

# Front Office ACES Guide to Booking

## Communicate to Book

Congratulations, **you are the ACES** in your practice, and you set the tone for what patients experience. Use this guide to answer patient questions with **the goal of scheduling them for a complimentary consultation.**



### Answer

#### ANSWER WITH INTENTION:

The phone is a lifeline for your patients. Every call is from a person who may need your help.

#### Ring Rule

A live person must pick up by the fourth ring.

#### Smile

Patients can hear your compassion over the phone.

#### State

Tell them your name and your role for familiarity.

#### Thank

Express gratitude for their call. It may have taken all their energy to dial.



#### PRO TIP:

Return all missed calls and voicemails within 1 hour.



### Collect

#### COLLECT TO CONNECT:

Taking the time to capture the right information saves time for you and the patient.

#### Obtain

Gather their name, number, email, and insurance information to expedite the time to treat.

#### Reason

Learn why they're calling so the patient feels heard.

#### PHQ-10

Have the patient complete the NeuroStar Patient Health Questionnaire and review their results.



#### PRO TIP:

Use the patient's name throughout conversation to make them feel valued.



### Educate

#### EDUCATE WITH EMPATHY:

Being prepared to answer questions about NeuroStar builds trust with your patients.

#### Simplify

Explain what NeuroStar is and how it works in layman's terms.

#### Guide

Use our talk track so you can answer whatever question is asked.

#### Yes

Begin your responses with a "yes" to keep the patient open to conversation.

#### Credential

Highlight what is unique about your practice.



#### PRO TIP:

Your #1 goal is to book the consultation, not to provide a consultation over the phone.



### Schedule

#### SCHEDULE TO SUPPORT:

Booking a consultation is key to helping your patients move one step closer to relief.

#### Assume

Ask for an appointment with confidence. Your patient called to book.

#### Options

Offer consultation appointments in-person or virtually over video.

#### Access

Have access to your NTL's schedule to book consultations immediately.

#### Confirm

Verify their understanding and commitment to next steps.



#### PRO TIP:

Ask questions that give this or that options rather than yes or no.

# Build Your Practice's NeuroStar Talk Track

# Common Patient Questions

## Answer



### PHONE

"Hello, you've reached **[NAME from PRACTICE NAME]**. How may I help you?"

### MISSED CALLS

"Hello. This is **[NAME from PRACTICE NAME]**, returning your call; I'm glad we could connect now!. How may I help you?"

## Connect



### PHONE

"May I have your name and the best number to reach you in case we get disconnected?"

### IN-PERSON

"**[NAME]**, getting started is as simple as scanning this QR code with your phone and completing our NeuroStar Patient Health Questionnaire."

## Educate



### PHONE

- "Our practice has treated **[XX]** patients with NeuroStar."
- "Our practice has **[XX]** years of experience helping patients struggling with depression achieve remission with NeuroStar TMS."

## Schedule



### PHONE

"**[NAME]**, what day and time works best for your complimentary consultation with our NeuroStar Team Lead? We have **[Day]** or **[Day]** at **[Time]** open."

## NeuroStar Highlights

- Non-drug, non-invasive
- Covered by most insurances
- No systemic side effects
- FDA-cleared technology

## What is NeuroStar?

NeuroStar is a safe, effective, non-drug depression treatment that uses focused magnetic pulses, similar in strength to an MRI, to revitalize connections in an area of the brain involved in regulating your mood. When these connections are reawakened, many people experience measurable relief from their depression.

## Does it work?

In a study of "real-world" outcomes (meaning actual NeuroStar patients), 83% of people who completed the full NeuroStar treatment cycle experienced a measurable decrease in the severity of their depression, and 62% of those completing treatment saw full remission – meaning their depression effectively "went away."<sup>[1]</sup>

## Does it hurt?

While there may be some minor discomfort at the treatment site (where the device touches your head), it generally subsides within the first week or treatment. There is no sedation, or impact on your alertness. You can read, watch TV, or talk with your treatment coordinator during your session, and you can drive home immediately after treatment.

## Does insurance cover it?

Over 300 million people have insurance plans that cover NeuroStar, including Medicare and Tricare. Conditions and coverage can vary by insurance company, and your NeuroStar Team Lead will help you determine your benefits and coverage. We also offer cash-pay and patient financing options if desired, talk with your NeuroStar representative for more details.

## Who is NeuroStar for?

NeuroStar is FDA-cleared for adults with Major Depressive Disorder who have not found relief from antidepressant medications. A NeuroStar leader will walk you through the full qualifications for treatment during your initial consultation.

[1] Sackeim HA, et al. (2020). Affect. Disord. 277:65-74. Based on a real-world, retrospective study using CGI-S and a sample size of 615 patients.