

FALL 2007

Dear Friends,

CSMi has successfully surpassed the quarter century mark! Twenty-five years ago we started in the basement of our parent's house selling the HUMAC Software for the CYBEX II on an Apple //e Computer. Today CSMi occupies 10,000 Sq/ft. We manufacture the HUMAC NORM (previously CYBEX NORM), and top selling SportsWare, and distribute product in over 30 countries.

The key to our success is simple – you. If it were not for our customers, we never would have graduated from the basement. Thank you for your support. Rich and I are good for another 25.

Sincerely,




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HUMAC NORM “Best in Show” at NATA

This year the National Athletic Trainers Association (NATA) took their national conference to Anaheim, California where they asked attendees to vote on the equipment on display. The votes are in and the 2008 HUMAC NORM Testing and Rehabilitation System was elected Best in Show for Rehabilitation Equipment.

When we set out to develop the 2008 HUMAC NORM Testing and Rehabilitation System our objective was to make the device easier to operate and more informative. We wanted the HUMAC NORM to be more useful in the clinic, training room, and research lab, and we've done it.

New features include:

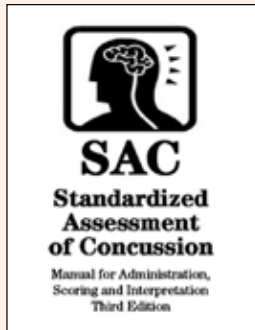
- New Dynamometer Dashboard™
- Challenging visual feedback displays
- Informative test reports
- A user-defined group summary module



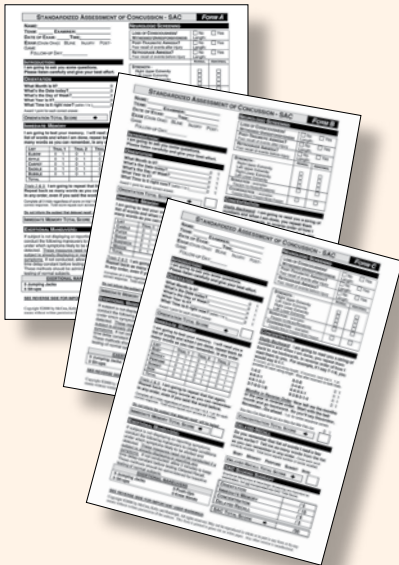
The 2008 HUMAC NORM is the culmination of five generations of extremity system machines spread over 38 years of research and refinement. To win Best in Show at the NATA conference is an honor and we are grateful for the recognition. Thank you.

To learn more about the award winning 2008 HUMAC NORM Testing & Rehabilitation System contact Paul Rudzitis at CSMi. Call 781-258-5109 or send a note to paul.rudzitis@csmisolutions.com

SAC Manual Now Available



Standardized Assessment of Concussion (SAC) is the standard in sideline concussion detection. The SAC kit by CSMi includes all the tools you need to implement a proven yet affordable concussion detection system. Each kit comes complete with a user manual, instructional DVD, baseline forms and sideline cards.



SportsWare Owners – if you buy the software version of SAC we will include the hardcopy manual at no extra charge.

Formalize your sideline concussion detection program today with SAC. Contact Patrick Prizio at 781-297-2034 ext 102 for more information.



DynaTest markets HUMAC NORM

When you add new services what do you do? If you are Anthony Prusa, PT, owner of DynaTest, Inc., Ulysses Kansas you shout it out loud. To stir up curiosity and create demand, Prusa told all his area Patients and Physicians about his new HUMAC NORM.

“When we purchase equipment we want our customers (patients, physicians, and payers) to know about it and more importantly take advantage of it. This is why at Dynatest, Inc. we implement our promotion plans before new equipment arrives. When it does arrive, demand for its application is already in place,” reports Mr. Prusa.

“For the HUMAC NORM we mailed informational flyers to our local physicians and past patients, ran ads in the area newspapers and on the radio, invited physicians near and far to try the machine, and invited the local press to learn about it. We also have a custom HUMAC NORM sign made that hangs above the machine. Our launch was very successful and we are very pleased with how all of our customers have responded to the HUMAC NORM.”

Prusa and his dedicated staff use the HUMAC NORM daily while working with orthopedics, sports medicine, and industrial screening. Prusa added the HUMAC NORM because “we wanted to add objective measurement to our practice for our patients, our physicians, and ourselves. We know physical therapy works and we needed a way to prove it. The HUMAC NORM was our solution. We average 20 to 25 patients a day on the device.”

If you would like to know more about how Prusa is using the HUMAC NORM you may call Anthony at 1-800-228-8466.

To learn more about how Dynatest, Inc. promoted the HUMAC NORM - go to the CSMi website Press Release Section. We posted their radio commercial on our website: www.csmisolutions.com

Free Classified Ads Website for Rehab Equipment

Do you need money and space for new equipment? Then sell your old equipment at www.csmisolutions.com/ads.

Now physical therapists, athletic trainers, and others have a website to buy and sell equipment direct to and from each other and its free. No listing fees, no sales commissions! Just log on, register, and list your equipment for up to 90 days. To buy equipment contact the seller and complete the transaction. Equipment is listed by type so it's easy to shop.

"We listed our CYBEX 340 on the website. The process was very easy and the instructions were simple to follow. We had two contacts within the first 2 weeks and are currently negotiating. There is no other venue to post this type of equipment, so we found it very valuable and hopefully it will find a great home in another therapy clinic soon. Thanks CSMi," Fremont Area Hospital.



The purpose of csmisolutions.com/ads is simple - - help some clinicians sell their unwanted equipment to raise money and make room for new equipment while helping other clinicians find the equipment they can afford. Good luck and spread the word.

Paul Rudzitis joins CSMi

What are the ideal credentials for a National Sales Manager selling rehabilitation equipment? Would a successful career starting, managing, selling, and acquiring occupational rehab clinics on both coasts be a plus? Add in eight year as a salesperson and sales manager at CYBEX Medical and you have Paul Rudzitis the new National Sales Manager at CSMi.



CSMi has grown to the point where we need to build a field sales organization to better serve our customers. There is no better person to pass the gavel to than Paul Rudzitis. Paul is someone you can depend on. He has walked in your shoes. He has managed staff, purchased equipment, created revenue programs, collected from insurance carriers, sold clinics, acquired clinics and more. In short he's been responsible for the bottom line. Paul will make sure you are successful with your CSMi product.



CSMi Launches Two On-line List Servers/ User Groups.

Ever wonder how other people are using their CSMi products?

Now you can ask them by joining the Extremity System or SportsWare List Servers/User Groups.

A List Server is an on-line tool for a group with a common interest, for example extremity system or injury tracking users, to communicate via email. To ask a question of the group a member submits a question via email. The email is sent to all of the members in the group (List). Anyone can choose to answer the question and when she does her answer is emailed to the group. And so it goes until members stop responding to the topic.

We encourage you to participate. If you have an interest in Biodex, CYBEX, HUMAC, Kin-Com, Lido or other extremity systems go to www.csmisolutions.com/iso. If you have an interest in injury tracking such as SportsWare Software go to www.csmisolutions.com/inj to sign-up and start asking and answering. The more people that participate, the more informative the List Server will be. **And it's free.**

For all your new equipment needs please contact Paul Rudzitis directly at 781-258-5109 or paul.rudzitis@csmisolutions.com



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UPCOMING EVENTS

- **Medica – Dusseldorf, Germany**
November 14th -18th
- **EATA – Valley Forge, PA**
January 6th
- **Arab Health – Dubai,**
January 28th – 31st
- **CSM - APTA – Nashville, TN**
February 7th – 9th
- **Boston Marathon – Boston,**
April 21st
- **Cincinnati Sports Med – Hilton Head, SC**
May 25th – 28th
- **ACSM – Indianapolis, IN**
May 28th – 31st

HUMAC[®] NORM[™]

TESTING & REHABILITATION SYSTEM

**THE RIGHT RESISTANCE
AT THE RIGHT TIME
FOR THE RIGHT RESULTS**

Biodex, BTE, CYBEX, Kin-Com, Lido, and Merac
Owners ask about our trade-up program.

ROM » **PASSIVE**
STABILITY » **ISOMETRIC**
STRENGTH » **ISOKINETIC**
CONTROL » **ISOTONIC**

New
Touch Screen
Option!



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Biodex Owners – Update the machine
you already own with HUMAC.

2010 Rev. 4

CYBEX NORM IS NOW HUMAC NORM