BALANCE BY THE NUMBERS

Startling Statistics Reveal Untapped Opportunity

The people who suffer with balance and vestibular issues are often passed around and overlooked; on average, they consult 4 or 5 doctors before receiving a diagnosis¹. Physical therapy is key to treating these patients and serving an increasingly growing patient population.

A GROWING POPULATION AT RISK

OLDER ADULTS

AGE 65 + UP

80% of people over 65 have experienced dizziness⁵. 50% of dizziness is caused by Benign Paroxysmal Positional Vertigo (BPPV) It is the most common vestibular disorder in older people⁶.

PHYSICAL THERAPY CAN...

HELP PATIENTS
'RETRAIN' THEIR
BALANCE AND
VESTIBULAR
SYSTEM

HELP PATIENTS
RECOVER AND STAY
WELL, ADDRESSING
THOSE WITH
CHRONIC

FIND THE ROOT
CAUSE OF BALANCE
ISSUES AND PROVIDE
CUSTOMIZED
TREATMENT

STRENGTHEN AND IMPROVE MOBILITY

80% EXPERIENCE DIZZINESS

50% CAUSED BY BPP\



69 Million Americans in the U.S. age 40 or older have experienced some form of vestibular dysfunction².



8 MILLION
American adults
report a chronic

balance problem³.



35% HAVE VESTIBULAR DYSFUNCTION





8%-18% of children are estimated to experience dizziness and vertigo⁷.

8-18% HAVE DIZZINESS & VERTIGO



15% HAD 1 EPISODE IN THE PREVIOUS YEAR

THE IMPACT OF FALLING ON QUALITY OF LIFE?

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Social Isolation



Feelings of Helplessness



Depression



Further Physical Decline

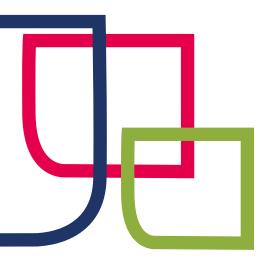
In 2015 the total cost of fall injuries was:

\$50 BILLION

that cost is expected to increase

\$67.7 BILLION

heading into the 2020's9



THE FINANCIAL & FATAL TOLLS OF FALLING

EVERY 11 MINUTES

an older adult is treated in the emergency room for a fall9



850,000 HOSPITALIZATIONS ANNUALLY

due to fall and balance incidents⁹



29,000 FALL RELATED DEATHS ANNUALLY

Every 19 minutes an older adult dies from a fall⁹





1 VEDA Survey, 2011 2 Agrawal Y, Carey JP, Della Santina CC, Schubert MC, Minor LB. Disorders of balance and vestibular function in US adults. Arch Intern Med. 2009;169(10): 938-944. 3 National Institute on Deafness and Other Communication Disorders (NIDCD). Strategic Plan (FY 2006-2008). Available at: www.nidcd.nih.gov/StaticResources/about/plans/strategic/strategic/o-08.pdf. Accessed May 20, 2010. 5 Ator GA. Vertigo—Evaluation and Treatment in the Elderly. 6 Fife TD, Iverson DJ, Lempert T, Furman JM, Baloh RW, Tusa RJ, Hain TC, Herdman S, Morrow MJ, Gronseth GS. Practice parameter: therapies for benign paroxysmal positional vertigo (an evidence-based review): report of the Quality Standards Subcommittee of the American Academy of Neurology. Neurol. 2008;70:2067–2074. 7 O'Reilly, Grindle, Zwicky, & Morlet, 2011; Niemensivu, Pyykkö, Wiener-Vacher, & Kentala, 2006) 8 Humphriss & Hall, 2011; Russell & Abu-Arafeh, 1999 9 National Council on Aging