

# Wristiciser-PROplus™ System

## Jemarkel Health-Tech's

Solution to Effective Rehabilitation of Upper Extremity Injuries and Disorders

### About the Company

Jemarkel is a leading developer and manufacturing company that is committed to improving the *Quality of Life* by advancing healthcare and physical fitness with innovative product solutions. The company's products were specifically designed to help the professionals provide optimal rehabilitative care to their patients. The Wristiciser®, the ultimate exercise device for maintenance and rehabilitation of the complete upper extremity, is the flagship product for the Company. Not only have physical therapists, occupational therapists and chiropractors found this device to be useful and versatile in their clinical practices, but also people of many other walks of life have discovered its value as an overall maintenance or preventative exercise device for the shoulders, arms, elbows, wrists, hands, fingers and thumbs.



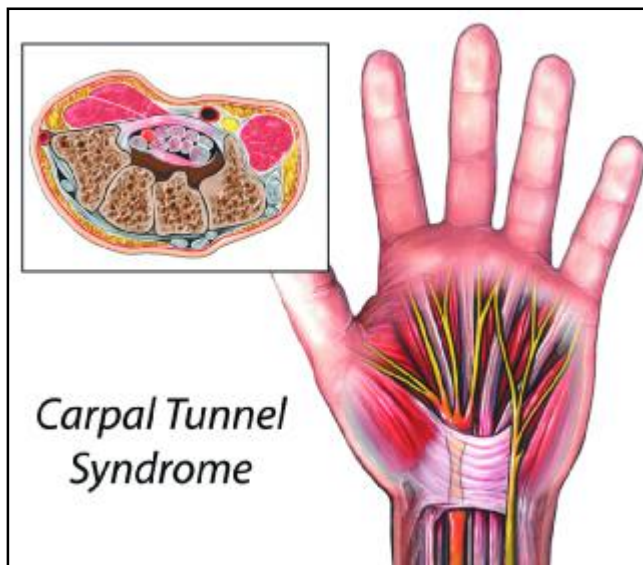
*Communication, exercise diversity, and compliance are attainable goals with the System.*

### Upper Extremity Injuries & Disorders: A Widespread and Costly Problem

It is estimated that nearly 20 million people are affected by an upper extremity injury or disorder every year in the United States. Over 70 million adults currently suffer from arthritis or some other debilitating chronic joint disorder - most commonly involving the arms, hands or fingers. Over 25% of all work related injuries involve the upper extremity and nearly 70% of all upper extremity injuries occur to individuals in their working years. Nearly 35% of all acute injuries seen in the emergency rooms involve the upper extremity.

More emphatically, repetitive stress injuries (RSI's) are on the rise and affect about 12 million people each year. Carpal tunnel syndrome (CTS) accounts for the large majority of these reported RSI's and the U.S. Department of Labor concluded that CTS was the "chief occupational hazard of the 90's"- disabling workers in epidemic proportions. Over 8 million people per year are treated for CTS in the United States; and the number of sufferers that fail to seek professional help is estimated to be much greater than this. Already accounting for about 50% of all work-related injuries, CTS has become the leading cause of lost workdays and is costing industry in the United States over \$100B per year.

Clearly, upper extremity injuries and disorders are a major problem, and these numbers continue to climb as our population grows and ages. Prevention and rehabilitation have become top-level issues for professionals and the general population to deal with.



*CTS is leading cause of lost workdays and costing industry in the US over \$100B per year*

### Current Scenario: Dealing with Upper Extremity Injuries & Disorders

Many sufferers of upper extremity disorders never seek professional help. Cost, time, convenience and awareness are all obstacles causing the afflicted to just endure the pain, suffering and compromise of life-style that comes with these disorders. It is estimated that only about 35% of all upper extremity injuries and disorders are actually treated by a professional - i.e. a physical therapist, an occupational therapist, or a chiropractor. For those that *do* seek professional intervention, the scenario typically goes something like this...

1. Patient presents at a practitioner's office seeking therapy or resolve to an upper extremity injury, disorder or post-surgical rehabilitation;
2. The practitioner performs an examination, confirms the prognosis and develops a treatment plan that includes exercise;
3. The practitioner conducts & supervises a series of exercises in the clinic on a wide variety of stationary and/or ancillary apparatus;

4. At the end of the session, the patient typically feels good about the activity and generally leaves the clinic optimistic about getting better;

5. In many cases, the practitioner advises the patient to perform some simple home-exercises before returning to the clinic for a follow-up session using a variety of household tools (i.e. rolling pin, hammer, et al.) or sometimes putty or elastic bands are sent home with the patient to use;

6. Patient goes home and fails to perform recommended exercises, or performs them incorrectly or ineffectively - bottom-line, *compliance* to the practitioner's plan at home is low;

7. Patient returns to clinic for follow-up session presenting little to no improvement, or in some cases further degradation, and in-clinic exercises are repeated;

8. This iteration continues until either the patient or the practitioner determines that :

- a. an acceptable level of improvement has been attained;
- b. further improvement or progress is unlikely (at which point the patient either decides to live with the symptoms or seek other methods of intervention such as alternative therapies or surgery);
- c. that the number of "insurable sessions" has been reached, thus further in-clinic sessions are terminated;
- d. that the process is not going well for any number of other reasons, including lack of progress, lack of compliance, inconvenience, frustration, or whatever, thus further in-clinic sessions are terminated.

### Research Conclusions: Needs for Improvement

After extensive research and analysis, it was concluded that *the potential for improving the current overall treatment methods of upper extremity disorders, hence therapeutic results, was significant.* Some other key conclusions included:

1. The magnitude of upper extremity disorders is very significant and growing;
2. The size of the population suffering from upper extremity disorders that *could* benefit from professional intervention, *but don't*, is significant and growing;
3. Stretching & strength-building exercise, when regularly and properly performed, is beneficial to the rate and extent of improvement, recovery and rehabilitation of upper extremity disorders;
4. The Wristiciser is an effective device for stretching & strength-building exercises of the upper extremity;
5. The current diagnosis and development of in-clinic therapeutic treatment plans is good;
6. Adherence to therapeutic treatment plans are crucial to the rate & extent of improvement, recovery and rehabilitation of upper extremity disorders;
7. Variety, range and complexity of current in-clinic exercise apparatus normally requires the practitioner's observation and supervision;
8. Extensions of treatment plans via home-exercise, *although considered highly desirable and beneficial for faster and more complete recoveries*, are rarely successful - top three reasons cited for lack of success is (a) lack of patient compliance, (b) lack of patient understanding, and (c) lack of adequate exercise devices;

9. Majority of patients complete their rehabilitation therapy dissatisfied and frustrated with level of success or rate of progress - many drop out early and many others ride out the insurance only to remain debilitated or compromised from the initial injury or disorder;



*Controlled and well managed home-exercise is considered highly desirable and beneficial to faster and more complete recoveries.*

10. Rate and ultimate extent of improvement, recovery and rehabilitation of upper extremity disorders are much less than they could be - patients, professionals, & insurance companies would all benefit if progress and level of improvement increased.

### Solution: Better Education, Better Tools & Better Compliance Mean Better Results

In light of the conclusions of our research, Jemarkel's product development team went to work to address the shortfalls in treating the upper extremities. The Wristiciser had already proven itself as a versatile and highly effective exercise device for use in the rehabilitation of upper

extremity disorders. The ability to perform most, if not all, of the clinically-accepted exercises for the upper extremity on one simple-to-use device has been the primary attribute of the Wristiciser for years - but this is not enough.

Using the Wristiciser as its foundation, Jemarkel developed a revolutionary system that gives the professionals the solution they want - the solution they need - to improve their results with upper extremity rehabilitation. The goals were to deliver:

- 1) A professional, simple, versatile and effective exercise device for complete in-clinic upper extremity rehabilitation - minimize need for use of any other devices, thereby keeping process simple, patient instruction simple, and time for treatment short;
- 2) Easy-to-use and easy-to-understand patient education tools for discussing disorders, as well as for training and execution of therapeutic treatment plans - augments patient understanding, confidence and commitment to the plan;
- 3) A patient version of the same simple, versatile and effective exercise device for continuing home-exercises - leverages investment professional has made in patient's education and treatment by using the same tools at home that are used in the clinic - better efficiency, control and effectiveness;
- 4) Easy-to-use and easy-to-understand tools to communicate and document a home-exercise regimen, including modality of therapy, duration & frequency - gain control of process, assure patient understanding & enhance patient's commitment to the plan; and
- 5) Easy-to-use and easy-to-understand tools to communicate and document progress of a home-exercise regimen - gain control of process, assure progress is being attained & monitored, and enhance patient's commitment to the plan.

Jemarkel's team successfully exceeded each of these goals and is pleased to introduce the solution that will revolutionize how the professionals handle their upper extremity rehabilitation efforts hereafter...

### ... the Wristiciser-PROplus™ System

The Wristiciser-PROplus System includes all of the patient/case management tools & materials necessary to educate, train, demonstrate, document, monitor, record and file treatment plan activities, as well as a professional clinic-based upper extremity exercise kit, plus six patient unit home-based exercise kits. The PROplus system provides the professional with more tools to drive patient compliance than any other upper extremity rehabilitation device on the market and yet, it is remarkably simple to use. Positive outcomes are almost a certainty.



*The Wristiciser is compact, portable, and versatile by design.*

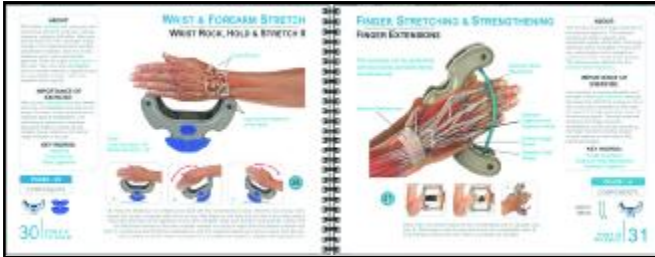
### System Description: Wristiciser-PROplus

The Wristiciser-PROplus System consists of six key elements:

- 1) a clinic-based upper extremity exercise kit, complete with a Wristiciser base unit, plus a full complement of weight bags, broomsticks, tension bands, handles and rocker boots to perform over 50 clinically-accepted exercises of the upper extremity, packed in a well-organized hard shell professional case;

## Rehabilitation System for the Upper Extremities

2) the *Flip 'n Teach™* Patient Education Manual - professionally written and illustrated technical manual (including dozens of medical illustrations of upper extremity anatomy and common upper extremity disorders) to be used in the training and education of the patient;



*The Flip 'n Teach Patient Education Manual includes dozens of full color anatomical illustrations including common disorders.*

3) the PTP Patient Treatment Plans™ – easy-to-use forms to develop, prescribe, document and file home-based treatment plans for patients using the Wristiciser at home;

4) the *PTP* Treatment Plan Progress Reports - easy-to-use forms to record, monitor, document and file the progress of home-based treatment plan compliance; and

5) the Patient Unit Instruction Manual - a professionally developed, 40-page full color pictorial instruction manual describing and depicting each of the exercises that correlates directly to the *Flip 'n Teach* Patient Education Manual for home use by the patient;



*A virtual clinic goes home with the patient.*

6) a six-pack of home-based upper extremity exercise kits, each complete with the Wristiciser base unit, four sets of tension bands, plus two weight bags, a set of broomstick handles and a set of rocker boots to perform all of the same clinically-accepted exercises of the upper extremity, each packed into a compact & affordable carry-anywhere patient unit nylon case.

As a complete system, these elements work together to assure the professional has effective and efficient tools to:

1) adequately educate & train patients on their disorder and proper exercise execution;

2) develop & execute the clinic-based treatment plans using the Wristiciser;

3) develop, communicate, and execute home-based treatment plans using the Wristiciser;

4) monitor progress and results of the home-based treatment compliance; and

5) ultimately be in control of the overall process involved with the care of the upper extremity.

### How Does the System Work: Wristiciser-PROplus

In order to maximize benefits from use of the system, typical key steps should be as follows:

1) Patient presents at a practitioner's office seeking therapy or resolve to an upper extremity injury, disorder or post-surgical rehabilitation;

2) The practitioner performs an examination, confirms prognosis and develops a treatment plan that includes exercise;

- 3) Using the applicable full-color medical illustrations in the *Flip 'n Teach* Patient Education Manual, the practitioner educates the patient on the disorder, assuring that the patient amply understands his/her condition - patient confidence and commitment to practitioner's plans build as patient knowledge increases - becomes the first steps toward improving patient compliance when patient feels like a part of the healing process;
- 4) Continuing on with the applicable pages in the *Flip 'n Teach* Manual, together with the professional Wristiciser exercise kit, the practitioner teaches the patient how to use, assemble and manipulate the Wristiciser in execution of various exercises - this investment in patient understanding is not only useful for proper execution of exercises in the clinic, but transfers directly to the efficacy of any home-based activity using the Wristiciser;
- 5) Continuing even further with the applicable full-color medical illustrations in the *Flip 'n Teach* Manual, together with the Wristiciser, the practitioner trains the patient on how to properly perform the prescribed exercises, as well as describes the physiological effect that each of these exercises will have on the disorder improvement - again, patient confidence and commitment to the treatment plan increases as understanding grows;
- 6) Using the Wristiciser, the practitioner executes the in-clinic treatment plan, walking the patient through each of the prescribed exercises to assure proper usage of the Wristiciser to attain the best therapeutic result - again, the investment made in the patient's understanding of how to properly use the Wristiciser is *leveraged* as this same device will be going home with the patient for home-based portion of the treatment plan - no new device to learn or manipulate - one simple-to-use and versatile device for consistent and efficient treatment both at the clinic or at home between clinic visits;
- 7) Using the *PTP* Patient Treatment Plans, the practitioner develops and documents the home-based portion of the treatment plan - *PTP* Plans directly correlate to both the *Flip 'n Teach* Manual, as well as the Patient Instruction Manual, including color coding, icons, and numbering plans that link these all together - simple & quick to use and understand for both the practitioner and the patient - forms provided in triplicate to send home with patient, send to third party for reimbursement purposes, and place in clinic files;
- 8) The *PTP* Patient Treatment Plan is sent home with patient, along with a Wristiciser Patient Unit, a Patient Unit Instruction Manual and a *PTP* Progress Report Form - patient is instructed to complete the exercises as prescribed and keep a log of progress on the *PTP* Progress Report Forms - no new learning needs to take place as the same device and tools are used at home that were used in the clinic - patient will feel confident, comfortable and assured with the device and the plan;
- 9) Patient works the treatment plan at home as prescribed - probability of patient compliance is *high* since:
  - a. patient already understands and feels confident in the prescribed treatment plan;
  - b. patient already has his/her own Wristiciser - convenient, compact, easy-to-use, thus no more looking for a hammer or rolling pin to perform the exercise;
  - c. patient already knows how to use the Wristiciser and how to properly perform the prescribed exercises;
  - d. patient understands and knows that the progress sheet will be monitored by the practitioner upon return to the clinic - this provides further incentive to work the plan and document the progress;
  - e. patient feels like they have a vested interest in the overall process, thus are more likely to be committed to working the plan;

f. patient is likely to "show and tell" due to his/her increased knowledge - people naturally like to share unique things that they know, like the device, the process, the clinic, the professional, etc.

10) Patient returns to clinic with completed *PTP* Progress Report form - practitioner monitors progress, modifies the treatment plan accordingly and continues this iterative process until complete rehabilitation is attained;

11) Once restoration is complete the practitioner develops a maintenance therapy plan for the patient. The Patient continues to use the Wristiciser at home in a maintenance and preventative mode in accordance with the practitioner's plan; thus maintaining the restored condition while keeping his/her upper extremities healthy.

### Benefits: Wristiciser-PROplus System

Obviously, there are a large number of benefits to be gained from this revolutionary system of treating the upper extremity. Most importantly, everybody wins with this system:

#### Patient's Perspective

- 1) Patient gets better faster - obvious big plus and makes patient happy - frustration levels will remain low!
- 2) Patient feels like they were a part of the healing process - will want to "show & tell";
- 3) Patient has good & progressive documentation trail in order to maximize reimbursement probability from any third-party insurers;
- 4) Patient has knowledge and effective device to continue to maintain upper extremity post-treatment health and well-being;

#### Professional's Perspective

- 1) Professional is very likely to deliver a better therapeutic result in less time using this system - patient will be happier making a better referral annuity for the professional;
- 2) Professional can significantly increase overall efficiency and effectiveness of treating upper extremity disorders by using the tools of this complete system - more focused effort, simple process and documentation, single device orientation and supervision, less need for session to session re-learning or training, easier to monitor & advance progress of the treatment plans as real progress can be made with home-based activity - less wasted time, less wasted expense, less wasted efforts;
- 3) Professional can more effectively *control* the overall process from the point of diagnosis, to patient education, to patient training, to exercise execution in the clinic, to development, communication and execution of the home-based treatment plans, to monitoring progress of home-based activity, to maintaining & filing of documents to third-parties, through being assured that a favorable result will be attained;
- 4) Professional is very likely to derive not only the referral stream from the successful experience of the patient, but the professional's reputation and business is likely to grow as a direct result from using this system - remember, the majority of the population suffering from some sort of upper extremity disorder that *could* benefit from professional intervention, do not - this population must be considered as potential market share for the astute professional to go after, especially with the Wristiciser-PROplus System;
- 5) If desired, the professional can also derive a significant additional revenue and profitability stream to his/her practice as the Wristiciser patient units are sold to patients for home-based portion of the treatment plans - in many cases, these may even be reimbursable.

### Insurer's Perspective

- 1) Insurer's love efficiency, patient compliance and results!
- 2) As this system will allow the whole rehabilitation process to be more efficient, involve more home-based activity that actually yields better progress in the recovery and actually delivers a better result, the insurance companies are sure to embrace this system with a smile.
- 3) Obviously, if better compliance yields a better ultimate clinical result, then the need for alternative modalities of treatment up to and including surgery can be avoided - as a result, insurance companies will find that this better clinical result is actually a favorable overall financial proposition for them as well, even if they do reimburse the patient for the purchase of a Wristiciser Patient Unit.

### **What About Reimbursement by Third-Parties?**

The subject of third-party reimbursement is highly complex and involves a lot of federal laws, guidelines and standards. Furthermore, the state-by-state qualifications are not the same, nor are the requirements from insurer to insurer. It is not possible to provide specific direction on how to *assure* reimbursement in all cases and in all locations. However, despite the complexity of federal, state, or company insurance guidelines, the bottom-line is that patient compliance, efficiency, effectiveness and making smart use of monetary resources makes all third-party insurers happy. They like to see effective clinical results and they like to see problems dealt with correctly the first time. The Wristiciser-PROplus System supports this mindset and if properly executed and documented, the probability of reimbursement is high.

Some of the key guidelines to consider when thinking about any therapy reimbursement include:

- 1) The therapy services provided must be considered under accepted standards of medical practice to be a specific and effective treatment for a patient's condition and they must be of such level of complexity and sophistication, or condition of the patient must be such that the services required can be safely and effectively performed only by a qualified practitioner certified to perform said physical therapy in the state in which they practice.
- 2) Assuming condition (1) is met and the professional is actually treating an upper extremity injury or disorder requiring therapeutic intervention, there must be an expectation that the patient's condition will improve significantly in a reasonable and predictable period of time, often referred to as the restorative therapy, or the services must be necessary for the establishment of a safe and effective maintenance program required in connection with a specific disease state.
- 3) If at any point in time during the treatment it is determined that improvement in the patient's condition will not be achieved, the services will no longer be considered reasonable and necessary.
- 4) Although post-restorative care, or maintenance therapy, is not covered per se, the specialized knowledge and judgment of the practitioner required to establish such maintenance program intended to prevent or minimize deterioration caused by a medical condition is typically covered - i.e. establishing such a program is considered to be a skilled service, especially if linked or directly as a derivative of restorative therapy that had been previously conducted to attain an improved state of condition to be considered as maintenance therapy.
- 5) In such cases as defined in (4) above, the initial evaluation of the patient's needs, the designing of the maintenance program, the instruction of the patient in carrying out the

program, specialized equipment needed in order to carry out the program, and such infrequent re-evaluations as may be required would constitute covered physical therapy, especially if linked or directly derivative of restorative therapy that had been conducted to attain this improved state of patient's condition to be considered as maintenance therapy.

The Wristiciser-PROplus System, if completely and effectively applied, is likely to meet the conditions for Medicare or other third-party reimbursement. If the initial disorder requires the skilled care, if the skilled care is administered with a treatment plan that evidences progressive improvement, if the skilled care leads to a restored state whereby a maintenance program of therapy can replace the restorative therapy, and if all of this activity is properly documented, reimbursement should not be a problem. The professional services, including the cost of the Wristiciser Patient Unit that goes home with the patient as a part of the treatment plan under the management and care of the professional, are likely to be covered.

In order to maximize the potential for obtaining coverage, the professional's process of evaluation and treatment should contain at least these key elements:

- 1) relevant & significant past history;
- 2) diagnosis that requires physical therapy;
- 3) professional's treatment plan (modalities of therapy, duration, frequency, goals, etc);
- 4) patient's awareness & understanding of diagnoses, prognosis, treatment plan & goals;
- 5) documentation of treatment given, progress attained & results achieved from therapy; and
- 6) services in an outpatient setting, including home-based therapy, must be documented or certified as being under the care of the licensed professional.

It is clear to see that the Wristiciser-PROplus System was designed with all of these elements in mind. The *Flip 'n Teach* Patient Education Manual, the *PTP* Patient Treatment Plans and the *PTP* Treatment Progress Report Forms, coupled with the same device of therapy being used in the clinic as being used at the home for in between clinic session treatment covers all of these bases.

### **Wrap-up...**

So, as can be concluded herein, problems with upper extremity disorders are significant and are not currently being satisfactorily addressed today. Many folks are not getting the help they need and the help they need is not being effectively delivered with the current methods or modalities. Compliance and well-managed home-based treatment is crucial to making the sort of progress and improvement necessary with upper extremity restorative therapies that these folks deserve. Jemarkel is working hard to change this scenario and the Wristiciser-PROplus System was specifically designed with these goals in mind.

### **Everyone wins...**

#### ***Better Education***

#### ***Better Tools***

#### ***Better Compliance***

#### ***Better Results***

### **Jemarkel Health-Tech**

**Home of the Wristiciser**

**1-800-600-0057 or visit [www.Wristiciser.com](http://www.Wristiciser.com)**

Wristiciser is a registered trademark of Jemarkel Health-Tech  
Wristiciser-PROplus, *Flip 'n Teach*, and *PTP* Patient Treatment  
Plans are pending trademark of Jemarkel Health-Tech



## Wristiciser Products Listing

### **WR-PPL1 - Wristiciser-PROplus Starter Kit**

Includes one Wristiciser-PRO Kit, complete with a full complement of weight bags, tension bands, rocker boots, broomstick handles, the *Flip 'n Teach* Patient Education Manual, a set of ten *PTP* Patient Treatment Plans, and a set of ten *PTP* Progress Report Forms, all professionally organized in a hardshell protective case, plus six complete Wristiciser Patient Units.



### **WR-PRO1 – Wristiciser-PRO Kit**

Includes one complete Wristiciser Patient Unit, plus four additional weight bags, four additional tension bands, a *Flip 'n Teach* Patient Education Manual, a set of ten *PTP* Patient Treatment Plans, and a set of ten *PTP* Progress Report Forms, all professionally organized in a hardshell protective storage case.



### **WR-PTUN – Wristiciser Patient Units**

Includes one Wristiciser Unit, complete with eight tension bands, two weight bags, two broomstick handles, two rocker boots, and a 40-page full color Patient Instruction Manual, all conveniently stored in a nylon carrying case.



### **WR-06PK – Wristiciser-6PK**

Includes six complete Wristiciser Patient Units, each individually packaged in its own nylon carrying case and boxed separately for shipping & storage.



### **WR-12PK – Wristiciser-12PK**

Includes twelve complete Wristiciser Patient Units, each individually packaged in its own nylon carrying case and boxed separately for shipping & storage.



### **WR-PTP1 – Wristiciser *PTP* Treatment Plan/Progress Report Packets**

Includes 50 *PTP* Patient Treatment Plans, plus 50 *PTP* Progress Report Forms.

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