



Center of Specialty Care

The American Institute of Balance®



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INTERESTED IN ADDING DIAGNOSTIC BALANCE TESTING TO YOUR PRACTICE?

Become an AIB Center of Specialty Care!

Only AIB has over 30 years of proven success, helping build highly successful and profitable diagnostic vestibular services within Audiology, Otolaryngology, and Neurology practices and Hospitals, Health Systems, and Multi-Specialty Organizations.

Our goal is to support our Centers of Specialty Care through all aspects of practice development, including strategic planning, business and clinical support, equipment purchasing, marketing, patient acquisition, and social media strategy.

OUR GOAL IS TO SUPPORT OUR CENTERS OF SPECIALTY CARE THROUGH ALL ASPECTS OF PRACTICE DEVELOPMENT



UNPARALLELED SUPPORT

AIB offers its Center of Specialty Care members unparalleled support to ensure world-class patient care and financial success.

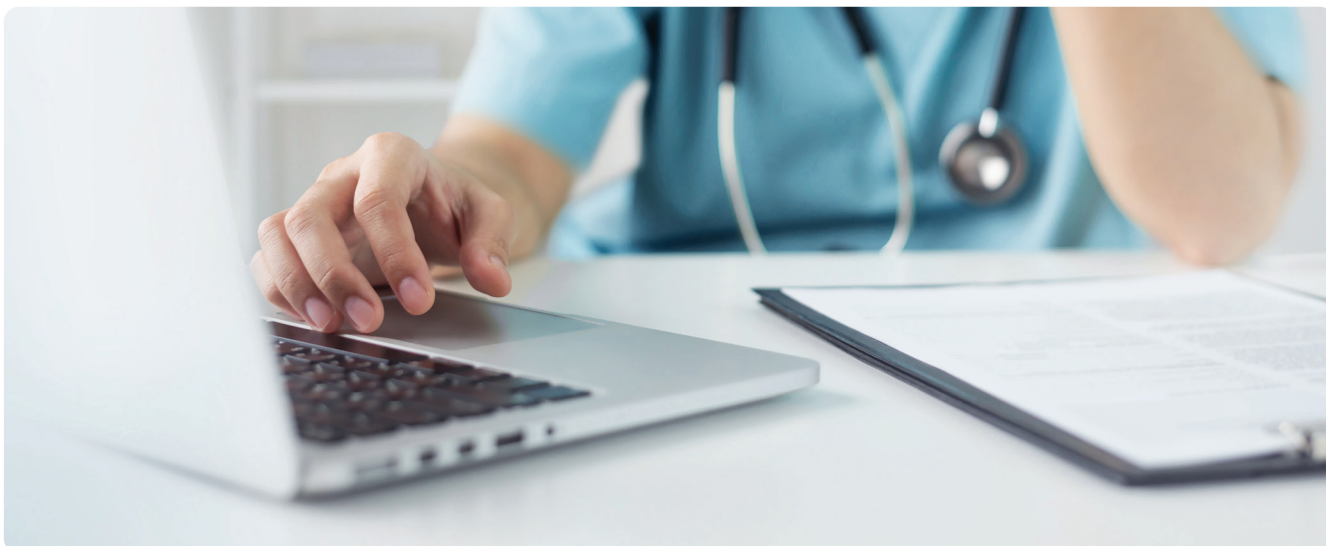


DISTINGUISH YOUR PRACTICE

Separate yourself from the competition and distinguish your practice as an expert provider in the growing niche of Vestibular and Equilibrium services.

AIB'S PROVEN METHODOLOGY





EXCLUSIVE CO-BRANDED LICENSING AGREEMENT

Benefit from an exclusive license with a protected territory from the world's most respected brand in balance. The exclusive, protected territory, coupled with the co-branding as an AIB-Center of Specialty Care, helps you separate and insulate yourself from your competition.



BUSINESS AND PRACTICE DEVELOPMENT

Building your practice has never been easier!

Your practice will be supported by a team of AIB's top experts who will be with you every step of the way.

Whether you are a solo practitioner or a large health system, AIB has the strategies and experience to help you succeed.

Services and Support Include:

1. Billing & Coding
2. Patient Acquisition
3. Physician Referrals
4. Patient Education and Marketing Materials

Billing & Coding

Negotiating the world of CPT and ICD-10s can be tricky at best. Is it a traditional Medicare Advantage Plan, HMO, PPO? Is pre-authorization required? Are your contracts current, are the diagnostic vestibular codes included, and at what rate or percentage of the Medicare Maximum Allowable (MAA)?

AIB CAN ASSIST YOUR BILLING TEAM IN MINIMIZING DISRUPTIONS AND DENIALS.

Patient Acquisition

Among the most critical aspects of your diagnostic vestibular services' success is patient acquisition. Whether from your existing database or newly acquired patients, you need to tell the world that you have something new and exciting.

DIRECT MAIL

With targeted messaging, choose from 15 jumbo (6" x 11"), high-impact mailers, which are customized for your practice.

SOCIAL MEDIA

Catch the eye of Facebook, Instagram, and Twitter followers with customized content.

SENGAGE

In collaboration with strategic partner, QM2 Solutions, 1,000 of your patients will be contacted by text and email. Data shows as many as 40% of patients will say, "Yes, please call me for an appointment."

DIZZY.COM

Over 100,000 unique visitors look to dizzy.com for information. Your practice will be prominently displayed as a Center of Specialty Care with a direct link to your website.

Find an AIB Provider Near You

location: distance: results:

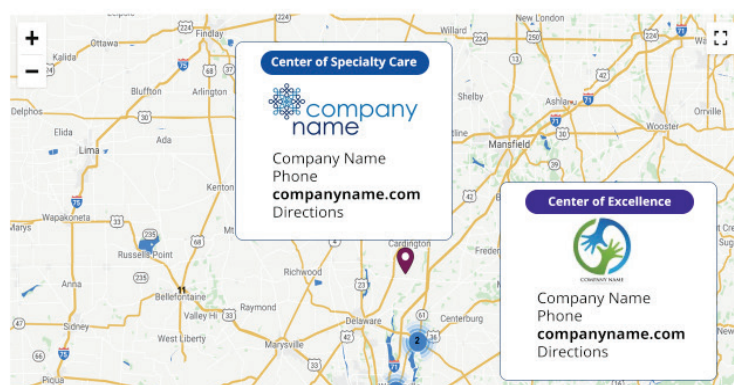
provider type

Rehabilitation + Diagnostic +

Center of Excellence +

Center of Specialty Care -

Certified Diagnostic or Rehabilitation Center utilizing advanced clinical protocols with the most up-to-date technology to provide the most sophisticated level of care available in the field of vestibular science. This facility has a partnership with the American Institute of Balance®, the global leader in evaluation and management of balance



Physician Referrals

Dizziness, imbalance, and falls may be associated with dozens of otologic and non-otologic medical conditions and co-morbidities, including arthritis, BPPV, concussion and mTBI, diabetes, cardiovascular disease, neurological conditions, Parkinson's, vestibular neuritis, and for cancer survivors treated with chemotherapy and cisplatin. All physicians, regardless of specialty and healthcare providers, need to be aware of the importance of diagnostic vestibular testing to ensure proper triage and care of these individuals, whether through medical, rehabilitative, or lifestyle management.

DIRECT MAIL

With targeted messaging for physicians, choose from 15 jumbo (6" x 11"), high-impact mailers, which are customized for your practice.

SOCIAL MEDIA

Catch the eye of Facebook, Instagram, and Twitter targeted physicians in your market with customized content.



PHYSICIAN LIAISON UNIVERSITY™ CERTIFIED & TRAINED REFERRAL PROGRAM

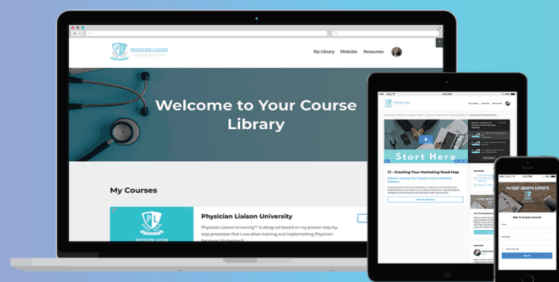
Physician referrals are a vital component to growing a successful balance training program. At the heart of that sits a successful physician liaison equipped and supplied with the knowledge of how to develop, grow and maintain strong, local referral relationships. Physician Liaison University™ is the first end-to-end online physician liaison training program. It takes liaisons through information-packed modules, guided step by step by physician liaison expert Kelley Knott, on what it takes to build a referral network. It's complete with downloads, worksheets, bonus materials, and a PLU members-only Facebook Group where they can interact and network with like-minded liaisons. This is all supplemented by AIB's extensive online library of medical articles for distribution to various practitioners with corresponding talking points. Your liaison personnel will have a new, exciting, and relevant topic for that referring practice at every visit.

Online Physician Liaison Training

- ✓ On-going Training Support
- ✓ Standardize Physician Liaison Training
- ✓ Affordable Training For All Budgets
- ✓ Training For The Team or Individuals
- ✓ Access Training Anytime, Anywhere
- ✓ Apply Training in real time
- ✓ Join a Community Of Physician Liaisons



PHYSICIAN LIAISON
UNIVERSITY™





Patient Education and Marketing Materials

AIB provides your practice with co-branded clinical forms and patient education brochures, advertising, and digital content.

STRATEGIC PLANNING | LIVE SUPPORT | ONLINE REFERRAL GENERATING SYSTEM

STRATEGIC PLANNING

Being a practice owner is frequently a lonely job. Making decisions on acquisitions, budgets, expansion, location, personnel, and long-term objectives can be daunting. Dr. Gans and his senior-level team members are always available to listen and walk you through your decision process.

LIVE SUPPORT

Receive 5 HOURS every month with AIB Staff & Faculty by: phone, FaceTime, online, Zoom, - whatever you need: billing, business, clinical, marketing, or technical questions. We are here for you!

ONLINE REFERRAL GENERATING SYSTEM

With more than 100,000 unique visitors to dizzy.com annually, your listing as a Center of Specialty Care is guaranteed to bring you new patients and enhance recognition within your community.



CLINICAL TOOLS AND SUPPORT

AIB's senior staff or diagnostic and rehabilitation specialists are here to support your growing practice. Our team consults with your clinicians on patient management, outcomes, and the best utilization of equipment and technology through a combination of virtual and live platforms. Furthermore, AIB provides you with the tools you will need to create a streamlined patient report and efficiently track your metrics.

Clinical Tools & Support Include:

1. Education, Training & Certification
2. Training Center
3. AuD MatchMe
4. AIB Bootcamp
5. AIB Cloud Report App

- Auditory Brain-stem Response (ABR)
- Cervical & Ocular VEMPS
- Dynamic Visual Acuity (DVA)
- Electrocochleography (ECoChG)
- Postural Stability- Gans SOP
- Rotary Chair
- Video Head Impulse Test (vHIT)
- VideoNystagmography (VNG)

EDUCATION, TRAINING & CERTIFICATION

AIB Academy: Access to online training tutorials 24-7 on your computer, laptop, tablet, or smartphone! Unlimited access for your entire team!

TRAINING CENTER

A full training center with AIB faculty is available at AIB- schedule existing staff or new staff members for initial onboarding, updates, and refresher sessions!

AUD MATCHME

Adding 4th Year AuD Residents in your practice is a great way to expand capacity and build for the future. Let AIB help you recruit, interview, and train these great young professionals for your practice! AIB has offered 45 4th Year Residencies since 1998!

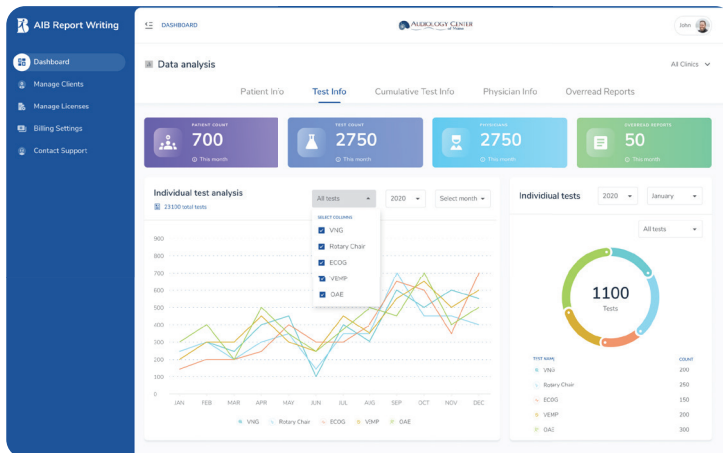
AIB BOOTCAMP

Before your 4th Year Resident onboards with your practice, they are invited to spend one week onsite with the AIB clinical team for a full 50 hours of intense indoctrination to AIB protocols and procedures. They will arrive at your practice with the essential foundational knowledge and skills necessary for smooth integration.

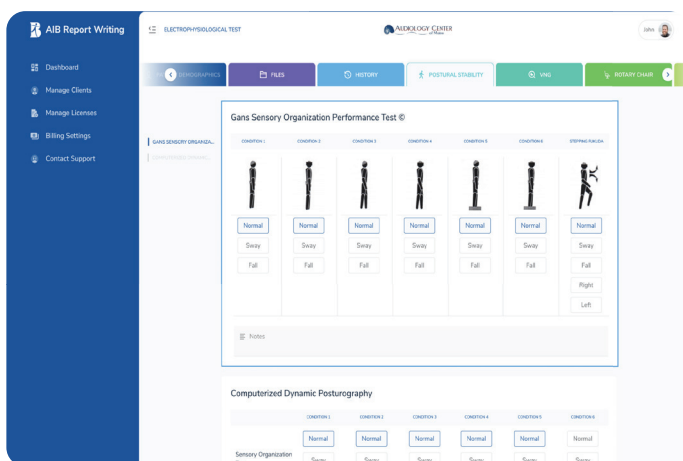


CLOUD-BASED AIB REPORT WRITING SOFTWARE WITH GANS LOGIC TREE & DASHBOARD WITH KPIs.

Now you can do your reports from home or office, anywhere 24-7. It is as easy as point and click, and all the verbiage is there for you, with the ability to free type and add any additional documentation required. The software includes all the latest tests, including Cervical and Ocular VEMPS with new CPT codes. Your reports will be written in the same manner with clarity and consistency every time, allowing for consistency in practices with multiple providers. The cloud-based software also makes it easy for AIB staff to review your documentation and help with your more challenging cases!



On the dashboard, you will have Daily and Cumulative Data; this includes the number of reports by test, abnormal findings, tests by the clinician, and referring physicians. These metrics will allow you to track all metrics accurately and efficiently



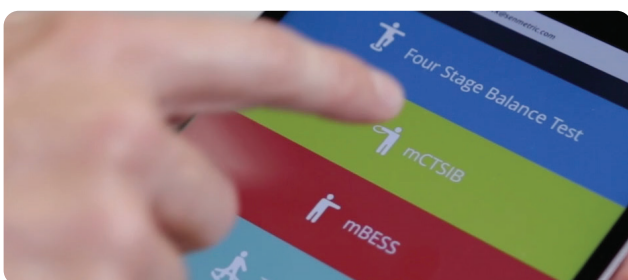
OVER-READ PLANS

Exclusive for CSC members. For 35 years, AIB' has performed over 100,000 remote overreads, including interpretation and report generation. This additional, optional service is ideal for busy practices, staffing loss or changes, vacations, or when your time may be better spent on other revenue-generating activities. Ask about the Plans available and special pricing!

over **100,000** REMOTE OVERREADS

EQUIPMENT AND TECHNOLOGY

Once we have determined your practice's individual equipment needs, we will introduce you to our strategic technological partners. Each introduction is made based upon collaborative efforts during the initial practice analysis. We partner with the manufacturers and distributors we believe provide the highest value to our partners.



REHABILITATION SERVICES (OPTIONAL)

Therapists worldwide use AIB's vestibular rehabilitation, balance, concussion protocols, and canalith repositioning maneuvers. The Institute's proven and evidence-based approach to successful physical therapy can be included within your practice. Let the AIB team create an innovative rehabilitation business model within your practice to increase both profit and patient outcomes.



CROSS-REFERRAL NETWORK

The AIB has a global network of over 2,500 trained and certified rehabilitation professionals available to help your practice create cross-referral relationships within the rehabilitation community. This option is most favorable for facilities who do not have the space, resources, volume, or staff available to operate a rehabilitation facility. The advantages of creating relationships with local rehabilitation providers may be highly advantageous.



IN-HOUSE REHAB

The AIB senior staff have a combined 30 years of experience working in the management and business development of rehabilitation practices. Our team will do a thorough analysis of your current practice and make recommendations for in-house rehabilitation options that do not involve expensive technology or equipment, all while yielding successful patient outcomes.





VALUE-ADDED PRODUCTS & SERVICES (OPTIONAL)

AIB is proud to offer these new products and services to help you help more patients and your bottom line!

AIB WELLNESS POWERED BY ARIIX

AIB's partnership with Ariix, one of the world's largest and most respected USA based manufacturers of FDA pharmaceutical grade supplements, provides you with a continual passive revenue stream. There is nothing to buy or stock. AIB will custom print your AIB Wellness Powered by Ariix Prescription Pads. Patients order online aibwellness.com using your unique practice URL, and everything is shipped directly from Ariix in Salt Lake City, Utah. You receive quarterly statements and direct deposits into your designated bank account.



BRILLIANT SOLE (COMING SUMMER, 2021)

Now, you can monitor your patients' balance and gait remotely in real-time and be paid! Physicians and Physical Therapists may also stay in touch via telehealth, and it's reimbursable. Plus, the smartphone APP allows family members to monitor older adult relatives via a monthly subscription service similar to home security systems. You generate revenue through the sale of "smart" insoles and the monthly subscription fee!



WHAT'S THE NEXT STEP?

VISIT [DIZZY.COM/CSC](https://www.dizzy.com/csc)

For more information and a complimentary practice analysis

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FAQ

IS THIS A FRANCHISE?

No. It is an exclusive licensing agreement with a specific protected territory. There are NO franchise fees, annual fees, or percentages of revenue charged during the term of agreement.

HOW LONG IS THE AGREEMENT

License term is for 60 months and may be renewed upon mutual agreement.

HOW LARGE IS THE EXCLUSIVE TERRITORY?

This is based on population density and demographics.

WHAT DIAGNOSTIC TESTING EQUIPMENT WILL I NEED

The minimum requirement to be designated as a Center of Specialty Care (CSC) is VNG, BAER, EchoG and VEMP. Gans Sensory Organization test and the AIB dynamic Visual Acuity Test are included at NO CHARGE with the licensing fee.

ARE THERE EQUIPMENT DISCOUNT AVAILABLE?

YES, our strategic technology partners offer special pricing and many other value-added benefits.

WHAT ABOUT FINANCING OPTIONS?

ABSOLUTELY! Taycor Financial has created highly competitive leasing options to fit all budgets and practice needs. Many with only a \$1 buyout at end-of-lease! Of course, you are free to arrange your own financing.

WHAT IS THE DIFFERENCE BETWEEN A CENTER OF SPECIALTY CARE AND CENTER OF EXCELLENCE

A Centers of Specialty Care is a specialty facility, either diagnostic or physical therapy/rehabilitation. When there are diagnostic and rehabilitation services available within the same facility, it may be considered a Center of Excellence.



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