



TAP INTO A NEW POSSIBILITY *for depression*

- **NOT** medicine
- **NOT** shock therapy
- **NOT** invasive
- **IS** safe and effective
- **IS COVERED** by most insurance

PATIENT CONSULTATION FLIPBOOK



PRESENTATION NOTES


Depression Isolates. *NeuroStar*® Connects.

What to say:

Depression is very common. It affects about 280 million people around the world, so you are not alone.¹ It can be difficult to control, but a better life is possible.

What to know:

- Depression isn't just sadness—symptoms can include fatigue, poor concentration, sleep problems, and more



**Depression Isolates.
NeuroStar® Connects.**

You are not alone.

More than
280 million people
worldwide struggle to control this disease.¹

280,000,000

NeuroStar may be able to help.

TAP HERE

Patient Takeaway

You may feel like there's no hope, but *NeuroStar* transcranial magnetic stimulation (TMS) may be able to help.

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NeuroStar may be able to help.



PRESENTATION NOTES

More Medication Is Not Always the Answer

What to say:

Treating depression is difficult, and medications don't always work. With every new medication you try, your chances of feeling better go down.²⁻⁵

In this study, only about 7% of people who are on their fourth medication actually feel better. At the same time, the likelihood of stopping a medication because of side effects goes up.²⁻⁵

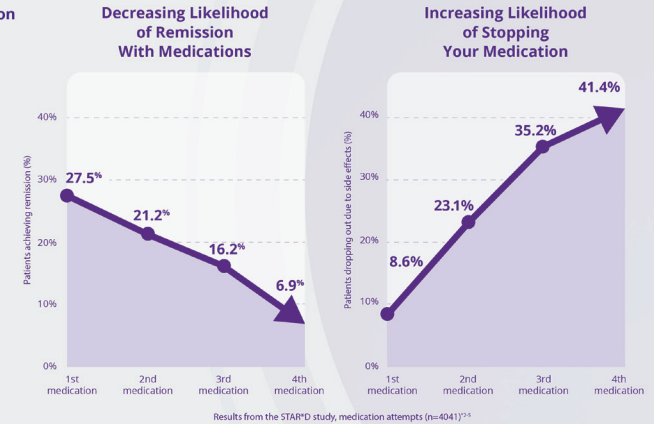
What to know:

- STAR*D is the largest and longest independent study of depression treatments ever conducted
- More than 4000 people participated in the study
- 41.4% of patients stopped treatment due to side effects after 4 medication attempts²⁻⁵

More Medication Is Not Always the Answer

With every new medication you try, your chances of feeling better go down.²⁻⁵

At the same time, the likelihood that you will stop taking your medication because of side effects goes up with each new drug.²⁻⁵



*Based on the Hamilton Rating Scale for Depression (HAM-D-17).

Patient Takeaway

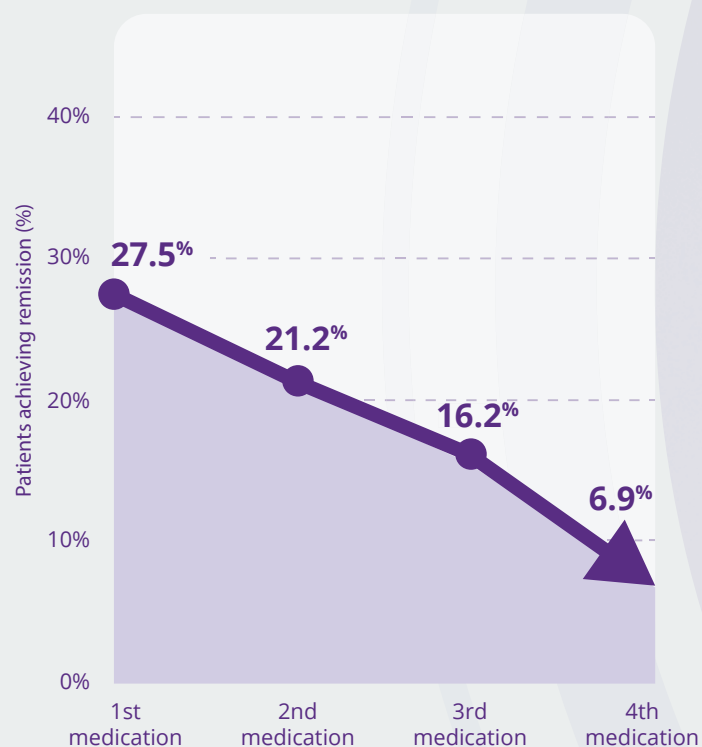
NeuroStar gives hope to people who have struggled to control their depression with medication.

More Medication Is Not Always the Answer

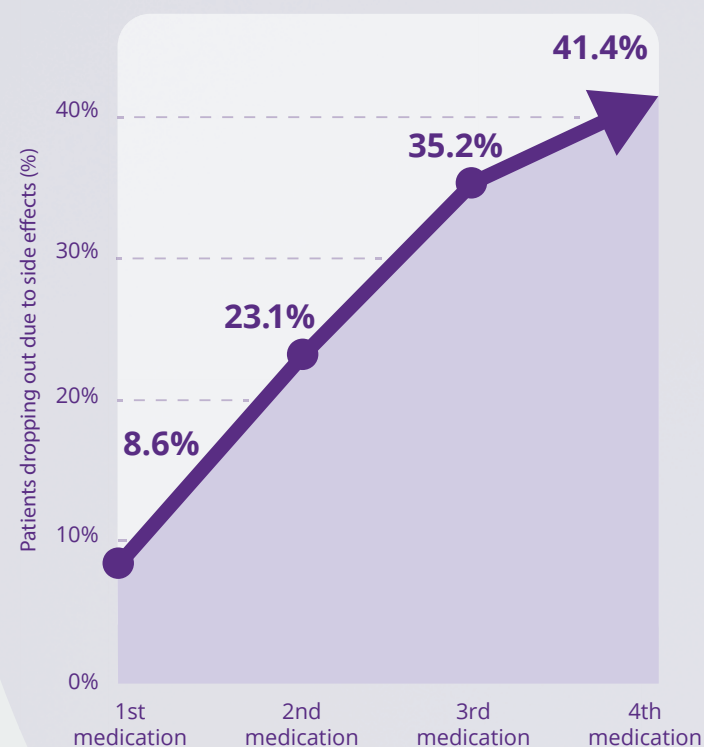
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Decreasing Likelihood of Remission With Medications



Increasing Likelihood of Stopping Your Medication



Results from the STAR*D study, medication attempts (n=4041)²⁻⁵

*Based on the Hamilton Rating Scale for Depression (HAM-D-17).

PRESENTATION NOTES

Depression Is Caused by Reduced Activity in the Brain

What to say:

No one is completely sure what causes depression. We do know certain areas of the brain show less activity in people with depression than in people without depression.⁶⁻⁸

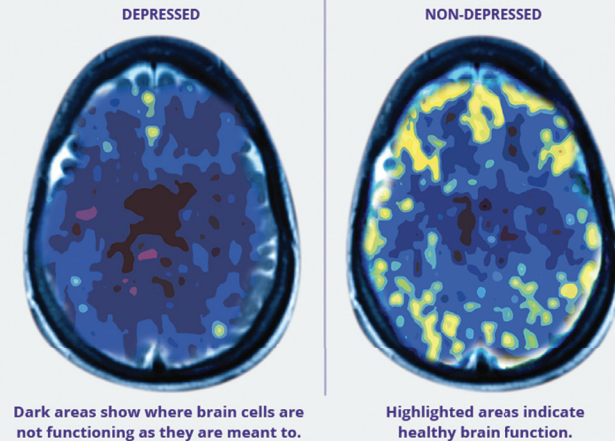
This loss of activity can lead to an imbalance in the brain's neurotransmitters, which changes the way brain cells signal each other.⁶⁻⁸

What to know:

- This image is a PET scan, which shows functions like blood flow, oxygen use, and blood sugar (glucose) metabolism
- Serotonin, dopamine, and norepinephrine are the main neurotransmitters associated with depression⁶⁻⁸

PET=positron emission tomography.

Depression Is Caused by Reduced Activity in the Brain



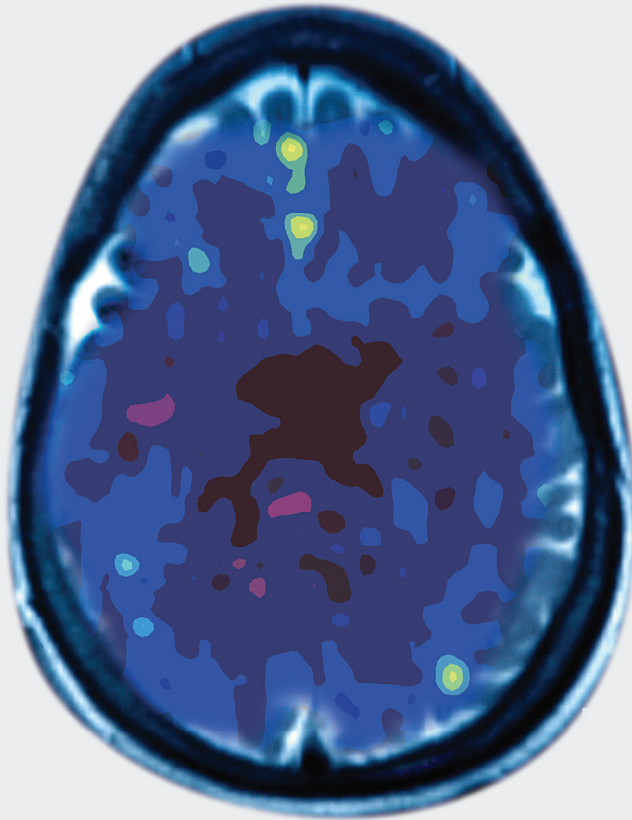
Source: Mark George, MD, Biological Psychiatry Branch Division of Intramural Research Programs, National Institute of Mental Health, 1993.

Patient Takeaway

Depression may seem like an emotional problem, but there is a physical component in the brain, too—it's not your fault.

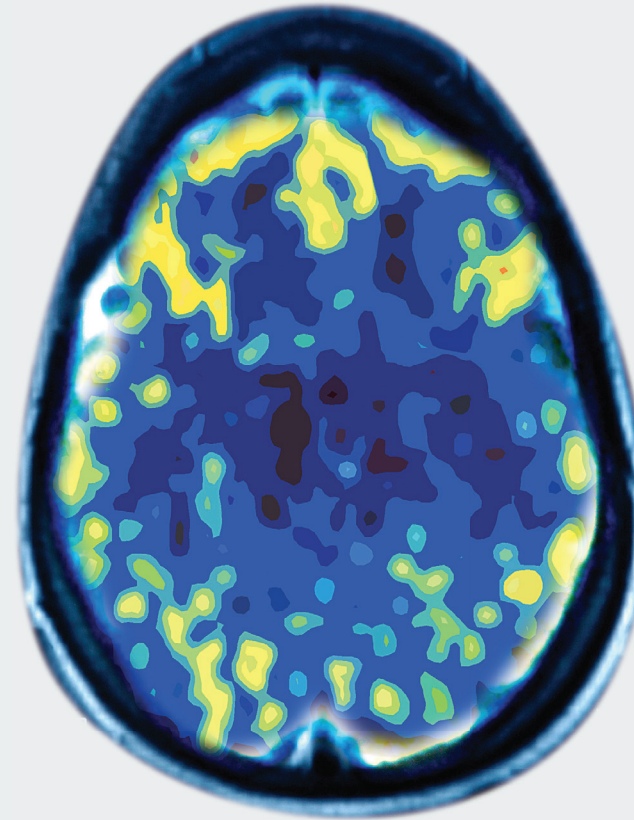
Depression Is Caused by Reduced Activity in the Brain

DEPRESSED



Dark areas show where brain cells are not functioning as they are meant to.

NON-DEPRESSED



Highlighted areas indicate healthy brain function.

PRESENTATION NOTES

Focused Treatment at the Source of Depression

What to say:

NeuroStar is for people like you who have not been able to find relief with medication. It's a different kind of treatment that uses magnetic pulses, which are similar in strength to MRI.^{6,7}

The magnetic pulses work to bring brain activity back online and get neurotransmitters signaling again.^{6,7} NeuroStar is precise and delivers 100% of the treatment to the right areas of the brain.

What to know:

- NeuroStar is the #1 TMS choice of doctors
- NeuroStar is NOT shock therapy

MRI=magnetic resonance imaging.

Focused Treatment at the Source of Depression

- Magnetic pulses work like physical therapy for the brain
- Delivers 100% of the therapy to the right location each and every time
- #1 TMS choice of doctors

With NeuroStar, you can live life on your terms.

REMEMBER:
NeuroStar is NOT shock therapy.



Patient Takeaway

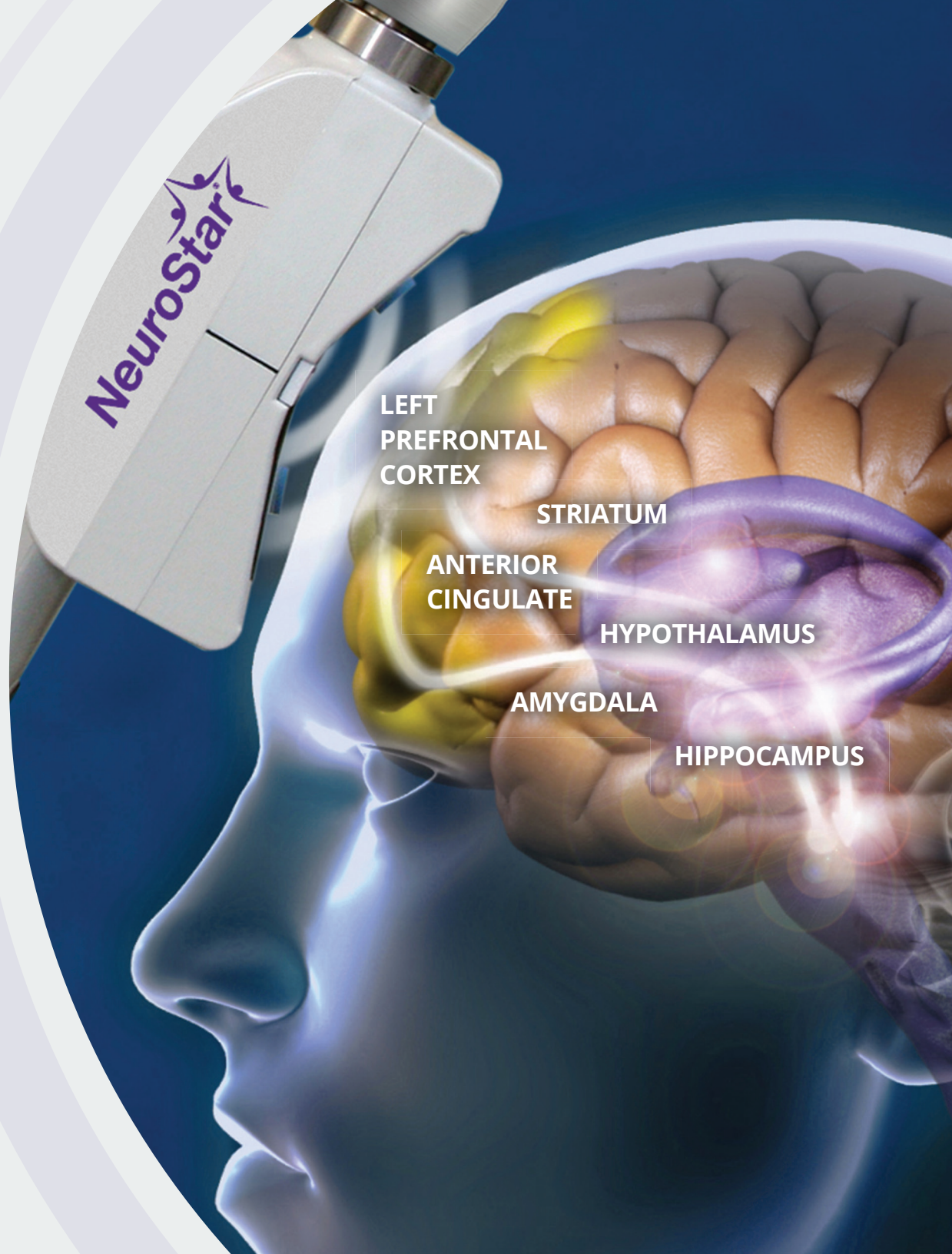
NeuroStar is an advanced, unique form of TMS therapy that has helped over 115,000 patients reconnect to their world.

Focused Treatment at the Source of Depression

- Magnetic pulses work like physical therapy for the brain
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PRESENTATION NOTES

Drug-free Depression Treatment That Works for You

What to say:

*A study of more than 14,000 real NeuroStar patients showed that NeuroStar is very effective at reducing depression symptoms. And most patients experienced full remission of their symptoms after completing the recommended number of treatment sessions.*⁹*

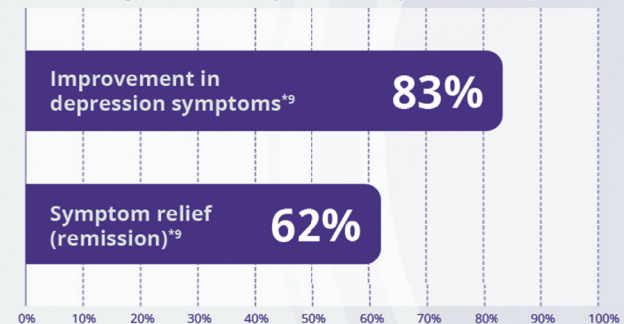
What to know:

- **83%** of patients completing NeuroStar treatment experienced measurable depression relief*⁹
- **62%** experienced full remission of their depression symptoms*⁹
- Patients may have been prescribed concomitant depression treatments including medications

Drug-free Depression Treatment That Works for You

NeuroStar helps life become manageable again.

Clinical Rating (Clinical Global Impression–Severity of Illness [CGI-S])



*Patient results may vary. The outcomes reported represent the subset of study patients for which the CGI-S data were reported before and after an acute course of NeuroStar TMS. Patients were treated under real-world conditions where they may have been prescribed concomitant depression treatments including medications. "Improvement in depression symptoms" was defined as a CGI-S score ≤ 3 and "symptom relief (remission)" was defined as a CGI-S score ≤ 2 at the end of treatment.

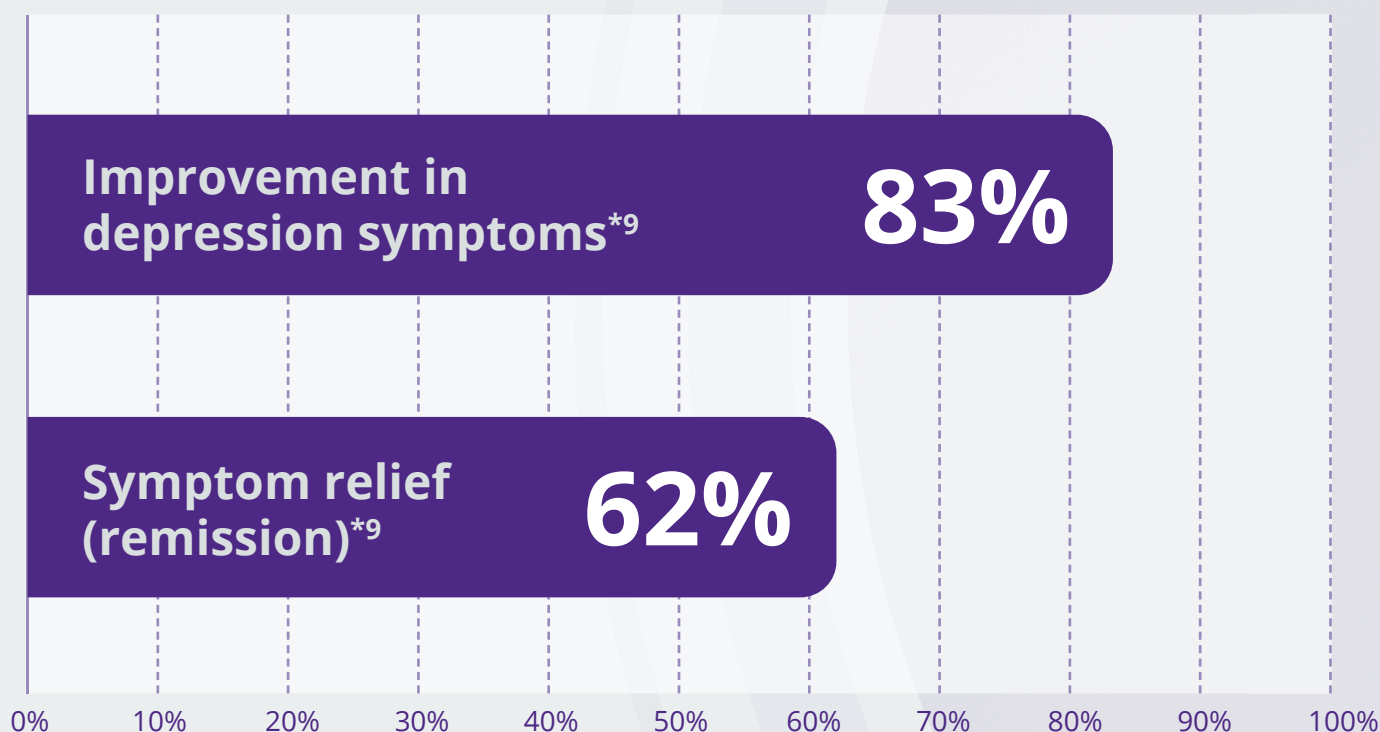
Patient Takeaway

NeuroStar is a drug-free treatment that gives you real relief from the symptoms of depression.

Drug-free Depression Treatment That Works for You

NeuroStar helps life become manageable again.

Clinical Rating (Clinical Global Impression–Severity of Illness [CGI-S])



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PRESENTATION NOTES

NeuroStar Is Safe With No Systemic Side Effects

What to say:

As we just learned, many patients stop taking their medications due to side effects, but you can see that you don't have to worry about those kinds of systemic side effects with NeuroStar.^{10,11}

You may feel a tapping, tingling, or warming sensation where the coil is positioned, but this is usually temporary and you may feel it less with each treatment.

What to know:

- There have been over 4.3 million individual treatments performed to date
- There is no anesthesia or sedation required. Your patients will remain awake and alert during treatment
- The most common side effects were temporary scalp pain or discomfort, eye pain, toothache, facial pain, muscle twitching, and pain of skin
 - These side effects occurred in more than 5% of patients and at least twice the rate of sham treatment

NeuroStar Is Safe With No Systemic Side Effects

Many patients experience side effects from their medication, increasing the chance that they will stop taking them.^{2,5}

With NeuroStar, the most common side effect is temporary scalp pain or discomfort. Some patients (more than 5%) also experienced certain other side effects, including eye pain, toothache, facial pain, muscle twitching, and pain of skin.^{10,11}

The most common side effect is pain or discomfort at or near the treatment site. These events are transient; they occur during the TMS treatment course and do not occur for most patients after the first week of treatment. There is a rare risk of seizure associated with the use of TMS therapy (<0.1% per patient).

Temporary scalp pain or discomfort^{10,11}

Insomnia
Headache/Migraine
Blurred vision
Dry mouth
Fatigue
Weight gain
Nausea
Gastrointestinal distress
Sexual dysfunction

NeuroStar

Antidepressant Drugs

Patient Takeaway

With none of the side effects of medication, NeuroStar helps you live life to the fullest.^{10,11}

NeuroStar Is Safe With No Systemic Side Effects

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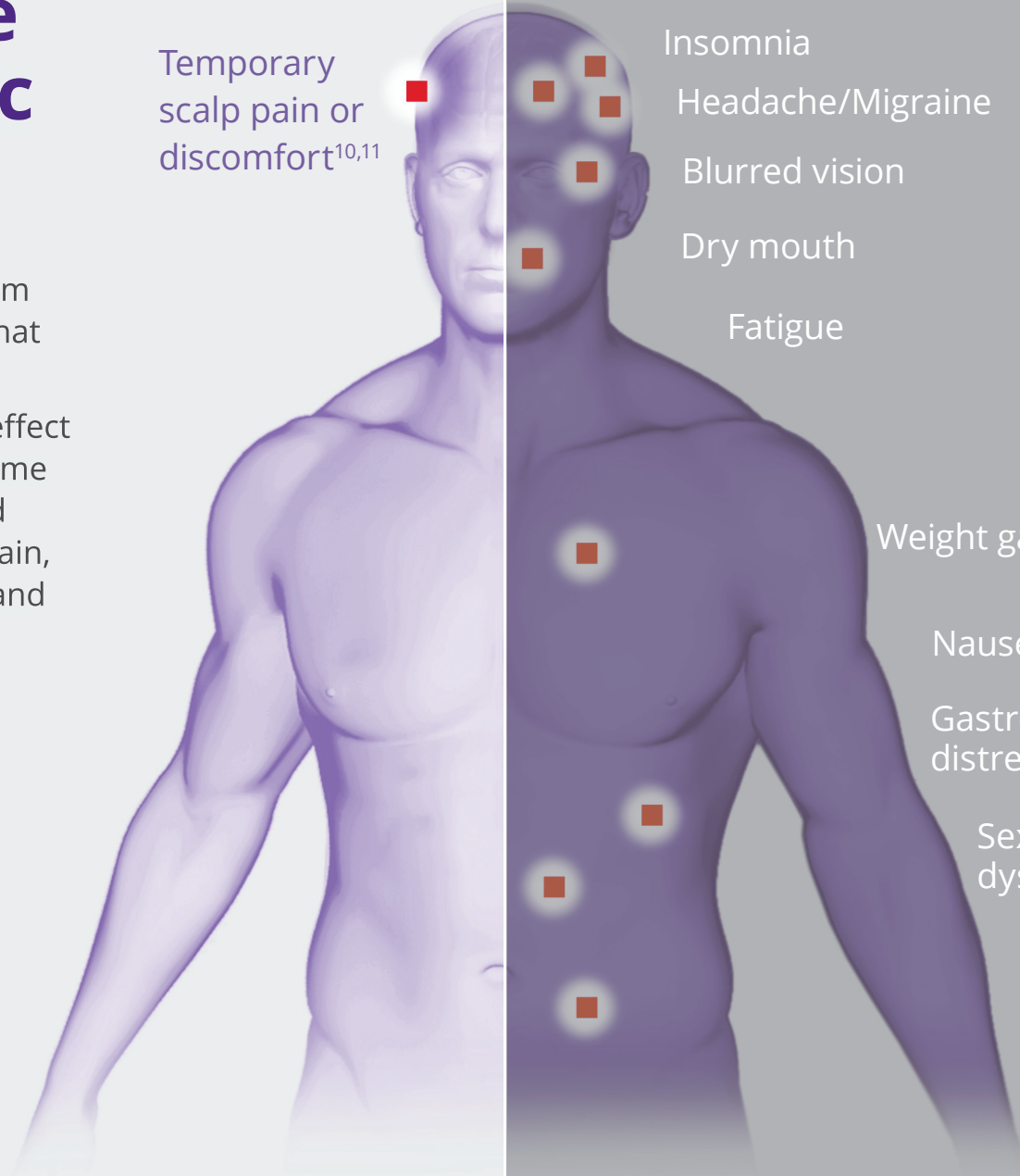
Nausea

Gastrointestinal
distress

Sexual
dysfunction

NeuroStar

Antidepressant Drugs



PRESENTATION NOTES

With NeuroStar, All You Have to Do Is Show Up

What to say:

NeuroStar works like physical therapy for your brain by retraining the neurons over time.

According to TMS studies, the more NeuroStar treatments delivered, the better the chances of achieving significant improvements and recovery from your depression.¹¹

That's why it's important to complete the full number of treatment sessions prescribed by your doctor.

What to know:

- Your patients' first session is a personalized brain-mapping to make sure the device delivers 100% of the therapy to the right location, at the correct therapeutic depth, each and every time
- Treatments take place 5 days a week through the completion of the treatment
- Each in-office treatment typically takes 19 minutes, or up to 38 minutes depending on physician recommendation

With NeuroStar, All You Have to Do Is Show Up

Completion Is Key

Completing the full number of prescribed sessions gives you the best chance for recovery from depression.

- Treatments take place 5 days a week through the completion of treatment
- Each treatment is typically 19 minutes, but can take up to 38 minutes*
- You remain awake and alert during the treatment and may resume regular activities immediately afterwards

*May vary depending on your doctor's recommendation.



Patient Takeaway

Completing the full number of prescribed sessions with NeuroStar gives you the best chance for success.

With NeuroStar, All You Have to Do Is Show Up

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PRESENTATION NOTES

What to Expect at a Treatment Session

What to say:

On the day of a session, you will recline in a spa-like treatment chair.

A cushioned coil is precisely placed against your head while magnetic pulses deliver the therapy to the correct location that regulates mood in your brain.

You will be awake and alert throughout the session, and you can resume normal activities after each treatment session is over.

What to know:

- NeuroStar is an FDA-cleared technology
- NeuroStar is backed by 15 studies and 28 papers related to depression—the largest clinical data set of any TMS system for depression

Speak from your own experience about the ease of NeuroStar treatment and the results your patients have seen.

What to Expect at a Treatment Session



1 Recline comfortably in a spa-like treatment chair, awake and alert

2 A small curved device containing the magnetic coil rests on your head



3 Magnetic pulses deliver the therapy to the correct location that regulates mood in your brain

4 You can immediately resume normal activities



You may feel a tapping, tingling, or warming sensation where the coil is positioned. This is usually temporary and subsides in subsequent treatments.

Patient Takeaway

NeuroStar is easy! Since there is no anesthesia or sedation required, there is no downtime to hold you back from your daily routine.

What to Expect at a Treatment Session



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PRESENTATION NOTES

NeuroStar Is Covered by Most Insurance Plans

What to say:

NeuroStar TMS is covered by Medicare and most national insurance carriers.

I can connect you to someone in our office who can review your insurance benefits to see if NeuroStar is an option for you.

What to know:

- Over 300 million people have insurance plans that cover NeuroStar

NeuroStar Is Covered by Most Insurance Plans

NeuroStar TMS is covered by Medicare and most national insurance carriers, totaling more than **300 million people.**



Patient Takeaway

Because NeuroStar is so widely covered, it's an easy option that you may be able to start right away.

NeuroStar Is Covered by Most Insurance Plans

NeuroStar TMS is covered by Medicare and most national insurance carriers, totaling more than

300 million people.

300,000,000



Important Safety Information

About NeuroStar® Advanced Therapy for Mental Health

NeuroStar Advanced Therapy is indicated for the treatment of Major Depressive Disorder in adult patients who have failed to receive satisfactory improvement from prior antidepressant medication in the current episode.

NeuroStar is only available by prescription. For complete prescribing information, please visit [NeuroStar.com](https://www.neurostar.com).

The most common side effect is pain or discomfort at or near the treatment site. These events are transient; they occur during the TMS treatment course and do not occur for most patients after the first week of treatment.

There is a rare risk of seizure associated with the use of NeuroStar TMS (<0.1% per patient).

References:

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