



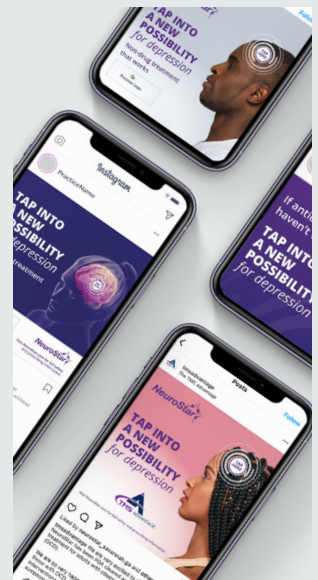
Co-op Program

The Power of Partnership takes your NeuroStar® marketing to the next level



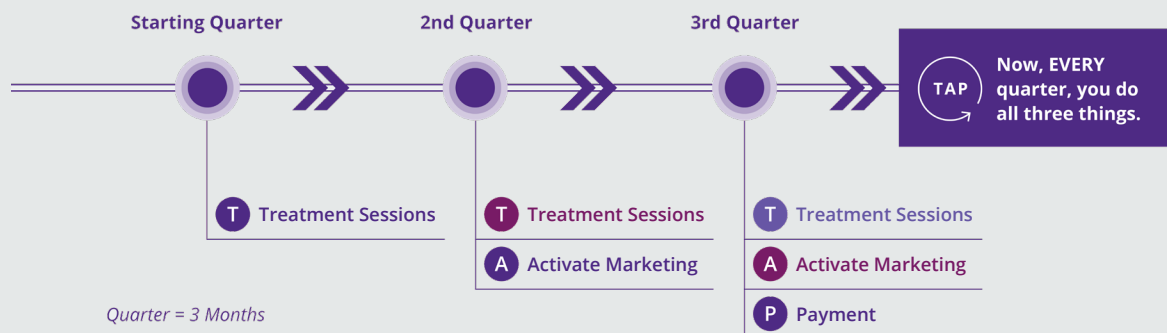
What Is A Co-op Program?

A Co-op Program is a mutually beneficial marketing strategy where both the national brand and local business partners share advertising costs and brand assets.



How Does NeuroStar's Program Work?

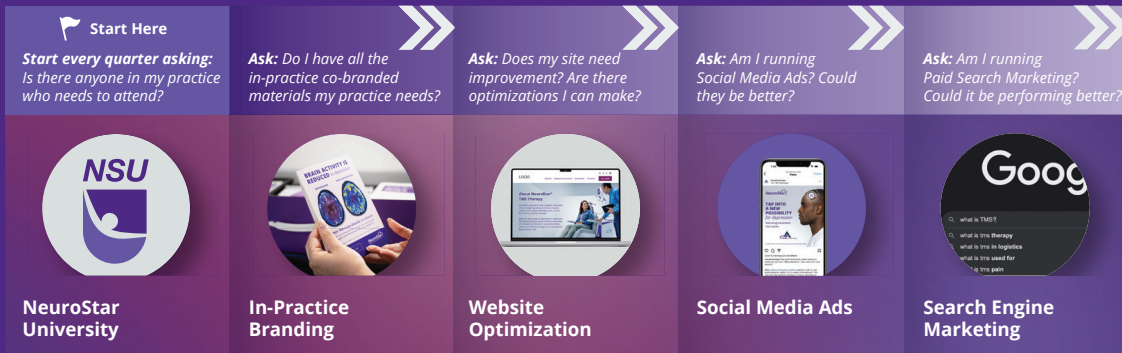
The Co-op Program is a rolling 3-quarter cycle. Once you're in a rhythm, you do 3 things every quarter: T-A-P





5 Keys to Co-op

A simple formula that identifies the most impactful marketing tactics and provides proven ads and preferred vendors for turnkey execution.



How Much Do I Get Back?

Your Co-op Level depends on the dollar amount of your treatment sessions purchased in the quarter. For every quarter you purchase treatment sessions, you are accruing an amount of eligible Co-op dollars to spend the following quarter.

CO-OP LEVELS	Level 1	Level 2	Level 3	Level 4	Level 5*
MINIMUM TREATMENT SESSION PURCHASE AMOUNT	\$9,500	\$16,500	\$26,000	\$37,500	\$54,000+
PRACTICE'S MAXIMUM REIMBURSABLE SPEND	\$1,900	\$5,000	\$10,000	\$16,000	\$26,000+
MAXIMUM AMOUNT CO-OP MATCHES	\$950	\$2,500	\$5,000	\$8,000	\$13,000+
MAXIMUM PERCENTAGE REIMBURSED	10%	15%	19%	21%	24%
NEUROSTAR SERVICE CONTRACT DISCOUNT	30%	40%	50%	70%	80%

*Get access to Co-op level 5 by spending \$54,000 or more in treatment session purchases in the quarter, the level where the more you buy, the more you get in Co-op reimbursement. Your Co-op reimbursement amount is based on your combined treatment session purchases in the previous quarter.

For example: NeuroStar Practices that have treatment session purchases from January 1st – March 31st that accumulate to \$54,000 will get reimbursed up to \$13,000 on April 1st.

NeuroStar Practices that have treatment session purchases from January 1st – March 31st that accumulate to \$75,000 will get reimbursed up to \$18,000 (24%) on April 1st.

These terms are only available in Star Level 5. \$100,000 is the maximum amount Co-op matches.

Go to myneurostar.com to execute Co-op or ask your Practice Development Manager

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).

Visit neurostar.com for full safety and prescribing information.

