

# 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 diagnosis<sup>1</sup>. 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 dizziness<sup>5</sup>. 50% of dizziness is caused by Benign Paroxysmal Positional Vertigo (BPPV). It is the most common vestibular disorder in older people<sup>6</sup>.

80% EXPERIENCE DIZZINESS

50% CAUSED BY BPPV



**MIDDLE ADULTS**  
AGE 40 + UP

69 Million Americans in the U.S. age 40 or older have experienced some form of vestibular dysfunction<sup>2</sup>.



**8 MILLION**  
American adults report a chronic balance problem<sup>3</sup>.



**2.4 MILLION**  
Report a chronic problem with dizziness alone<sup>3</sup>.

35% HAVE VESTIBULAR DYSFUNCTION<sup>2</sup>



**CHILDREN**  
UNDER 18

8%-18% of children are estimated to experience dizziness and vertigo<sup>7</sup>.

8-18% HAVE DIZZINESS & VERTIGO

15% HAD 1 EPISODE IN THE PREVIOUS YEAR<sup>8</sup>

# THE IMPACT OF FALLING ON QUALITY OF LIFE<sup>9</sup>

 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's<sup>9</sup>

## THE FINANCIAL & FATAL TOLLS OF FALLING

**EVERY 11 MINUTES**

an older adult is treated in the emergency room for a fall<sup>9</sup>



**850,000 HOSPITALIZATIONS ANNUALLY**

due to fall and balance incidents<sup>9</sup>



**29,000 FALL RELATED DEATHS ANNUALLY**

Every 19 minutes an older adult dies from a fall<sup>9</sup>



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/strategic06-08.pdf](http://www.nidcd.nih.gov/StaticResources/about/plans/strategic/strategic06-08.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. Neurology. 2008;70:2067-2074. 7 O'Reilly, Grindle, Zwicky, & Morlet, 2011; Niemensivu, Pyykkö, Wiener-Vacher, & Kentala, 2006) 8 Humphris & Hall, 2011; Russell & Abu-Arafah, 1999 9 National Council on Aging