NeuroStar® Webpage Guidelines

NeuroStar®
Advanced Therapy for Mental Health

Table of Contents

Overview

This document was created to help partners understand how to optimize their NeuroStar branded website pages.

The outline below details the minimum requirements of the webpage or landing page. Adding more information is encouraged. Additionally, rewriting or changing the copy (verbage) for most sections (except for the FAQ section) is preferred so that Google and other search engines do not penalize your rankings.

The logo, video testimonials, and other creative assets can be found at https://www.myneurostar.com/.

Checklist & Logo

Webpage Checklist

REQUIRED for participation in the Co-op Marketing Program

- [ ] NeuroStar Logo
- [ ] NeuroStar Product Name in Description
- [ ] Basic Description of NeuroStar
- [ ] NeuroStar brand name in page meta-tag
- [ ] Add indication statement after NeuroStar logo

RECOMMENDED

- [ ] Call-to-Action linked to a Contact Form
- [ ] Clinical Trials and Academic Studies of NeuroStar
- [ ] Frequently Asked Questions Section
- [ ] Two Video + Three Written Testimonials

NeuroStar Logo

The appropriate NeuroStar logo should be included at the top of the webpage. The page should have a white background.

The appropriate logo is the logo that includes both the symbol and the words side-by-side (shown below).

The NeuroStar logo should link to https://neurostar.com/.

NeuroStar®
Advanced Therapy for Mental Health

NeuroStar Indication

When referencing FDA cleared indications and Neuronetics approved claims, please include the following text on the webpage:

The NeuroStar Advanced Therapy System is indicated for the treatment of depressive episodes and for decreasing anxiety symptoms for those who may exhibit comorbid anxiety symptoms in adult patients suffering from Major Depressive Disorder (MDD) and who failed to achieve satisfactory improvement from previous antidepressant medication treatment in the current episode.

The NeuroStar Advanced Therapy system is intended to be used as an adjunct for the treatment of adult patients suffering from Obsessive-Compulsive Disorder (OCD).

NeuroStar Advanced Therapy is only available by prescription. A doctor can help decide if NeuroStar Advanced Therapy is right for you. Patients' results may vary.

Visit neurostar.com for full safety and prescribing information.

Example Webpage

NeuroStar Logo & About Section

How It Works

Video Content

Patient Testimonials

Link to Request an Appointment or Form

PRACTICE HEADER

NeuroStar
Advanced Therapy for Mental Health

About NeuroStar TMS Therapy

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How NeuroStar TMS Therapy Works

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Video

What Patients Are Saying

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor."
- John Doe

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor."
- Jane Doe

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor."
- John Doe

FAQ

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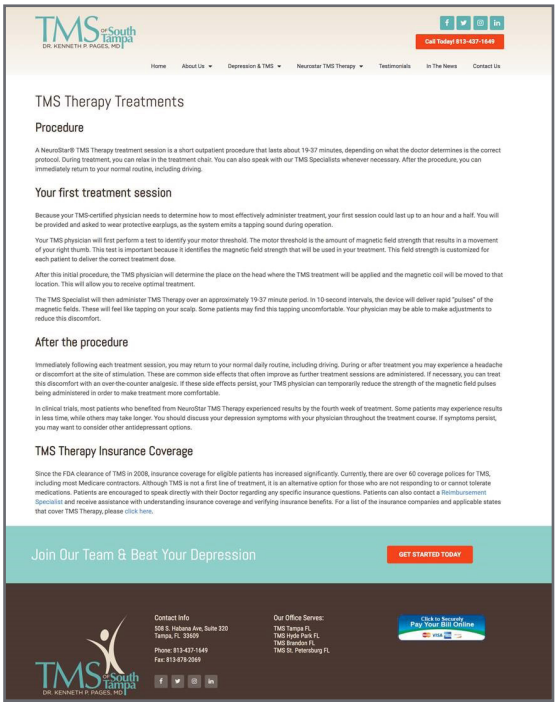
CALL TO ACTION

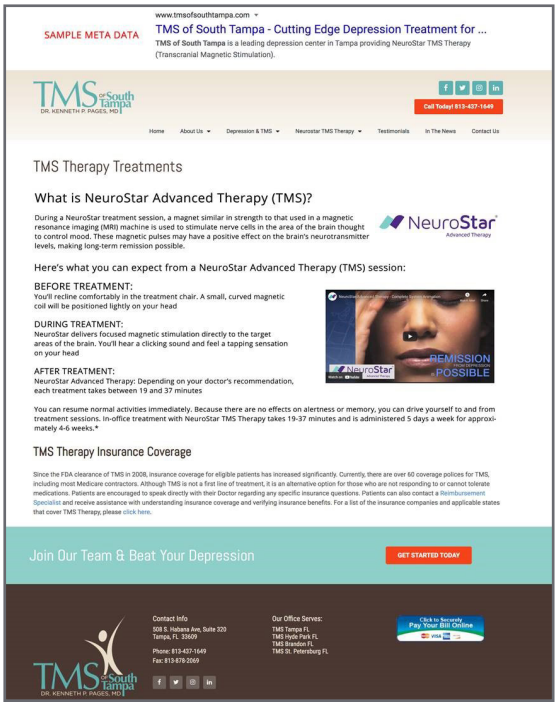
Real World Examples

TMS of South Tampa

Before

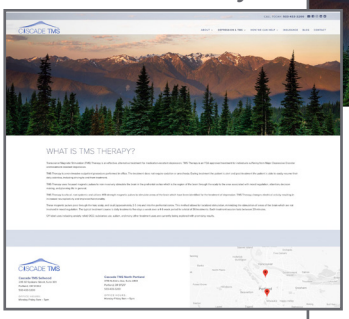


After



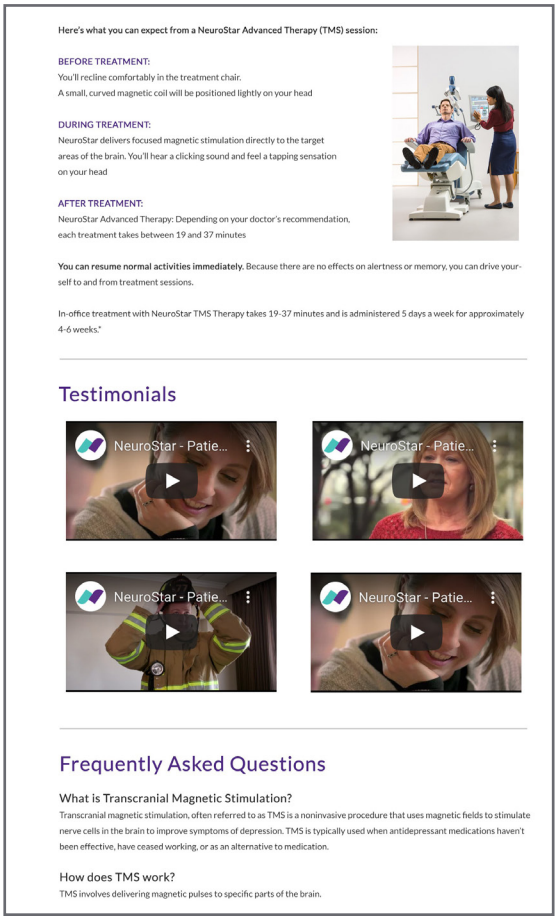
Cascade TMS

Before



After

After



About NeuroStar® TMS Therapy

The About NeuroStar TMS Therapy section should have the heading: "About NeuroStar TMS Therapy" and should be wrapped in a H2 HTML tag.

The about section should include the following copy.

However, you should make minor edits and rewrite some of the sentences so that Google and other search engines don't penalize you for duplicate content.

SUGGESTED COPY

NeuroStar uses transcranial magnetic stimulation (TMS) to target key areas of the brain that are underactive in people with depression. It is not ECT (electroconvulsive therapy).

While the exact cause of depression is not known, the leading scientific theory is that it is caused by an imbalance of the brain's neurotransmitters, which are chemical messengers that send signals between brain cells.

What is NeuroStar Advanced Therapy (TMS)?
During a NeuroStar treatment session, a magnet similar in strength to that used in a magnetic resonance imaging (MRI) machine is used to stimulate nerve cells in the area of the brain thought to control mood. These magnetic pulses may have a positive effect on the brain's neurotransmitter levels, making long-term remission possible.

Treatment with NeuroStar Advanced Therapy is easy:

- Therapy sessions are conducted in your NeuroStar doctor's office
- You can return to normal activities right away
- You are awake during treatment
- There are no negative effects on memory or sleep
- It's covered by most health insurance plans, including Medicare and Tricare

With more than three million treatments delivered, this novel treatment approach to achieving remission is bringing new hope to people every day.

How NeuroStar® TMS Therapy Works

The How NeuroStar TMS Therapy Works section should have the heading: "How NeuroStar TMS Therapy™ Works" and should be wrapped in a H2 HTML tag.

The how section should include the following copy. However, you should make minor edits and rewrite some of the sentences so that Google and other search engines don't penalize you for duplicate content.

SUGGESTED COPY

Here's what you can expect from a NeuroStar Advanced Therapy (TMS) session:

Before Treatment

You'll recline comfortably in the treatment chair. A small, curved magnetic coil will be positioned lightly on your head.

During Treatment

NeuroStar delivers focused magnetic stimulation directly to the target areas of the brain. You'll hear a clicking sound and feel a tapping sensation on your head.

After Treatment

NeuroStar Advanced Therapy: Depending on your doctor's recommendation, each treatment takes between 19 and 37 minutes.

You can resume normal activities immediately.
Because there are no effects on alertness or memory, you can drive yourself to and from treatment sessions.

In-office treatment with NeuroStar TMS Therapy typically takes 19-37 minutes and is administered 5 days a week for approximately 4-6 weeks.*

Testimonials & Clinical Trials

Testimonials

The testimonials section should have a heading entitled "TMS Testimonials" preferably with a H2 HTML tag. This section should include at least two (2) of the NeuroStar® video testimonials (provided at https://www.myneurostar.com/). Additionally, we strongly encourage you to have at least three (3) written testimonials.

Ideally, written testimonials include a headshot of the testimony provider and the first and/or last name. Additionally, testimonials should come from someone the practice has treated.

Clinical Trials & Academic Studies

The clinical trials and academic studies section should have the heading: "TMS Clinical Trials & Academic Studies" and should be wrapped in a **H2 HTML tag.**

This section should include at least four clinical trial and/or academic study references, including the full source and link/URL. Additionally, a small summary could be included for each--though not mandatory.

A sampling of clinical trials and academic studies is provided below--although there are many more studies and trials not referenced here. Partners may use other studies and references as long as they are legitimate *(published in an appropriate academic journal or on https://pubmed.ncbi.nlm.nih.gov/)*.

1. Carpenter LL, et al. (2012). **Transcranial Magnetic Stimulation (TMS) for Major Depression: A Multisite, Naturalistic, Observational Study of Acute Treatment Outcomes in Clinical Practice.** Depression and Anxiety, 29(7):587-596. *www.ncbi.nlm.nih.gov/pubmed/22689344*

2. George MS, et al. (2010). **Daily Left Prefrontal Transcranial Magnetic Stimulation Therapy for Major Depressive Disorder: A Sham-Controlled Randomized Trial.** Arch Gen Psychiatry, 67(5):507-516. *www.ncbi.nlm.nih.gov/pubmed/20439832*

3. Dunner DL, et al. (2014). **A Multisite, Naturalistic, Observational Study of Transcranial Magnetic Stimulation (TMS) for Patients with Pharmacoresistant Major Depressive Disorder: Durability of Benefit Over a 1-Year Follow-Up Period.** J Clin Psychiatry. 75(12):1394-1401. *www.ncbi.nlm.nih.gov/pubmed/25271871*

4. O'Reardon JP, et al. (2007). **Efficacy and Safety of Transcranial Magnetic Stimulation in the Acute Treatment of Major Depression: A Multisite Randomized Controlled Trial.** Biol Psychiatry, 62(11):1208-1216. www.ncbi.nlm.nih.gov/pubmed/17573044

Frequently Asked Questions

FAQ Section

The FAQ section should have the heading: "Frequently Asked Questions" and should be wrapped in a H2 HTML tag.

FAQ's should be copied and used as shown below without modification. All language has been approved by the FDA and contains legally approved verbiage.

SUGGESTED COPY

What is Transcranial Magnetic Stimulation?
Transcranial magnetic stimulation, often referred to as TMS is a noninvasive procedure that uses magnetic fields to stimulate nerve cells in the brain to improve symptoms of depression. TMS is typically used when antidepressant medications haven't been effective, have ceased working, or as an alternative to medication.

How does TMS work?
TMS involves delivering magnetic pulses to specific parts of the brain.

How long is TMS treatment?
A typical initial course of treatment is about 19-37 minutes daily over 4-6 weeks.

Is TMS Therapy covered by my insurance?
A vast majority of commercial and Medicare plans have recognized the effectiveness of treating depression with TMS Therapy and now cover TMS as part of their plans.

Is TMS Therapy a good alternative for patients who cannot tolerate the side effects of antidepressant medications?
TMS does not circulate in the blood throughout the body, so it does not have side effects like weight gain, sexual dysfunction, nausea, dry mouth, sedation, etc. The most common side effects reported during clinical trials were headache and scalp discomfort —generally mild to moderate—occurring less frequently after the first week of treatment.

Is TMS Therapy like other alternative therapies that use magnets to treat some illnesses?
No. TMS Therapy involves a unique method of using pulsed magnetic fields for a therapeutic benefit. The intensity of the magnetic field is similar to that of an MRI. These techniques differ radically from the popular use of low intensity, static magnetic fields. Those products deliver weak and undirected static fields that are not capable of activating brain cells. The activation and stimulation of brain cells is a key part of why TMS is so effective.

