to put forward this winning business model.



Don't fall for a trap of a daily routine and miss this great opportunity.

We offer a NON FRANCHISE, one of a kind franchise type true TurnKey solution, no hidden fees package enabling you to enter one of the most promising markets in the US economy today without any royalties. Ever.

And, as always, Our Goal is Your Success!

For more information on how BalancePro can help you achieve your business & lifestyle goals,

Contact us TODAY! 1.877.475.3375

Limited Territories available. Reserve yours NOW.

Arthur M. Shtaynberg, Esq.
President & CEO

BalancePro, LLC (Healthcare Attorney Owned)



Please read US Legislative Initiative endorsing this business type below:

Elder Fall Prevention Act of 2003

108th CONGRESS
1st Session **S. 1217**

IN THE SENATE OF THE UNITED STATES

June 9, 2003

Mr. ENZI (for himself and Ms. MIKULSKI) introduced the following bill; which was read twice and referred to the Committee on Health, Education, Labor, and Pensions

A BILL

To direct the Secretary of Health and Human Services to **expand and intensify programs with respect to research and related activities concerning elder falls.**

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SEC. 2. FINDINGS.

The Congress finds as follows:

- (1) Falls are the leading cause of injury deaths among individuals who are over 65 years of age.

- (2) By 2030, the population of individuals who are 65 years of age or older will double. By 2050, the population of individuals who are 85 years of age or older will quadruple.
- (3) In 2000, falls among elderly individuals accounted for 10,200 deaths and 1,600,000 emergency department visits.
- (4) Sixty percent of fall-related deaths occur among individuals who are 75 years of age or older.
- (5) Twenty-five percent of elderly persons who sustain a hip fracture die within 1 year.
- (6) Hospital admissions for hip fractures among the elderly have increased from 231,000 admissions in 1988 to 332,000 in 1999. The number of hip fractures is expected to exceed 500,000 by 2040.
- (7) Annually, more than 64,000 individuals who are over 65 years of age sustain a traumatic brain injury as a result of a fall.
- (8) Annually, 40,000 individuals who are over 65 years of age visit emergency departments with traumatic brain injuries suffered as a result of a fall, of which 16,000 of these individuals are hospitalized and 4,000 of these individuals die.
- (9) The rate of fall-induced traumatic brain injuries for individual who are 80 years of age or older increased by 60 percent from 1989 to 1998.
- (10) The estimated total cost for non-fatal traumatic brain injury-related hospitalizations for falls in individuals who are 65 years of age or older is more than \$3,250,000,000. Two-thirds of these costs occurred among individual who were 75 years of age or older.
- (11) The costs to the Medicare and Medicaid programs and society as a whole from falls by elderly persons continue to climb much faster than inflation and population growth. Direct costs alone will exceed \$32,000,000,000 in 2020.
- (12) The Federal Government should devote additional resources to research regarding the prevention and treatment of falls in residential as well as institutional settings.
- (13) A national approach to reducing elder falls, which focuses on the daily life of senior citizens in residential, institutional, and community settings is needed. The approach should include a wide range of organizations and individuals including family members, health care providers, social workers, architects, employers and others.
- (14) Reducing preventable adverse events, such as elder falls, is an important aspect to the agenda to improve patient safety.

**SEC. 3. AMENDMENT TO THE PUBLIC HEALTH SERVICE ACT. `PART R--
PREVENTION OF ELDER FALLS` SEC. 399AA. PURPOSES` The purposes of this title are-- (...) (3) to require the Secretary to *evaluate the effect of falls* on the costs of medicare and medicaid and the potential for reducing costs by *expanding education, prevention, and elderly intervention services covered* under these two programs.**