

Eccentron Delivers Increased Revenue to Vereen Rehabilitation Center

Helping Patients Get Better, Faster

VEREEN
REHABILITATION CENTER



When the Vereen Rehabilitation Center in Moultrie, Georgia opened its doors in 2013, they needed to purchase all new equipment. Their philosophy was simple: **provide the gold standard of care.**

Scott Romanowski, Director of Rehabilitation, contacted Mike McCabe from BTE to learn more about Eccentron - the only rehabilitation system that delivers eccentric-only training for exceptional results.

"I was impressed with the quality of the equipment and the execution of how the concept was carried out," Scott explains. "I got other therapists to try it and they were equally impressed. The use in sports medicine was obvious, but it could also be advantageous for our neurological patients."

CLIENTS GET BETTER & STRONGER, FASTER

A year and a half later, the Vereen Rehabilitation Center has over 175 Eccentron users ranging in age from high school students to 86 year old retirees. This broad population includes patients with orthopedic conditions of the ankle, knee, hip, and spine, as well as peripheral neuropathies, CVAs, head trauma, and spinal cord injuries. All of them are experiencing the benefits of negative resistance strength training for their lower extremity rehab. Patients average seven training sessions on Eccentron.

"Eccentron is a really good strengthening tool across the board with no negative side effects," Scott says. "Users enjoy the interactive, game-like software, and they know they are experiencing the benefits of Eccentron because of the slight soreness they feel the next day."

Vereen serves over 1,000 student athletes in eight school systems in eight different counties. "For our post-injury athletes, they get back on the field or court faster," Scott explains. "Eccentron helps them get the coordination that is required to move into sports-specific training more quickly."



NEGATIVE RESISTANCE FUELS POSITIVE RESULTS

Eccentron is a sophisticated, pure eccentric resistance strength trainer with objective measures and results tracking. A unique product, it is the only machine that delivers negative resistance training in a safe, repeatable environment for all patients and athletes, helping them get better, faster.

"It's like a recumbent stepper, but the opposite," Scott says. "The pedals are moving and patients

resist the movement, like walking downhill. Plus the internal feedback mechanism motivates patients to want to do better. The whole idea of rehab is to be pushed outside your comfort zone, to use your body in a different way."

Scott purchased Eccentron for his new clinic, and it was installed by BTE experts, getting him up and running fast. "The delivery was flawless, set up was flawless. I've had no complaints."

"ECCENTRON MAKES US MORE MARKETABLE... IT BRINGS ADDITIONAL REVENUE TO THE CLINIC. IT'S A GREAT PIECE OF EQUIPMENT."



NEUROLOGICAL PATIENTS ARE SAFER

Vereen also uses Eccentron for neurological patients. "For these patients it's not just about strength. They also gain control over their muscular system. We are creating a higher quality of movement and minimizing impact on the joints, which translates into safer gait patterns. That is the measuring stick - patient safety. Eccentron makes them less likely to have an injury, like a fall."

"The general consensus is that once patients master the exercise, they find Eccentron smooth, challenging, fun, and a positive contribution to their exercise program," Scott says.

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ADDITIONAL TREATMENTS INCREASE REVENUE

Scott knew Eccentron would be good for business because it gets patients excited to rehab more efficiently, with high volume muscle loading.

“Once patients try the Eccentron, they get hooked.” He explains. “Patients love the interactive game experience, and are motivated by their visible progress to keep coming back for more sessions, getting stronger and returning to function.”

Scott says Eccentron is often an additional treatment. “If a regular treatment is 30 minutes, we can increase it to 45 minutes. The client can work on Eccentron for the last 15 minutes. If we didn’t have it, that additional revenue would not be captured.”

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ROI IN LESS THAN FIVE MONTHS

Scott also shares that it didn’t take long for Eccentron to pay for itself. With an average of six patients using Eccentron daily, the conservative return on investment was less than five months.

The Vereen Rehabilitation Center has grown tremendously since opening. Staff increased from 18 to 37 full-time employees. Today they offer physical, occupational, speech, and aquatic therapies, along with a wound care clinic, concussion management, and sports medicine programs.

“When I started with the organization 10 years ago, physical therapy was averaging 15 out-of-county referrals per month. Now it is over 40. We are getting referrals from a larger geographic area. Some of that is attributable to Eccentron,” Scott confirms. “And physicians like it. Physicians get happy patients with Eccentron, and so do we.”

Eccentron is an important part of the Vereen Rehabilitation Center. Their home page features a photograph of Chase Parrish, Quarterback of the reigning State Champion Colquitt County Packers, using Eccentron with Scott’s guidance. Vereen’s website also features a page dedicated to the benefits of Eccentron therapy. www.vereencenter.com/facility/eccentron

“Eccentron makes us more marketable,” says Scott. “It differentiates us from the competition, attracts new patients, and keeps them coming back for session after session.”