

In association with RTKL Vertigo & ENT Clinic Mumbai



**Center of Speciality Care and Excellence**

# Center of Speciality Care and Excellence

## FAQ'S

### 1. IS THIS A FRANCHISE?

**NO.** It is an exclusive licensing agreement with a specific territory. There is **NO** franchisee fees, annual fees, or percentages of revenue charged during the term of agreement.

### 2. HOW LONG IS THE AGREEMENT?

License term is 36 months and may be renewed upon mutual agreement.

### 3. HOW LARGE IS THE EXCLUSIVE TERRITORY?

The territory will be around 5 KILOMETERS OF RADIUS. If at a new clinic approaches us, we will keep you informed.

### 4. WHAT WILL BE PROVIDED BY AIB-INDIA?

**AIB DYNAMIC VISUAL ACUITY TEST** are included at **NO CHARGE** with licensing fee.

### 5. HOW WILL I GET BRANDING?

We will be sending you the digital coral draw files along with the **AIB LOGO** for your clinic at a pre-decided cost. You can get it printed or we can provide our vendor for the same.

### 6. WILL I GET ACCESS TO AIB LIBRARY?

**YES.** You will get access to the **AIB Online library** and research articles.

### 7. WILL I GET PATIENT REFERRAL?

**YES,** You will get patient referral from our side if the enquiry is made from your territory.

# ABOUT US

The American Institute of Balance (AIB), is a global healthcare company based in Tampa Bay, Florida. Since 1992, AIB has provided the worldwide health community with the most current and scientifically robust clinical protocols and information through workshops, online education, corporate training programs, and practice development.

Let AIB's more than 25-year history of success developing balance services for ENT physicians, audiologists, rehabilitation specialists, hospitals and health systems go to work for you!

IB has now formally tied up with :

**RTKL Vertigo & ENT Clinic** with the HEADQUARTERS in Mumbai to form AIB-INDIA

**AIB India** will work under the Leadership of **Dr. Neha Shrivastava**, Consultant Neurotologist & ENT specialist, who has been appointed as **Director AIB India**

AIB India will provide license, branding of AIB in India and to spread the awareness of the subject of vertigo/balance disorders and high quality treatment

AIB India also provides selective educational courses, online/practical and train on strict protocols and guidelines in treating the patient.



## WHAT DO I NEED?

**1. EXCLUSIVE AIB-INDIA CENTRE OF SPECIALITY CARE LICENSING AGREEMENT**

**2. AIB DYNAMIC VISUAL ACUITY TEST**

**3. Equipment recommendations based on individual facility needs, highest income generation and produce the best outcomes for the patients**

# WHAT ABOUT REHABILITATION?

Therapists worldwide use AIB's vestibular rehabilitation, balance, concussion protocols, and canalith repositioning maneuvers. The Institute's proven and evidence-based approach to successful physical therapy outcomes can be included within your practice and for your therapy providers.

Let the AIB team create an innovative rehabilitation business model within your practice to increase both profit and patient outcomes. Opportunities and options include (but are not limited to) the following:



## IN-HOUSE REHAB

**The AIB senior staff have a combined 30 years of experience working in the management and business development of rehabilitation practices. Our team will do a thorough analysis of your current practice and make recommendations for rehabilitation options that do not involve expensive technology or equipment, all while yielding successful patient outcomes.**



## CROSS-REFERRAL NETWORK

**The AIB has a global network of over 2,000 trained and certified rehabilitation professionals available to help your practice create cross-referral relationships within the rehabilitation community. This option is most favorable for facilities who do not have the space, resources, volume, or staff available to operate a rehabilitation facility. The advantages of creating relationships with local rehabilitation partners may include opportunities for cross-referrals, increased community exposure through collaborative marketing efforts, and increased hearing aid sales!**

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## BENEFITS

- **Exclusive Co-branding** which help to elevate the quality standards of clinic and more confidence to patients and also differentiation v/s the ordinary clinics
- **AIB-INDIA** will help via Digital platform for Patient Referral Network which will increase foot fall. Your clinic will be visible on the AIB India search ,thus it will help in paying back the fees of license within few months and clinic will earn more
- **Marketing/Branding** - electronic images of print & digital promotion aids will be given at a reasonable cost for you to print
- **Your VISIBILITY WILL INCREASE** and you will be getting INVITES TO CONFERENCES Conducted BY AIB-INDIA
- **Clinical diagnostic training & Technical Support** if needed via online paid courses and general guidelines
- **Education - Certification Workshops & Online Training** -at a reasonable cost
- **Technology/Equipment Discounts** via our selected and approved partner

# Let's build your plan together.



# AIB 3-Step Approach to Practice Development



## Analyze

Through a detailed practice analysis, we will identify your needs, collect information, and discuss your goals.



## Assemble

Once the practice analysis is completed, we will make recommendations based upon AIB's almost 30 years of experience.



## Accomplish

We will collectively set the plan into motion to achieve the desired goals and outcomes outlined. The team will continuously follow up and reassess to ensure maximum effectiveness.

## How We Categorize Your Goals

### Professional Development

Clinical Training  
Equipment Training

### Business Development

Marketing-Print and Digital  
Physician Liaison Program  
Patient Acquisition

### Practice Management

Clinical Protocols  
Operational Efficiency

### Practice Reputation

Branding  
Social Media  
Patient Awareness  
Referral Source Awareness

# STAY CONNECTED

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