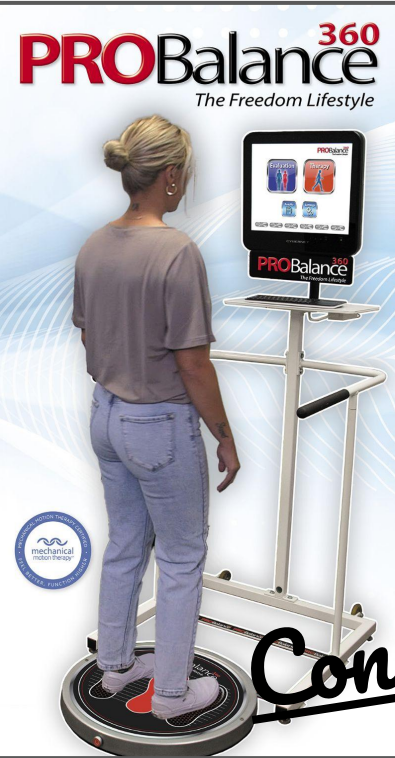


PROBalance³⁶⁰ Package



PROBalance³⁶⁰
The Freedom Lifestyle

5 Major Systems of the Body that Contribute to Balance

The Harvard Medical School

balance & fall prevention therapy

- 1 VISUAL SYSTEM**
- 2 HEARING SYSTEM**
- 3 PERIPHERAL NERVOUS SYSTEM**
- 4 CENTRAL NERVOUS SYSTEM**
- 5 MUSCULOSKELETAL SYSTEM**

Congratulations!

RADIANCE

Balance & Fall Prevention

Simple exercises to improve stability and prevent falls.

Better Balance

Simple exercises to improve stability and prevent falls.

PROBalance Lifestyle

25

Balance & Fall Prevention

PROBalance

Balance & Fall Prevention

Simple exercises to improve stability and prevent falls.



Finding Balance Cases

85% of patients will fail the Balance Test on their first attempt.

- Current Patients
- Inactive Patients
- Referrals
- Screenings
- Workshops
- Community

PROSoft
Mechanical Motion Therapy (MMT)
The Balance Test Performed For:

Name: _____ Date: _____

MMT EVALUATION

<input type="checkbox"/> Right Leg Eyes Open	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Left Leg Eyes Open	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Right Leg Eyes Closed	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Left Leg Eyes Closed	_____ sec.	Instability Rating	1	2	3	4	5

RESULTS Pass Fail

<input type="checkbox"/> HOKEY POKEY	<input type="checkbox"/> ANKLE MOTION	<input type="checkbox"/> LEG UP & OVER	<input type="checkbox"/> HIP & LEG FWD STRETCH
--------------------------------------	---------------------------------------	--	--

MMT RESULTS

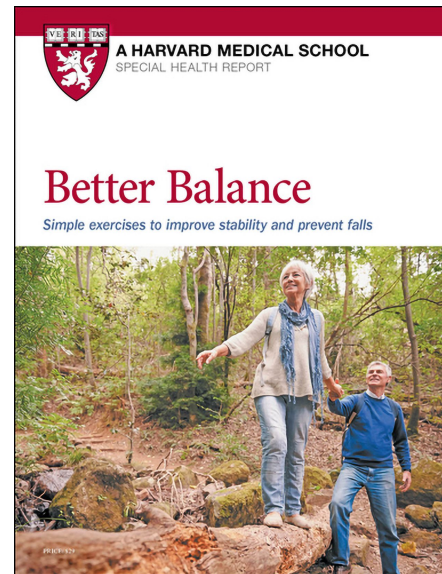
<input type="checkbox"/> Right Leg Eyes Open	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Left Leg Eyes Open	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Right Leg Eyes Closed	_____ sec.	Instability Rating	1	2	3	4	5
<input type="checkbox"/> Left Leg Eyes Closed	_____ sec.	Instability Rating	1	2	3	4	5

MMT Treatment Outcome: Patient reports _____ % improvement

RECOMMENDATIONS
Is Patient a candidate for MMT?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> 1 Block of MMT	<input type="checkbox"/> Do Nothing
<input type="checkbox"/> 2 Blocks of MMT	<input type="checkbox"/> Physician Referral

Doctor's Signature



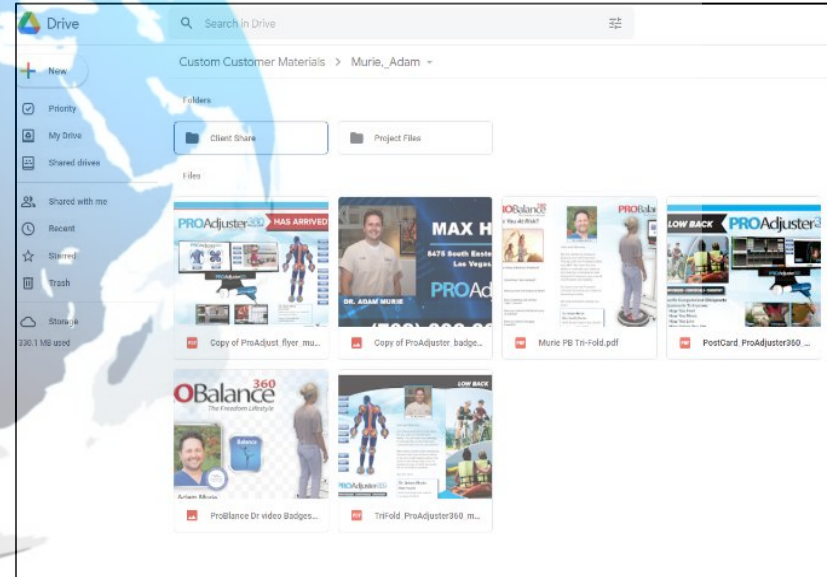
Package Contents

- ProBalance 360
- ProSoft GT (for the Plus Package)
- Sports and Leisure Video Education
- Custom Website Landing Page
- Promotion and Education Package
- Custom Trifolds Design (Print Ready)
- 90 Day Launch Program
- Live Trainings



Find Your Google Drive

1. Your Google Drive link of custom materials will be emailed to you!
2. Click on your link in your email to find your custom material folder.
3. Find links to your landing page, headshots, and promotional materials in one place!
4. Make sure to save your Google Drive!



ProBalance 360 Landing Page



➔ [Link to Custom Website](#)

PROBalance 360
The Freedom Lifestyle

Dr. Jeff Norman
Wellspring Advanced
Health and Wellness

Balance

Balance & Fall Prevention Therapy

Patient Education and Marketing

PROBalance³⁶⁰



PRINT READY

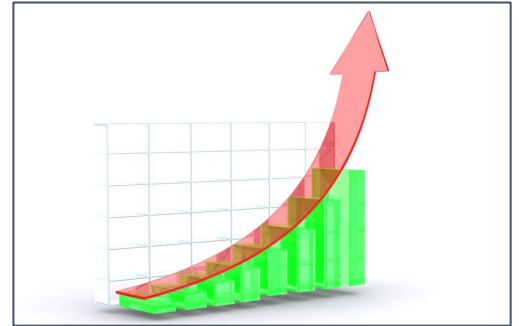
- Posters
- Inactive Patient Letters
- Postcards
- Brochures
- Trifolds
- Pop-Up



90 Day Launch & Implementation

5 Easy Steps to Implementation

1. Make a decision to GO FULL OUT
2. Start Talking Balance & Fall Prevention
3. Life Sized Pop-up for Your Waiting Room
4. Generate New Cases
 - a. Active Patients FIRST
 - b. Inactive Patient Next (Letters and calls)
 - c. Marketing
5. Master Dr. Moe's system for Blocks Of Care



90 Day Launch & Implementation

1. Make a decision to GO FULL OUT

- Balance is a real problem know the Facts !
- 85% of people tested fail the TEST
- All ages are affected
- Lifestyle is affected by Balance
- Activity is affected by Balance
- Balance is Everything !



90 Day Launch & Implementation

1. Make a decision to GO FULL OUT

- [Watching the Unboxing Video](#)
- [Watch Day 1 Evaluation Training Video](#)
- [Register for PDP with Dr. Moe](#)
- [Register for the next live training in Pittsburgh](#)
- [Link to Research](#)



90 Day Launch & Implementation

2. Start Talking Balance & Fall Prevention

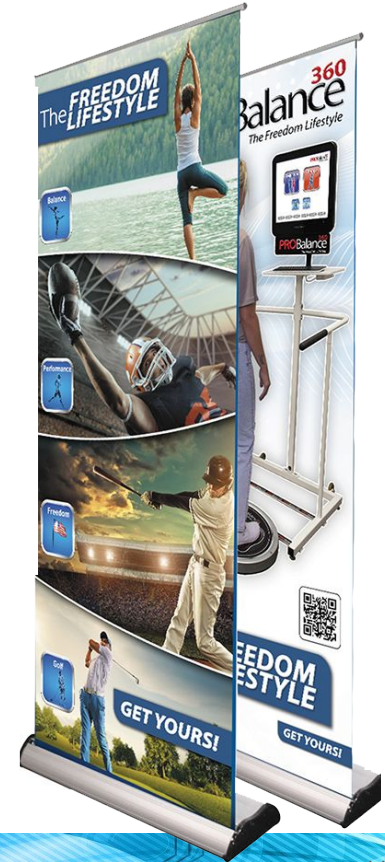
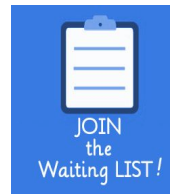
- **Did you see the New Pop-Up !**
- **We have added ProBalance and Fall Prevention Therapy**
- **85% of People Tested Fail the TEST**
- **All ages are affected**
- **Lifestyle is affected by Balance**
- **Activity is affected by Balance**
- **Balance is Everything !**



90 Day Launch & Implementation

3. Life Sized Pop-up

- Get the Buzz Going !
- People Love NEW Things
- 3 Week Wait Procedure
- Teacher Learns the Most
- Stories, Stories, Stories



90 Day Launch & Implementation

4. Generating NEW CASES

- Active Patients FIRST
 - Consultative Expansion
 - Forms to Use
 - iPad Landing Page Combo
 - Basic-Fail-ProBalance360
- Inactive Patient Next
 - Letters
 - Calls
- Outreach Marketing

PROBalance³⁶⁰
Balance & Fall Prevention Survey Form

Name: _____ Date: _____

Step 1: Have you experienced any of the following symptoms or ailments?

Dizziness or Light-headedness	Frequent Headaches or Migraines	Frequent Falls
Sudden Loss of Hearing	Sensitivity to Light or Sound	Stroke
Vertigo	Concussion	Head or Neck Trauma

Step 2: On a scale of 1-10, how would you rate your balance and stability?

1 ————— 5 ————— 10


Step 3: How often are you experiencing problems with balance or stability?

Constantly Daily Weekly Monthly

Step 4: What have you tried to alleviate your symptoms or restore your balance?

<input type="checkbox"/> Rest	<input type="checkbox"/> Ice	<input type="checkbox"/> Heat	<input type="checkbox"/> Pain Killers
<input type="checkbox"/> Massage Tx	<input type="checkbox"/> Physical Tx	<input type="checkbox"/> OTC Medicine	<input type="checkbox"/> Muscle Relaxers
<input type="checkbox"/> Other _____			

Step 5: How are these issues preventing you from living your ideal lifestyle?



New Patient Machine^{360°}

by: *Dr. Moore*

PROBalance³⁶⁰

Your Drive also includes:

- New Patient Forms
- Functional Test Forms
- Research Articles



PROBalance³⁶⁰
Balance & Fall Prevention Survey Form

Name: _____ Date: _____

Step 1: Have you experienced any of the following symptoms or ailments?

<input type="checkbox"/> Dizziness or Light-headedness	<input type="checkbox"/> Frequent Headaches or Migraines	<input type="checkbox"/> Frequent Falls
<input type="checkbox"/> Sudden Loss of Hearing	<input type="checkbox"/> Sensitivity to Light or Sound	<input type="checkbox"/> Stroke
<input type="checkbox"/> Vertigo	<input type="checkbox"/> Concussion	<input type="checkbox"/> Head or Neck Trauma

Step 2: On a scale of 1-10, how would you rate your balance and stability?

1 ————— 5 ————— 10

Step 3: How often are you experiencing problems with balance or stability?

Constantly Daily Weekly Monthly

Step 4: What have you tried to alleviate your symptoms or restore your balance?

Rest Ice Heat Pain Killers
 Massage Tx Physical Tx OTC Medicine Muscle Relaxers
 Other _____

Step 5: How are these issues preventing you from living your ideal lifestyle?

New Patient Machine360°

by: *Dr. Moe*



Sports and Leisure Enhancements

John Smith
1234 Fifth Street
Canonsburg, PA 15317



Dear John Smith,

Our patients are raving about their results from our new therapy for Sports and Leisure Enhancements!

By combining our new ProBalance360 technology with Mechanical Motion Therapy, we can evaluate and analyze your key balance metrics, then provide a treatment plan tailored to help you improve your game.

Thanks to this groundbreaking technology, anyone at any age can improve performance in sports and daily home and work activities. Whether you are a senior pickleball player, a healthcare professional, or have a child athlete, everyone can benefit from enhancing their mobility, ability, and capability.

Your initial Balance Assessment, on the revolutionary ProBalance360, will help guide your Mechanical Motion Therapy treatment plan, designed to restore and improve balance and coordination throughout the body. Our new office in the Southpointe area of Canonsburg may be the answer for you and your family to improve your Stability Index and quality of life.

The ProBalance360 assessment is fun, accurate, noninvasive, and takes only five minutes. Start living the lifestyle you deserve, being mobile, free of pain, and full of confidence with daily activities.

Call our office to schedule a **Stability Assessment Evaluation**.

We look forward to seeing you soon!

Dr. Laurel K. Gretz

Dr. Laurel K. Gretz
Radiance Chiropractic

Dr. Moe

Dr. Moe Pisciotano
Radiance Chiropractic

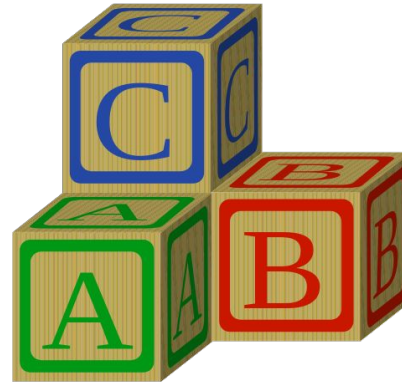
- Send 400 Letters every 21 days to inactives
- Send 100 Letters every week
- Delegate to a staff member weekly
- These letters are found in your Google Drive!



90 Day Launch & Implementation

5. Master Dr. Moe's Blocks of Care

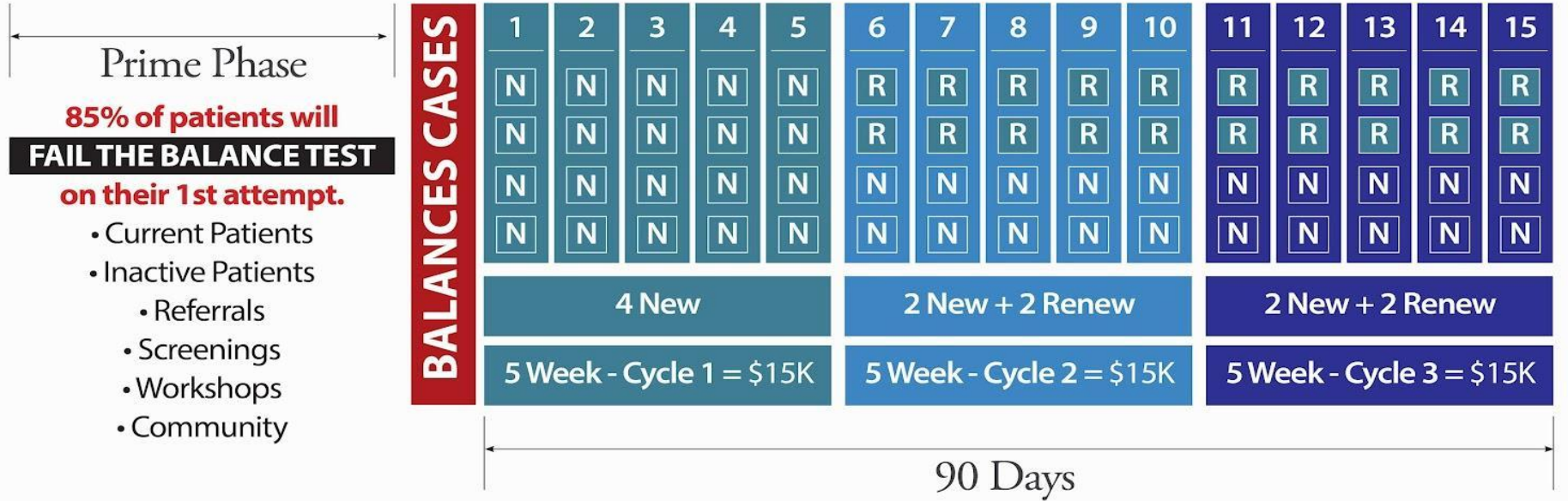
- 2 in the morning & 2 in the afternoon
- Block of Care Video
- 2 Times / Week for 5 Weeks
- 1 Block= 10 treatments
- Non Covered Service
- 1 Block @ \$75 = \$750
- 4 Blocks per week = \$3,000



Practice Results Group

ProBalance Launch Schematic

The Balance Pathway to 156



The **FREEDOM LIFESTYLE**

PROBalance³⁶⁰
The Freedom Lifestyle



GET YOURS!

The **FREEDOM LIFESTYLE**

PROBalance³⁶⁰
The Freedom Lifestyle



GET YOURS!

PROBalance³⁶⁰

The **FREEDOM LIFESTYLE**

PROBalance³⁶⁰
The Freedom Lifestyle



GET YOURS!

The **FREEDOM LIFESTYLE**

PROBalance³⁶⁰
The Freedom Lifestyle



GET YOURS!

PROBalance³⁶⁰



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A football player in a dark jersey and orange helmet is shown in mid-air, diving to catch a ball. The background is a large stadium with bright lights.



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A golfer in a white shirt and blue pants is captured in the middle of a golf swing on a green golf course with trees in the background.



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A person is silhouetted against a bright, low sun, performing a yoga-like pose on a dark rock. The background shows a hazy landscape with mountains.



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A tennis player in a pink outfit is in a ready position on a tennis court at night, with stadium lights and a crowd in the background.



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A soccer goalkeeper in an orange jersey is jumping to catch a ball in front of a goal. The background is a brightly lit stadium.



The **FREEDOM LIFESTYLE** PROBalance³⁶⁰
The Freedom Lifestyle

GET YOURS!

A basketball game in progress, with a player in a red jersey dribbling the ball while being defended by a player in a blue jersey. A crowd of spectators is visible in the background.

PROBalance³⁶⁰

