

ALL ABOUT BALANCE

A health crisis that's public, pervasive and preventable

In our younger years, a fall can result in mere bruises or soreness. But as we age, factors such as muscle weakness and unstable joints can contribute to a loss of balance overall. Combined with the loss of bone density over time, this makes falls increasingly common, and dangerous, in our older years.

Every year, one in four Americans over the age of 65 experiences a fall. These falls send older adults to the emergency room every 11 seconds, and every 19 minutes one of these falls proves fatal. For older adults, falls are the leading cause of fatal injury and the most common cause of nonfatal trauma-related hospital visits. The total cost of these fall injuries in 2014 was \$31 billion, but the true cost extends far beyond that.



- **Physical injuries:** Falls can cause moderate-to-severe injuries including head traumas and hip fractures. More than 95% of hip fractures are caused by falls, and falls are the most common cause of traumatic brain injuries.
- **Limited physical activity:** CDC research shows that many people who have experienced a fall develop a fear of falling, which can cause them to limit their activity and actually increase their risk of falling again. Research shows that people who have fallen are twice as likely to experience a second fall.
- **Reduced quality of life:** This fear of falling also can impact an older person's willingness or ability to engage in social activities. This can lead to feelings of isolation, depression and helplessness—and in some cases, the fear of losing one's independence. From ending up in a long-term care facility to becoming a burden to someone they love, research identifies key anxieties among older Americans who have suffered a fall and fear it will happen again.

Combined, the physical, financial and emotional costs of a fall make this often overlooked health event a critical public health issue. However, prevention is possible—and OsteoStrong makes it easier than ever.

⁷ <https://www.cdc.gov/homeandrecreationalafety/falls/adultfalls.html>

FRACTURE PREVENTION

A comprehensive solution only OsteoStrong can deliver

"I went to physical therapy two to three times per week for a year and a half after an auto accident. I discontinued therapy and walked every other day thereafter. I was introduced to OsteoStrong in April 2018. I felt a difference in my balance after the first session. Since the last 2 months ago, I've had no wobbling in my walk. No pain, tight muscles in my neck and left shoulder. My body is carrying itself via muscle and bone instead of my tensing one side or the other to create balance. I love this place. Can't wait to be back today."

~ Lela, Member

"My balance was so bad, I had to hold someone's hand or use a walker to walk down the street. Now, I don't need any help at all!"

~ Charles, Member and Former U.S. Marine

An effective fracture prevention strategy has three core components: better balance, healthier bones and improved strength. OsteoStrong is the only solution that addresses both increased bone density and the entire momentary potential of the musculoskeletal system, which decelerates us in the moment during a fall. Our members receive a complete fracture prevention strategy only possible with OsteoStrong.

WHY SKELETAL STRENGTH IMPROVES BALANCE

Our members notice a difference after a single session

"I feel much more confident and strong in my Pilates workouts!"

~ Kerri, Member

Because an OsteoStrong session engages both your nervous and entire musculoskeletal system, our members achieve an almost instant improvement in balance and agility. In fact, this is one of the first things that members like Charles notice.

To help illustrate the benefit of OsteoStrong sessions for fall prevention and balance, we conducted an internal case report involving 50 members. By analyzing our standard protocol of tracking balance improvements before each session, we discovered an average 77% improvement in balance after five sessions.

BALANCE CASE STUDY RESULTS

