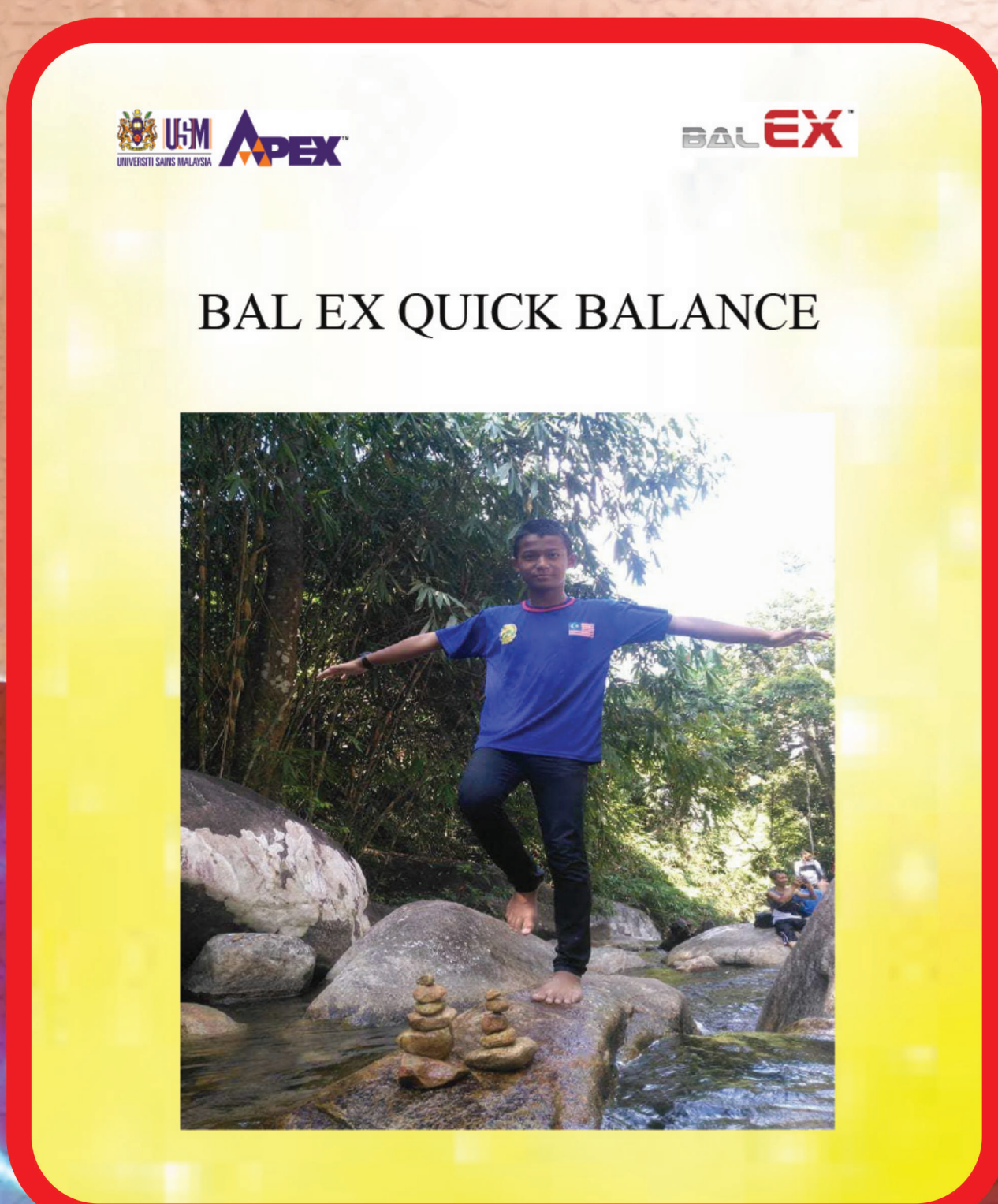
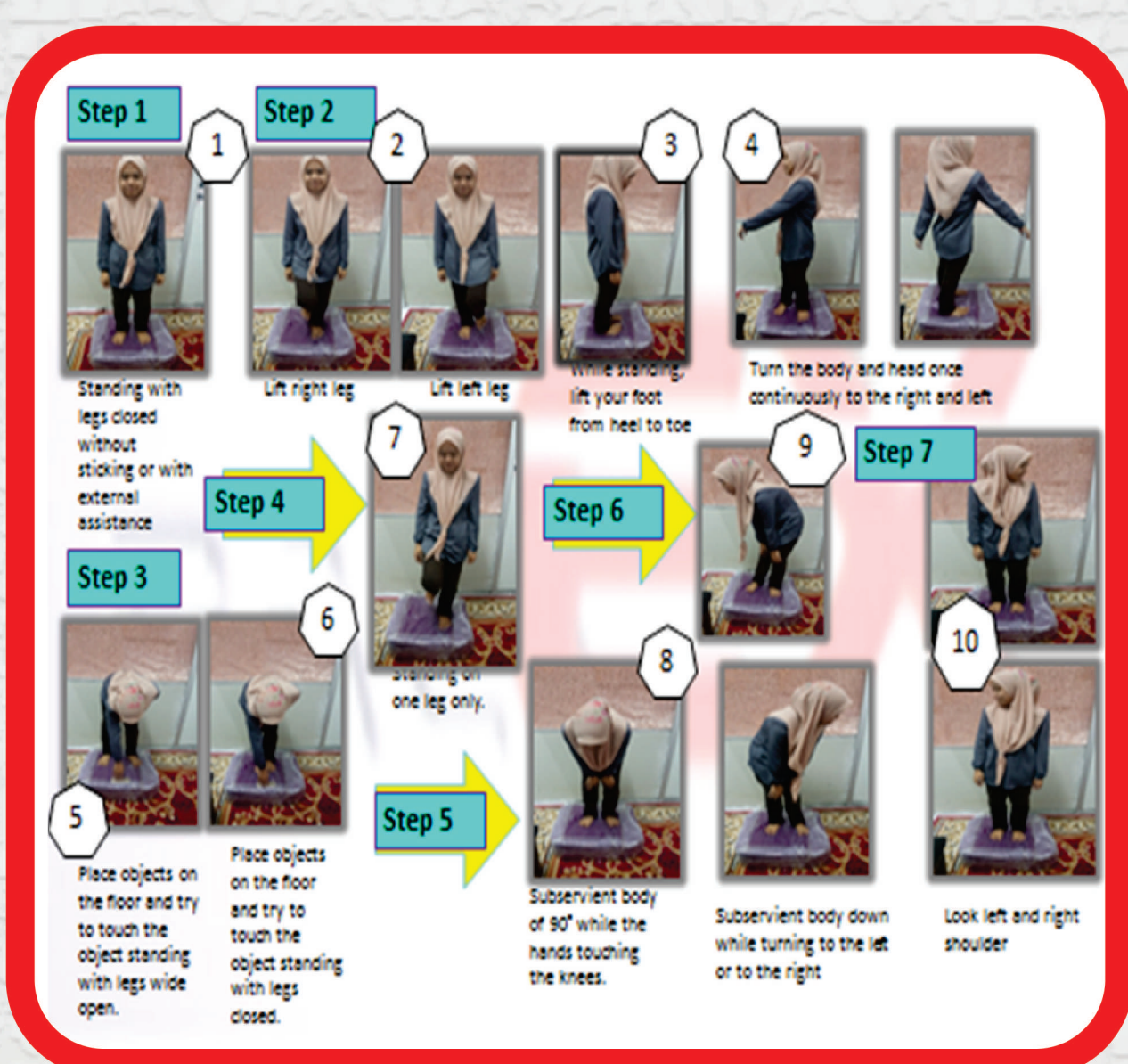




Researchers:
DR. ZURAIDA ZAINUN
Aida Fadriah Hj Mistiran
Rosli Zakaria
Fatimah Desa

Bal Ex Quick Balance

▶ PATENT APPLICATION
▶ COPYRIGHT
▶ TRADEMARK : Bal Ex®



INTRODUCTION

- Bal Ex Quick Balance is a specialized and structured balance rehabilitation module using foam.
- Structure manual book and video guided to help patients with various balance disorders.
- Rehabilitation Module consists of 6 level targeting specific functions of balance organs.
- Assessment tool.

PROBLEM STATEMENT

- Globally, balance disorders are common (affecting 1 in 10 people) serious and complicated
- Available similar rehabilitation tool i.e post urography expensive (>RM 500 000)
- Balance disorders can lead to:
 - ▶ Psychological symptoms (e.g. depression)
 - ▶ Social impacts (e.g. isolation)
 - ▶ Vocational impacts (e.g. problems carrying out job appropriately)
 - ▶ Financial impacts (e.g. treatment cost)
 - ▶ Impaired quality of life (e.g. cannot function normally in daily life)

INVENTIVENESS AND NOVELTY

- This clinical product is affordable as it is extremely cost-effective
- Was developed by doctors, scientists specializing in the vestibular and engineering field

INTELLECTUAL PROPERTY STATUS

Application for Patent done under USM
Manual Book and DVD – Copyright under USM & MyIPO
Trademark Registered No. 2011010805: Bal Ex®

USEFULNESS AND APPLICATION

- Bal Ex Quick Balance will make it easier for patients to do balance training at home or workplace without the need to go for too frequent visits to the therapy unit or hospital.
- Patients can carry with regular therapy with reference to this manual.
- Help patients to reduce the signs and symptoms of imbalance of the body
- Stimulate the brain of a patient to fully recover and be able to adapt to the body equilibrium problems faced by the patient.

STATUS OF INVENTION

Completed and ready to used.

COMMERCIAL POTENTIAL

Already been used and sold to several private practices.

- Population size of 28 million, the number of adults (>15 years) is about 19 million
- Since 1 in 10 people is affected, the estimated number of adults with balance problem is 2.8 million
- Targetted local distributors such as:
 - ▶ Private Hospitals
 - ▶ Private Clinics
 - ▶ Medical & Health Sciences Institutions
 - ▶ Ministry of Health Centers:- General Hospitals, Rural Clinics and Health Clinics.
 - ▶ International distributors (countries that utilize English, Malay, Chinese, Japan, Indonesia and Arabic language)

POTENTIAL PARTNERS

- Eartistic Hearing and Balance sdn. bhd.

KNOWLEDGE MANAGEMENT

- Bal Ex Quick Balance is one of the latest and innovative protocol for balance rehabilitation.

Contact Person:
DR. ZURAIDA ZAINUN

School of Health Sciences, Health Campus
Universiti Sains Malaysia, Kelantan, MALAYSIA

Tel: +609-767 7559 Fax: +609-767 7515 E-mail: drzuraida@yahoo.com