

THE GENESIS PROGRAM

A Future With No Doubt

A design that was to be the standard that all others would base themselves upon, *The Genesis Program* has proven that all of the years of research and development were justified. With the 2006 release of *Genesis One*, a movement was started that would reshape the industry forever. Through the use of new technology, computers, bio-feedback matrixes, and years of knowledge; a new experience in how back pain is treated was born. The years of knobs, gauges, noisy compressors, and inaccurate measurements were dead. The new era of exacts, style, and comfort was here, and had pushed decompression into the 21st century.

In the following years after its initial release, *Genesis One* brought much success, more than we could have ever hoped to achieve. With the amount of success the project brought to Lumbar, it was realized that there was also a need to bring this same technology, the technology that was giving people hope to have a life back, to Cervical patients. Cervical was different, it was delicate; it couldn't be approached with the same force that we had with Lumbar. The number of attempts it took to get the Cervical Treatment right would make the average person nauseous. Chairs, braces, rails, pulleys, collars...the pile of parts could rival the Himalayas, but from that pile of parts emerged what we now know today as *Genesis Two* or more widely know as the *G2*.

Once again we had achieved so much more than we had set out to do. Watching the first patients sleep in comfort, as we treated them for what was sometime unbearable pain, was enough reason in itself to validate all of our hard work.

Yet, with all of our success we had to face an inevitable reality; from all we had accomplished the industry bread a number of counterfeits, copy-cats, and imitations. Every Tom, Dick...and well Nick, had their hand out to grab a share of the market, citing our sources, research, and experience as their own. These people only wanted to be in the industry to raise their bottom line, their sole interest was themselves and not the science that drives innovation, an idea to better the lives of anyone who suffers. A shot at the heart of the reasoning behind our ideas, but still, I guess they do say, "Imitation is the greatest form of flattery."

Unfortunate as it was, this drove us to better ourselves, to find more ways to improve. Our new goal was to advance the product we had introduced years prior. We listened to customers, clients, and patients, the people with real life experience using the treatment. What did we miss? What could we learn from years of use, and countless sessions? To say the least, "a lot." Little, minuet details that alone didn't seem like much, but when added up, the results were monumental. Improving on each of these ideas gave us the *Genesis Three*, or *G3*. The *G3* was our best effort to give the people who use our product what they want from their experience.

In the ten years since its inception, we have placed one hundred and ten *Genesis* units in the field. To some an impressive number, to us it was only the beginning. We saw a future that put our technology in every city in North America, available to anyone looking for relief. In an attempt to do so, a decision was made to put our vision for the future, into what we thought were more capable hands. When all to the contrary, it was a decision that brought the company we loved to the breaking point, almost to the point of no return. Thus leaving the one hundred plus *Genesis Program* users and the four hundred pneumatic users without the support system that has been backing our clients since the first unit left the showroom floor in the early nineties.

Leaving this many proponents of our product without the resources needed to sustain their practice properly begins to insight doubt in the choice to invest in our company and product. Doubt; a word that we had never envisioned to be used in relation with our company and ideals has become a reality.

Which bring us to Today, and why you are reading this. My name is Chasen W. Dyer, and for the last twelve years I have been at the heart of the company that paved the way for what is now known as Spinal Decompression. Now because of a decision that was entirely out of my control, I have been forced to watch the company I love, the company my family founded, go by the wayside and become nonexistent in an industry we created. My Goal is to restore the faith that our clients once had in our product, and bring our technology back to the forefront of the segment. I want to reassure our patrons that they have the backing of the best technology on the market, and I will do everything in my power to fulfill the needs of our doctors past, present, and future. You will be satisfied once again, and have no doubt that the choice you made was the right decision.