

Nevro Patient Awareness Overview

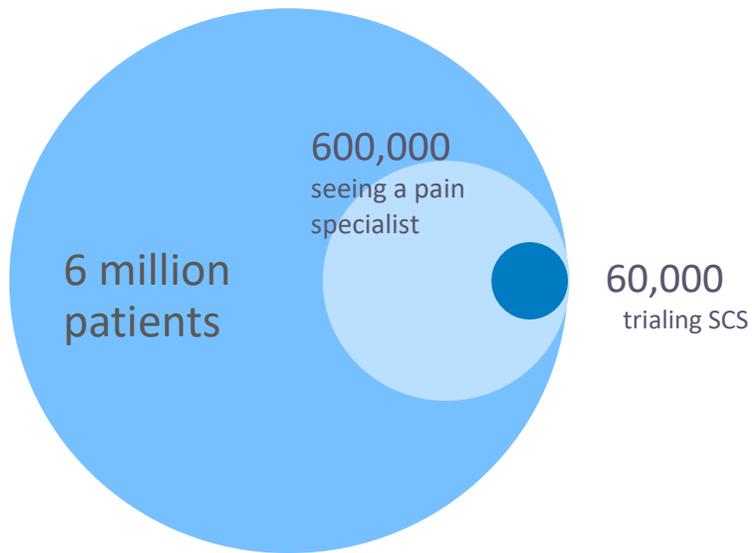
Advancing Neuromodulation

SPINAL CORD STIMULATION:

An Underpenetrated Market with Low Referrer Awareness

Chronic Pain Is Severely Undertreated in the US

- Six million Americans suffer from debilitating chronic pain
- Less than 10% of eligible patients seeking treatment for chronic pain eventually receive an SCS trial



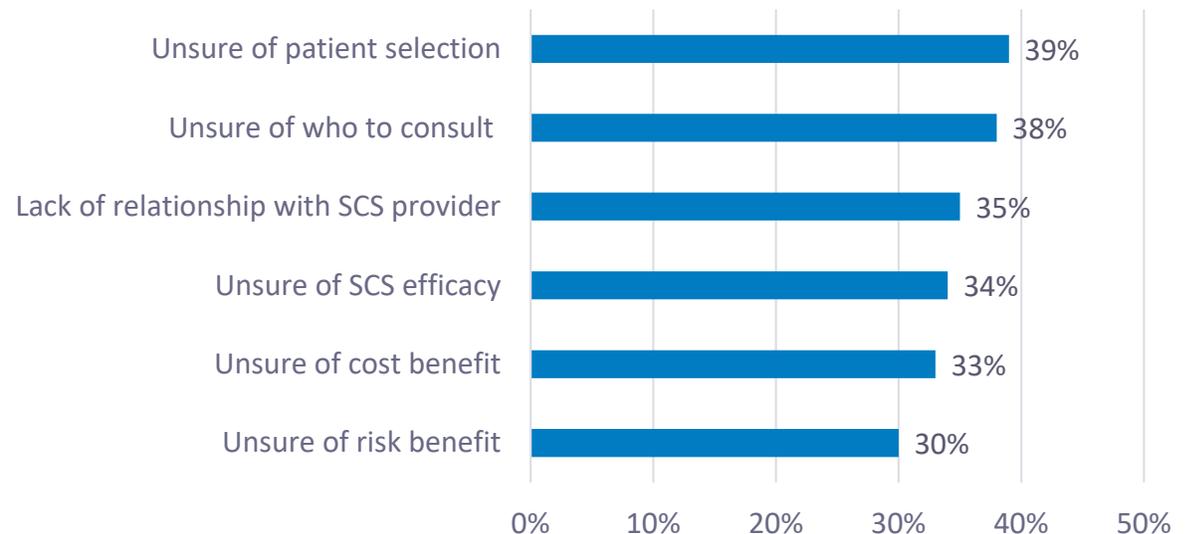
Source: JP Morgan market model of patients with back and leg pain

Low Awareness of SCS for Chronic Pain Among Referrers

- 61% of potential referring physicians did not consider referral to a pain specialist for SCS as part of their chronic pain treatment algorithm

Top Barriers to Referral of SCS Candidates

Survey of Referring Physicians



OUR BRAND

ADVANCING
NEUROMODULATION

The *Free-to* Brand

- Emphasizes functionality
- Highlights SCS as a non-opioid alternative
- Motivating, Unique, Relevant

Our Process

- Partnership with creative agencies
- Research driven and globally applicable:
 - 180 Patients interviewed
 - 15 Pain Specialists interviewed

Our Purpose

- Increase awareness to SCS & HF10
- Educate patients seeking chronic pain treatment options



OUR MULTI-CHANNEL STRATEGY

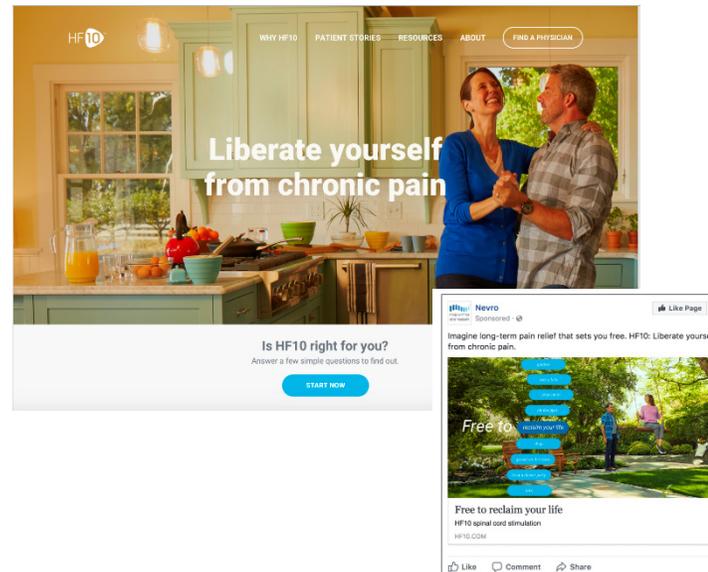
ADVANCING
NEUROMODULATION



Patient Materials



Best-in-Class Digital Awareness Program



Practice Led Market Awareness Tools



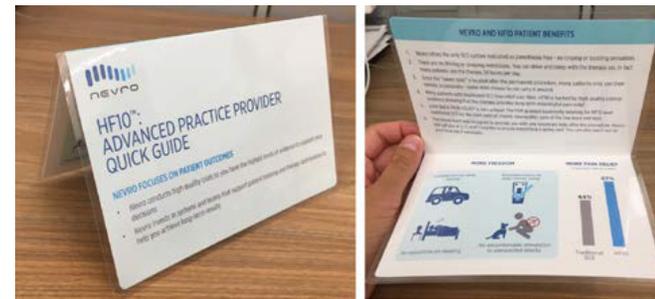
PATIENT MATERIALS: HELP PRACTICES ENHANCE PATIENT EDUCATION

ADVANCING
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Posters



APP Tools



Waiting Room Loop

Brochures



OUR DIGITAL AWARENESS EFFORTS

MISSION: EDUCATE PATIENTS

ADVANCING
NEUROMODULATION

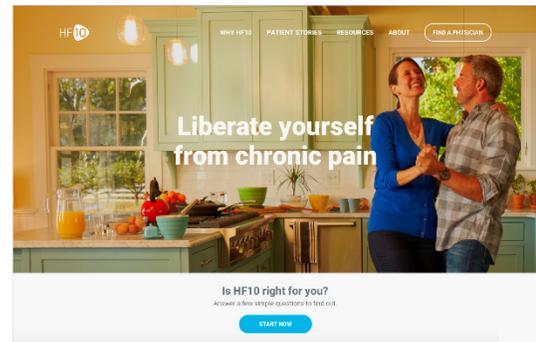
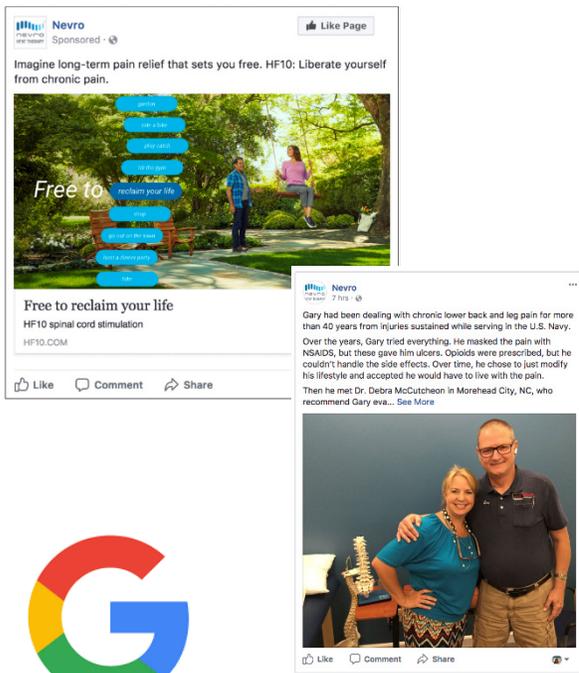
Advertising



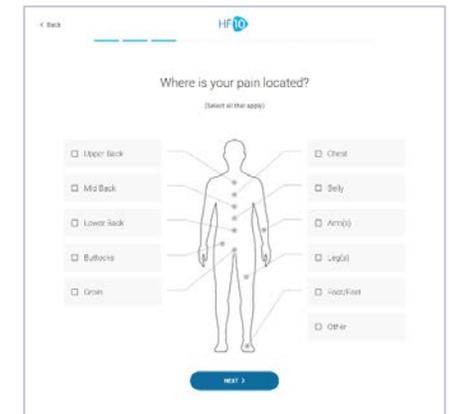
Website



Physician
Searches



Patient
Assessment



Email Capture

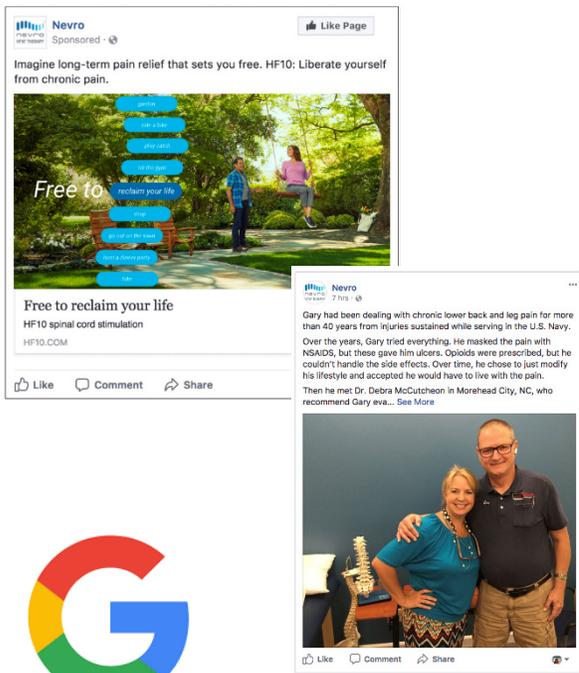


OUR DIGITAL AWARENESS EFFORTS

MISSION: EDUCATE PATIENTS

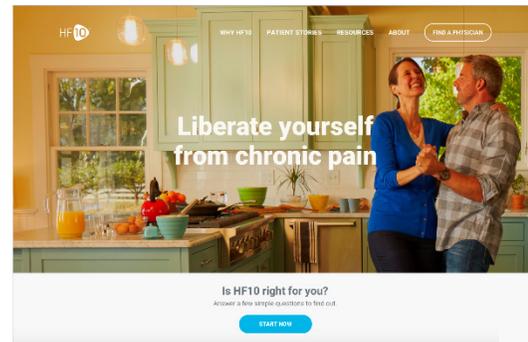
ADVANCING
NEUROMODULATION

Advertising



Website

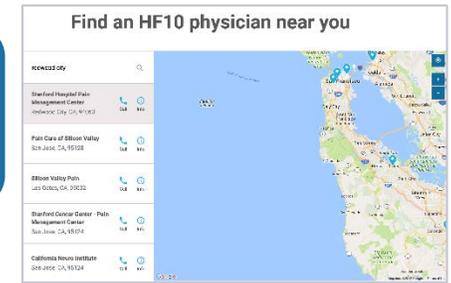
546,590



Physician Searches

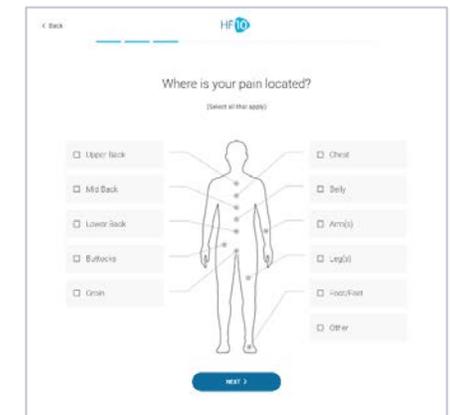
56,619

8,883 calls to practices



Patient Assessment

46,739



Email Capture

20,985



DIGITAL IMPACT BY STATE

Washington State Case Study

ADVANCING
NEUROMODULATION

Sessions: 28,651

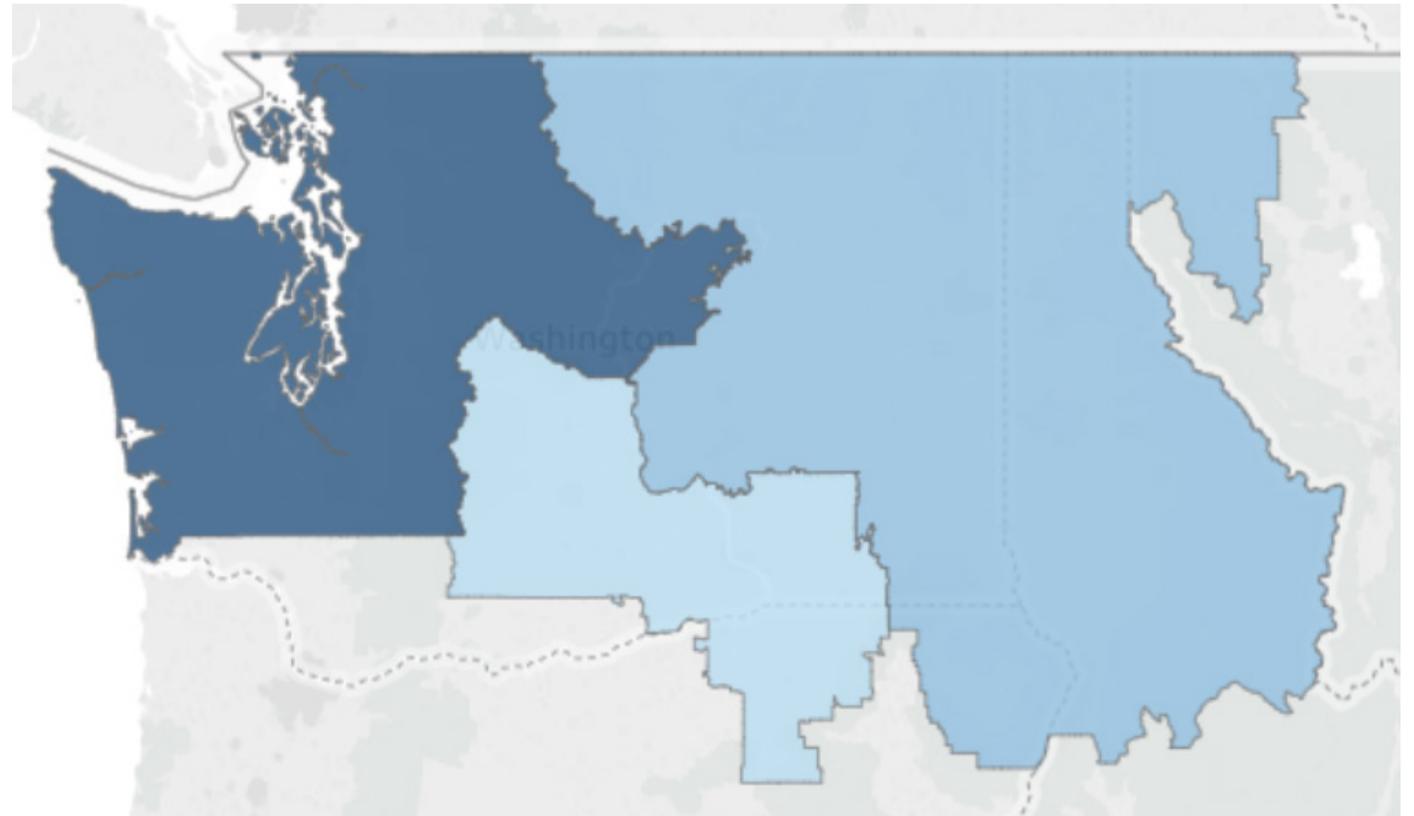
Physician Searches: 2,404

Patient Assessments: 2,289

Practice Calls: 279

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



#HF10MATTERS – OUR SOCIAL COMMUNITY

ADVANCING
NEUROMODULATION

- Opportunity to share patient stories
- Posting of 1-2 new stories per week
- Each story reaches 10 – 100k individuals
- 1000+ patient comments month, excellent opportunity to educate

Neuro HF10
Published by Breanna Hunt [?] · December 14, 2017 ·

Meet Charlie — a vibrant 86 year old whose traveled the world as a professional dancer over the past 50 years. Until 18 months ago, Charlie was still dancing almost daily until he suffered an incident in which his daily routines came to a halt.

Consumed by pain, it was rare for him to leave his apartment (which would involve going up and down his 35 stairs) or partake in any activities. After physical therapy, medication and injections were of no help, Dr. Neel Mehta recom... [See More](#)

Charlie's Free to Dance
00:38

HF10.COM [Learn More](#)

93,841 people reached [Boost Post](#)

Recent Activity

Boosted on Dec 14
Audience: Lookalike (US, 4%) - Patient Assessme...
By Breanna Hunt · Finished 50 days ago

[View Results](#)

133 8 Comments 13 Shares

[Like](#) [Comment](#) [Share](#)

Performance for Your Post

93,309 People Reached

65,041 Video Views

171 Reactions, Comments & Shares

132 Like	0 On Post	132 On Shares
11 Love	0 On Post	11 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
11 Comments	8 On Post	3 On Shares
14 Shares	13 On Post	1 On Shares

1,455 Post Clicks

507 Clicks to Play	139 Link Clicks	809 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post **1** Hide All Posts
1 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

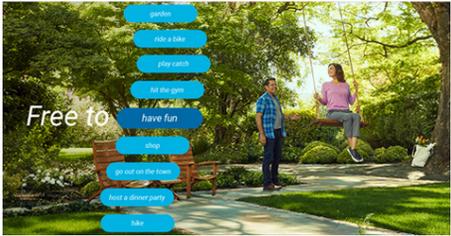
#HF10MATTERS – OUR SOCIAL COMMUNITY

ADVANCING
NEUROMODULATION

Patient Education – Q&A

Nevro HF10
Written by Bryan Mitten [?] · March 19 at 6:31pm · 🌐

HF10® delivers significant chronic pain relief. Answer a few simple questions to find out if it is right for you.
Results may vary. Discuss benefits and risks with your doctor.



Find out if HF10 is right for you
HF10® Spinal Cord Stimulation
HF10.COM [Learn More](#)

Karen Brown Henderson Kenny Henderson. Tell them how good it works!!!! Cannot ever have MRI with it in yr back. Paula O'Bryan

Like · Reply · Message · 2w · Edited

View previous replies

Nevro HF10 Hi Karen, thank you for the comment. To clarify, patients with HF10 can receive full body MRIs under certain conditions. That said, patients should always consult with the doctor familiar with their specific situation and device before a MRI scan.

Like · Reply · Commented on by Hootsuite [?] · 2w

Pamela Patton I have a Medtronic with paddle leads. it doesn't target my back at all. I've been in to reprogram so many times and the my dr says it will only help my leg. I hate when I turn it on and forget I had it turned up. It about jolts me out of my seat lol! Wish I could switch to the Nevro but wouldn't I have to get everything replaced?

Like · Reply · Message · 2w

Nevro HF10 Hi Pamela, sorry to hear you are not getting optimal relief with your current therapy. In a clinical trial, HF10 has demonstrated improved relief for back pain relative to traditional SCS. With HF10, there are also no tingling sensations or periodic shocks typical of traditional SCS. To better understand your specific situation with respect to switching, you would need to speak with your physician. To find an HF10 provider near you, please visit www.HF10.com and click the "Find a physician" button on the top of the page. Thank you for the question.



Liberate yourself from chronic pain
HF10.COM

Success Stories

Nevro HF10 added a new photo to the album: Patient Stories.
Published by Hootsuite [?] · April 5 at 1:44pm · 🌐

After 20 years of unrelenting, hardcore pain, I finally found relief with HF10,* said Maureen, who endured pain from scoliosis, along with burning and tingling in her left leg due to a damaged nerve.

Dr. Donald Greco tried to control the pain with regular epidurals and medication but this was not adequate to manage the chronic discomfort in her leg. Then Dr. Greco recommended an HF10 trial, Maureen agreed. "The July 2017 trial did exactly what it was supposed to," recalled M... [See More](#)



Nevro HF10
Published by Hootsuite [?]
Like This Page · March 12 · 🌐

Over the years, Janice has tried many treatments for chronic pain. Exercise and injections helped, but the relief lasted only a short amount of time. She also had a 4 level spinal fusion, but this too did not eliminate the chronic pain.

At this point, her pain physician, Dr. Adam Young recommended she evaluate HF10 in a trial. The trial was successful, so she went forward with the implant around... [See More](#)

Like · Comment · Share

Breanna Hunt and 196 others · Top Comments

116 Shares · 44 Comments

Nevro HF10 added a new photo to the album: Patient Stories.
Published by Hootsuite [?] · March 29 at 4:17pm · 🌐

Larry always led an active life including cycling, horseback riding, farming, fishing, and playing with his grandchildren. But eventually, his chronic back pain got in the way of enjoying these activities. Larry tried injections, radiofrequency ablation, a laminectomy, and numerous medications, yet after all this, the pain persisted.

Then at the age of 58, he decided he had to make a change, "I committed to regaining my active lifestyle and eliminating prescription medic... [See More](#)



723 people reached [Boost Unavailable](#)

Like · Comment · Share

28 · Top Comments

1 Share

Write a comment...

Rocky Nelson It has been a life saver for me!! I got mine in July 2017 and my life has changed. I look back and I don't know how I stood the pain for so long.
Like · Reply · 1w

Susan Alonso I got my implant October 2017 and our stories are so similar. I love fishing too. My life is so much better now and I can return to doing almost everything I love to do. It is great not relying on strong pain drugs and steroid therapies anymore. Glad to see a fellow fisherman enjoying life again.

Joan Greenert This should be available for all pain-management facilities, everywhere!
Like · Reply · 2d

PRACTICE LED MARKET AWARENESS TOOLS

ADVANCING
NEUROMODULATION

HF10 Promotion

Local and Digital Advertising



Free to [walk the dog]

Contact us to learn more

Click to Insert Practice Logo

Dr. Edgmaria Lathorne, MD
ABC Pain Clinic
1234 Main Street
Anytown, CA 12345
(123) 456-7890
info@abc.com

Learn more about HF10

- HF10 does not require surgery or major surgery
- HF10 does not require hospitalization
- HF10 does not require anesthesia
- HF10 does not require a hospital stay
- HF10 does not require a hospital stay
- HF10 does not require a hospital stay

Don't let chronic pain hold you back.
[Practice Name] is now offering HF10 for back and leg pain.

- ✓ Achieve long-term relief
- ✓ Regain your independence
- ✓ Try before you decide

Free to [dance]

Contact us at [website.com] or [phone #] to learn more.

WEBSITE.COM

Learn More

Education Events

Patient or Referrer Education Events



CHRONIC PAIN IS AN EPIDEMIC

- Roughly 8% of the adult population suffers from chronic neuropathic pain¹
- The majority of this is chronic lower back pain²
- Cost of chronic pain is \$600 billion annually in the US³



1. Tussone, R. The epidemiology of chronic pain of predominantly neuropathic origin. J Pain. 2006; 8(4):392-395.
2. Williams, CA. The epidemiology of chronic pain in United States adults: results of an international survey. Pain. 2000; 86(2):137-146.
3. Commission on Managing Pain Research, Medicine for Believing Pain in America: A Blueprint for Transforming Research, Care, Education, and Research. Washington, DC: The National Academies Press; 2012.

Public Relations (PR)

Press Releases or Newscasts

A potential game-changer for managing pain

By Jocelyn Manning MedicalHealth Reporter
Published February 5, 2017, 5:48 pm | Updated February 5, 2017, 5:53 pm



Spinal cord stimulation

NEWS 8
WFLX-TV



PROMOTIONAL TEMPLATES

ADVANCING
NEUROMODULATION

Use advertisements to raise awareness of HF10 availability in practice.

Print ad template

Free to walk the dog

Liberate yourself from chronic pain.

HF10 is a medical device system that is proven to provide long-term relief from chronic back and leg pain.

- HF10 does not require drugs or major surgery
- You can use HF10 in a temporary trial to see if it is right for you
- HF10 is covered by nearly all insurance plans, including Medicare

Learn more at HF10.com

Contact us to learn more
Dr. Francisco Letame, MD
ABC Pain Clinic
1234 Main Street
Anytown, CA 12345
(123) 456-7890
Website.com

SMITH PAIN CLINIC

Awareness postcard

Free to walk the dog

Liberate yourself from chronic pain.

HF10 is a medical device system that is proven to provide long-term relief from chronic back and leg pain.

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- You can use HF10 in a temporary trial to see if it is right for you
- HF10 is covered by nearly all insurance plans, including Medicare

Learn more at HF10.com

Contact us to learn more
Click to insert Practice Logo

Dr. Francisco Letame, MD
ABC Pain Clinic
1234 Main Street
Anytown, CA 12345
(123) 456-7890
Website.com

HF10 has helped many chronic back and leg pain patients in our practice.

Contact our office to determine if HF10 is right for you.

HF10

All patients do not respond the same way to spinal cord stimulation (SCS) and therefore may not benefit from SCS. A physician is required to provide benefits and risks of treatment and SCS HF10 systems are supported by Medicare. An insurance prior authorization for the treatment of chronic back and leg pain (chronic pain) may be required. This advertisement has been evaluated and approved by HF10. © 2016 HF10, Inc. All rights reserved.

Facebook ad template

Don't let chronic pain hold you back. _____ is now offering HF10 for back and leg pain.

- ✓ Achieve long-term relief
- ✓ Regain your independence
- ✓ Try before you decide

Free to dance

Contact us at [website.com] or [phone #] to learn more.

WEBSITE.COM [Learn More](#)

Email template

Correspondence from Dr. []'s office at [Practice Name]:

Dear [Patient Name],

Based on your ongoing condition, I believe I have some exciting information that will interest you. A technology called HF10SM is helping many chronic back and leg pain sufferers across the country and this option is available in my practice. HF10 is an advanced form of spinal cord stimulation that can offer several benefits including:

- Significant relief from both back and leg pain¹
- The ability to evaluate HF10 in a temporary trial to see if it is right for you
- Coverage by nearly all insurance plans, including Medicare

Based on the type of pain you are suffering from, you may be a candidate for HF10. If you find this interesting, please take a moment to watch the video below to learn more.

[View Details Here](#)

What Doctors are Saying

If you are interested in discussing this more, please call my office to set up an appointment.

Sincerely,

Dr. [NAME + CREDENTIALS]
[PRACTICE]
[LOGO AND CONTACT INFO]

Web embedded content

HF10SM

HF10 provides patients with long term chronic pain relief

What Doctors are Saying

If you are interested in discussing this more, please call my office to set up an appointment.

Sincerely,

Dr. [NAME + CREDENTIALS]
[PRACTICE]
[LOGO AND CONTACT INFO]

[LEARN MORE](#)

Real World Examples – Web Content

Performance Rehabilitation & Regenerative Medicine

<http://www.performancerehabnj.com/spinalcordstimulation>

The screenshot shows the website for Performance Rehabilitation & Regenerative Medicine. The main heading is "HF10™ Spinal Cord Stimulation Therapy". Below this, there is a large image of a man and a woman walking a dog on a leash, with the text "Proven to deliver long lasting pain relief" and "No drugs. No major surgery. Just relief." To the right of this image is a "CONTACT US NOW" button with the phone number (908) 724-1900. Below the main image is a "RECENT POSTS" section with four links: "Preventing Injury During the Winter", "Enjoy It & Ways to Eat Smart Around the Holidays", "How to Stay Healthy at an Office Job", and "Are Goodbye to Carpal Tunnel Pain". Below the posts is a section titled "Now offering HF10 Therapy" with a paragraph of text describing the therapy. At the bottom of the page, there is a smaller version of the HF10 promotional banner seen in the other example, including the text "HF10 provides patients with long term chronic pain relief", "What Doctors are Saying", and "I HAVE A REAL SMILE! Terri's Story".

Space City Pain Specialists

<https://spacecitypain.com/spinal-cord-stimulation>

The screenshot shows the website for Space City Pain Specialists. The main heading is "SPACE CITY PAIN SPECIALISTS" with the tagline "WE DON'T MANAGE PAIN. WE TREAT IT." Below this, there is a navigation menu with "ABOUT US", "PATIENTS & VISITORS", and "PAIN TREATMENT &". The main content area features a list of benefits: "Throughout the Day", "Want to Pursue Goals, that are Limited by your Pain", "Cannot be Seen Under Skin", and "Devices can be Removed". Below this is a section titled "TALK TO YOUR PHYSICIAN" with a paragraph of text explaining the benefits of Spinal Cord Stimulation and Neuromodulation. At the bottom of the page, there is a large promotional banner for HF10 therapy, including the text "HF10 provides patients with long term chronic pain relief", "What Doctors are Saying", and "I HAVE A REAL SMILE! Terri's Story".

PATIENT EDUCATION EVENT

ADVANCING
NEUROMODULATION

Use the invitation templates and tools to empower practices to host education events on HF10.

Event Invitation Templates (print flyer, postcard, email template)



Patient Awareness Deck

WHAT IS SPINAL CORD STIMULATION?

Spinal Cord Stimulation (SCS) is an established, safe therapy that involves the delivery of energy to the spinal cord through small wires in the back.

- SCS works by delivering small electrical pulses to the pain sensing pathways of the spinal cord, effectively altering the pain signals traveling to the brain.
- SCS was developed as a therapy in the 1970's
- SCS is typically prescribed for the treatment of pain of the back, trunk, or limbs

Medical Policy Spinal Cord Stimulation for Pain January, 2007 Revised 1/09, 1/11, 01/13



ICD-9/ICD-10 Code List for Potential SCS Patients

ICD-9 Code	ICD-10 Code	ICD-9 Code	ICD-10 Code
560.00	S60.00	560.01	S60.01
560.01	S60.01	560.02	S60.02
560.02	S60.02	560.03	S60.03
560.03	S60.03	560.04	S60.04
560.04	S60.04	560.05	S60.05
560.05	S60.05	560.06	S60.06
560.06	S60.06	560.07	S60.07
560.07	S60.07	560.08	S60.08
560.08	S60.08	560.09	S60.09
560.09	S60.09	560.10	S60.10
560.10	S60.10	560.11	S60.11
560.11	S60.11	560.12	S60.12
560.12	S60.12	560.13	S60.13
560.13	S60.13	560.14	S60.14
560.14	S60.14	560.15	S60.15
560.15	S60.15	560.16	S60.16
560.16	S60.16	560.17	S60.17
560.17	S60.17	560.18	S60.18
560.18	S60.18	560.19	S60.19
560.19	S60.19	560.20	S60.20
560.20	S60.20	560.21	S60.21
560.21	S60.21	560.22	S60.22
560.22	S60.22	560.23	S60.23
560.23	S60.23	560.24	S60.24
560.24	S60.24	560.25	S60.25
560.25	S60.25	560.26	S60.26
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560.36	S60.36	560.37	S60.37
560.37	S60.37	560.38	S60.38
560.38	S60.38	560.39	S60.39
560.39	S60.39	560.40	S60.40
560.40	S60.40	560.41	S60.41
560.41	S60.41	560.42	S60.42
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560.43	S60.43	560.44	S60.44
560.44	S60.44	560.45	S60.45
560.45	S60.45	560.46	S60.46
560.46	S60.46	560.47	S60.47
560.47	S60.47	560.48	S60.48
560.48	S60.48	560.49	S60.49
560.49	S60.49	560.50	S60.50
560.50	S60.50	560.51	S60.51
560.51	S60.51	560.52	S60.52
560.52	S60.52	560.53	S60.53
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560.70	S60.70	560.71	S60.71
560.71	S60.71	560.72	S60.72
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560.73	S60.73	560.74	S60.74
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560.82	S60.82	560.83	S60.83
560.83	S60.83	560.84	S60.84
560.84	S60.84	560.85	S60.85
560.85	S60.85	560.86	S60.86
560.86	S60.86	560.87	S60.87
560.87	S60.87	560.88	S60.88
560.88	S60.88	560.89	S60.89
560.89	S60.89	560.90	S60.90
560.90	S60.90	560.91	S60.91
560.91	S60.91	560.92	S60.92
560.92	S60.92	560.93	S60.93
560.93	S60.93	560.94	S60.94
560.94	S60.94	560.95	S60.95
560.95	S60.95	560.96	S60.96
560.96	S60.96	560.97	S60.97
560.97	S60.97	560.98	S60.98
560.98	S60.98	560.99	S60.99
560.99	S60.99	561.00	S60.00

PATIENT EDUCATION EVENT

ADVANCING
NEUROMODULATION

Real World Examples – Dr. Freeman



walk on the beach
take a trip
garden
ride a bike
play catch
hit the gym
dance
shop
go out on the town
host a dinner party
hike
go jogging
go camping

Free to

Liberate yourself from chronic pain.

HF10 is a medical device option that is proven to provide long-term relief from chronic back and leg pain.

- HF10 does not require drugs or major surgery.
- You can try HF10 in a temporary trial to see if it is right for you.
- HF10 is covered by nearly all insurance plans, including Medicare.

Learn more at HF10.com

Attend a free educational event on chronic pain relief
Thursday, May 17th
6:00PM - 9:00PM
APA Hotel Woodbridge
120 S Wood Ave,
Iselin, NJ 08830
RSVP at:
Marketing@RedefineHealthcare.com
or (201) 293-8976

Contact us to learn more



Dr. Eric Freeman,
DO, FAAPMR, FIPP



NEVRO PRINT CENTER: NEW RESOURCE TO ORDER & PRINT TEMPLATES

ADVANCING
NEUROMODULATION

Nevro Print Center is an online portal where practices customize and order branded print assets to support local awareness advertising and events.

Nevro Print Center Templates

Usage Guidelines
Click Here

Templates: Patient Education Event Materials Awareness Mailers Referrer Education Event Materials

PATIENT EDUCATION EVENT MATERIALS
3 items

- Invitation Postcard - 5 x 7 Order
- Invitation Flyer - 5 x 7 Order
- Event Awareness Poster - 11 x ... Order

AWARENESS MAILERS
1 item

- Awareness Postcard - 5 x 7 Order

REFERRER EDUCATION EVENT MATERIALS
1 item

Cancel & Go Back

Create Your Product
Invitation Postcard - 5x7

1 2 REVIEW & ORDER

Page 1

Fill in the required fields to customize your product.

Client Date: October 25

Event Time: 7:00 PM

Event Location: RWC Community Center

Event Address: 908 California Lane
Redwood City, CA 94065

Event City/State/Zip: Redwood City, CA 94065

RSVP info: rsvp@spinehealth.com

Physician Name 1, 2, 3: Dr. Bob Jones

Physician Name 2, 3, ID: [Select]

Physician Headshot: [Select]

Practice Name: Spine Health Center

Practice Address: 123 Oak Drive
Redwood City, CA 94065

Practice City/State/Zip: Redwood City, CA 94065

Phone Number: 650134567

Website: www.spinehealthcenter.com

Practice Logo: [Select]

NEXT: EDIT PAGE 2

Customize branded template with
event and practice information

Free educational event

October 25, 7:00 PM
RWC Community Center
908 California Lane
Redwood City, CA 94065
rsvp@spinehealth.com

Hosted by
Dr. Bob Jones

Spine Health Center
123 Oak Drive
Redwood City, CA 94065
650134567
www.spinehealthcenter.com

Review and Order

Option
5" x 7" - 14pt. Glossy Card Stock - 2-Sided Printing

Quantity
50 at \$15.00 (\$0.30/ea)

I have reviewed and approve my design.

EDIT ITEM ADD TO CART

Review, select print quantities, and order

<< Demo Video >>

Increase local awareness of HF10 by empowering practices to partner with local news agencies.

1. Practices pitch to a media agency

Draft pitch to use with media – send this letter or email to a local reporter or at your news station affiliate.

SUBJECT: Breakthrough treatment for chronic pain sufferers: patient/physician interviews available

Hi [INSERT REPORTER],

Chronic pain can be debilitating and often interferes with everyday functions. It affects more than 100 million Americans and is the primary cause of disability among adults in the U.S.

One treatment for serious pain, opioid painkillers, has been making headlines as a rising epidemic. In July 2016, Congress passed a bipartisan bill to combat addiction to opioids, in response to the 3000% rise in opioid addictions from 2007 to 2014.

An exciting and innovative treatment recently approved by the FDA provides substantial relief for patients suffering from the severe effects of chronic back and leg pain – without the risk of addiction and abuse. This advanced treatment is being launched across the country and is now available in [city name].

Unlike traditional spinal cord stimulation devices, which deliver low-frequency electrical pulses to mask chronic pain with sensations commonly perceived as tingling, prickling, pins-and-needles, or vibrating, called paresthesia (which many patients consider to be a nuisance) – **Neuro's** high-frequency HF10 therapy delivers pain relief without these sensations – a major breakthrough for patients.

Additionally, the FDA approval of HF10 therapy came with a label of superiority over traditional spinal cord stimulation therapy – the first and only device of its kind approved with this rating. Two-year safety and effectiveness data from a randomized study of HF10 therapy were recently published in *Neurosurgery*.

[Patient name] of [city name] was treated at [hospital name] and is excited to share his/her story. [Include details about patient story – what he/she couldn't do before, that he/she can now do, and other relevant details]. [Doctor name] is also available for an interview.

2. Speaker can use Fast Facts sheet as guide to answering questions on air



Fast Facts: Chronic Pain and HF10 Therapy

Chronic Pain: A Debilitating, Under-Treated and Costly Condition

- When pain lasts for six months or longer, it is considered to be chronic pain. Chronic pain is most commonly experienced in the back or legs.
- Over 100 million Americans suffer from common chronic pain. Chronic pain is the primary cause of adult disability in the U.S.¹
- Severe pain can significantly interfere with a person's quality of life and functionality, yet the condition is largely under-treated and misunderstood.
- There are many causes of chronic pain, including accidents, injuries, degenerative diseases, prior surgeries or even the aging process.
- Chronic pain is a costly public health issue. Combined loss of productivity and healthcare costs exceeds \$600 billion annually in the U.S.²

Current Treatments Leave Room for Improvement

- Treatment options include over-the-counter medications and physical therapy. Invasive measures such as spinal surgery can involve long recovery periods. For some patients, nothing seems to help.
- Opioids, a commonly used tool in the management of chronic pain, present addiction potential, long-term dependence and show little evidence of improved function.
- Opioid overdoses are the number one cause of preventable death in the United States.³ Opioid addiction rates have increased by 3000% from 2007 to 2014.⁴
- In July 2016, Congress passed legislation aimed at curbing opioid abuse and addiction.

A New Innovation for Chronic Pain: High-Frequency Spinal Cord Stimulation

- Neuromodulation is a class of therapies that directly treats the nervous system to rebalance the activity of neural circuits and manage pain symptoms.
- Traditional spinal cord stimulation (SCS) therapy typically delivers small electrical pulses at a low frequency, altering the pain signals traveling to the brain.
- The goal of low-level frequency spinal cord stimulation therapy is to mask chronic pain with sensations commonly perceived as tingling, prickling, pins-and-needles, or vibrating sensations (paresthesia).
- A new breakthrough treatment: Neuro's HF10™ therapy, a much higher-frequency stimulator that delivers superior relief from chronic leg and back pain – without any paresthesia.
- HF10 therapy is FDA-approved for driving, whereas other stimulators are not.
- The rechargeable device is small and easy to implant.
- HF10 therapy is covered by Medicare and most private insurers.

Clinical Data Demonstrates Superiority

- FDA approval of Neuro's HF10 therapy in May 2015 came with a label of superiority over traditional SCS therapy, the only SCS therapy approved by the FDA with this label.
- HF10 therapy is the only SCS therapy indicated by the FDA to provide pain relief without paresthesia.
- The SENZA-RCT pivotal trial compared HF10 therapy to commercially approved traditional SCS therapy.
- HF10 therapy demonstrated superiority to traditional SCS therapy at all primary and secondary endpoints, resulting in greater pain relief in a greater number of patients. Results were recently published in *Neurosurgery* which demonstrated sustained superiority through two years.
- The Senza system has been used to treat thousands of patients in the U.S. as well as in Europe and Australia, where it received regulatory clearances in 2010 and 2011, respectively.

3. Practices can provide B-Roll footage and demo models during newscast



Real World Examples – Patient Success Stories

The Pueblo Chieftain ☀️ 72° Sunny

News - Sports - Prep Rally - Business - Life - Entertainment - Opinion - Obituaries - Classifieds

Pueblo doctors using spinal stimulation as an alternative to opioids

BY JON POMPIA THE PUEBLO CHIEFTAIN JPOMPIA@CHIEFTAIN.COM FEB 19, 2018 COMMENTS



Dr. Benjamin Massey is using a new spinal pacemaker technique to relieve pain and therefore wean people off opiates. Here Dr. Massey shows a model of the spinal cord with battery which he will implant into a patient. Photo taken on Feb. 19, 2018 at Pueblo Surgery Center. (John Jaques, The Pueblo Chieftain)

JOHN JAQUES

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DOORS 4 HOME

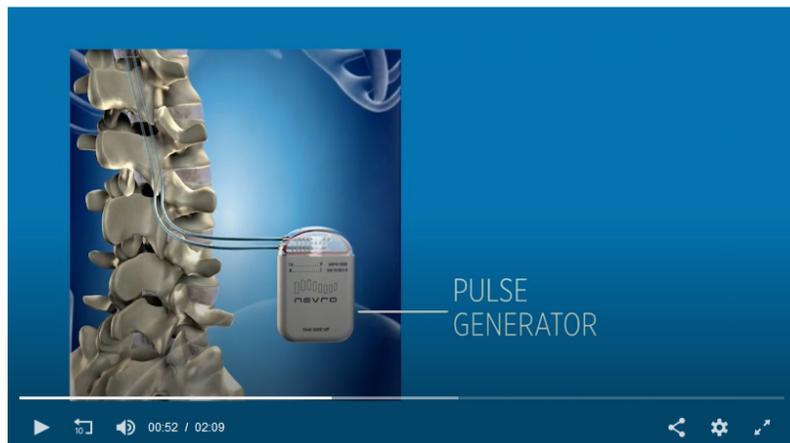
MOST POPULAR

- Driver plows into local business in Downtown Pueblo
- County: Pueblo baseball stadium project is dead
- City paid victim nearly \$500K
- Body of cliff diver found in Lake Pueblo
- Duchess of Sussex 'banned' from wearing tuxedos

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A neurostimulator to reduce pain



By Christina Burkhardt | Posted: Mon 10:49 AM, Jul 23, 2018

LOS ANGELES -- (07/23/2018) – Chronic pain affects thirty percent of people in America, according to the New England Journal of Medicine. That's one reason for the explosion in opioid abuse and addiction. Now there's a new neuro-stimulator called the HF 10, and it's dramatically reduced pain for many patients.

Alisha Constancio couldn't play with Daisy three months ago. A car accident left her with chronic pain and headaches.

"I couldn't even dress myself or shower without having or experiencing a flare up or severe pain," said Constancio.

Constancio was on four drugs and tried other treatments, but her



By State Local Impact

WASHINGTON STATE DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 28,651

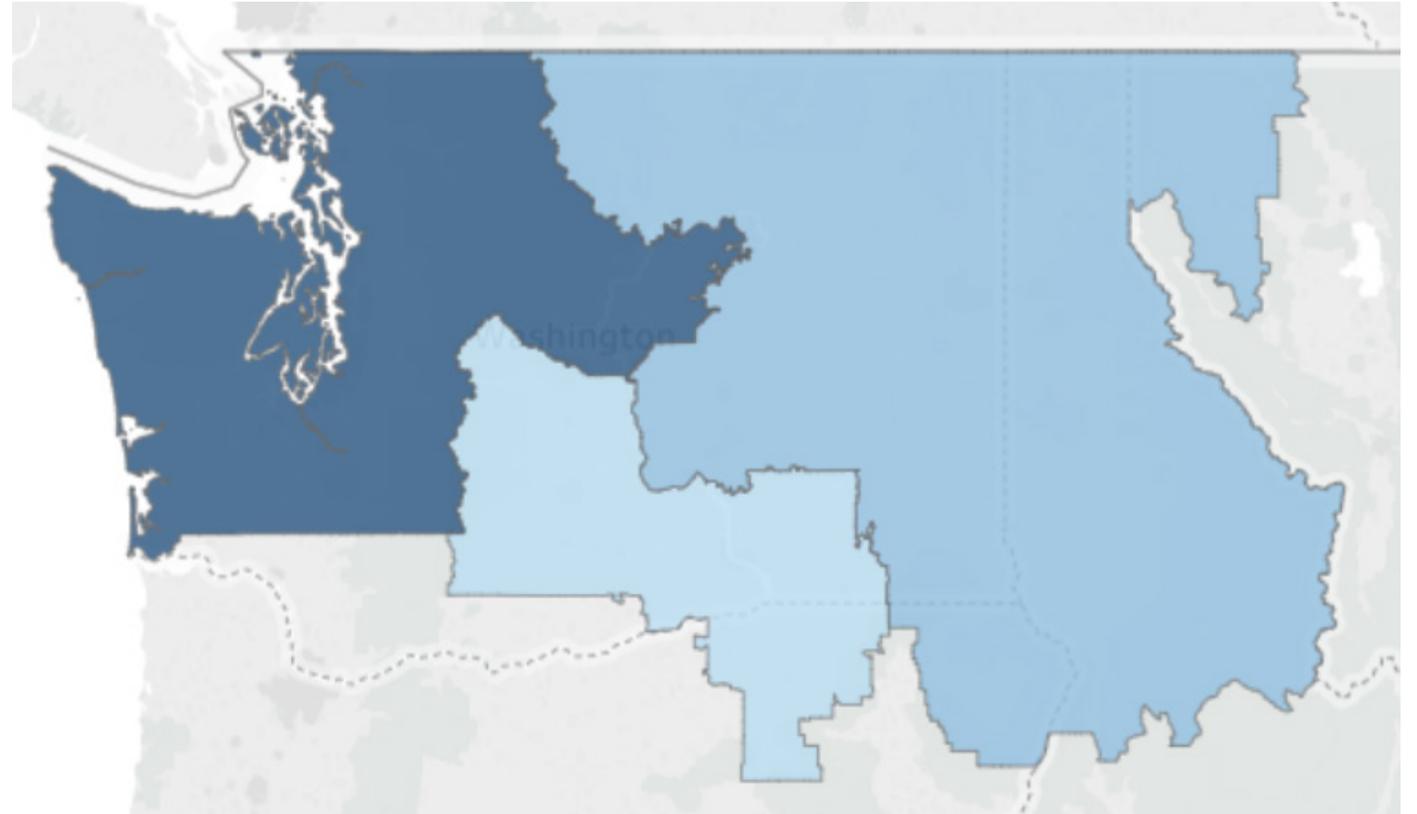
Physician Searches: 2,404

Patient Assessments: 2,289

Practice Calls: 279

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



OREGON STATE DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 13,215

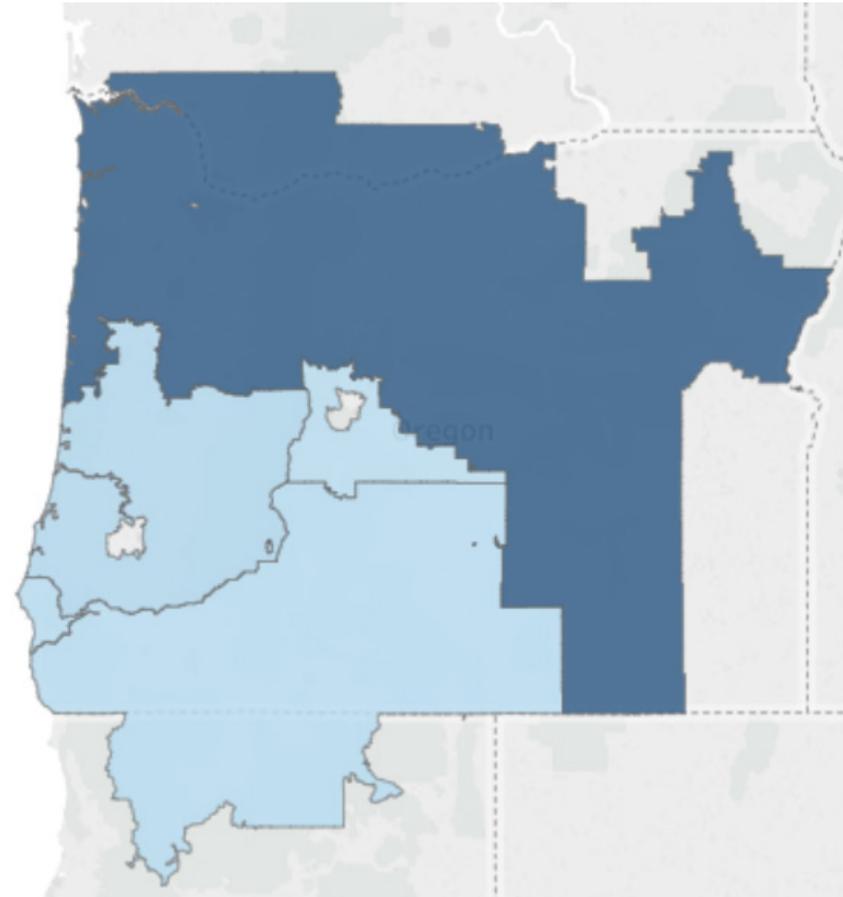
Physician Searches: 1,092

Patient Assessments: 1,198

Practice Calls: 119

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



IDAHO DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 762

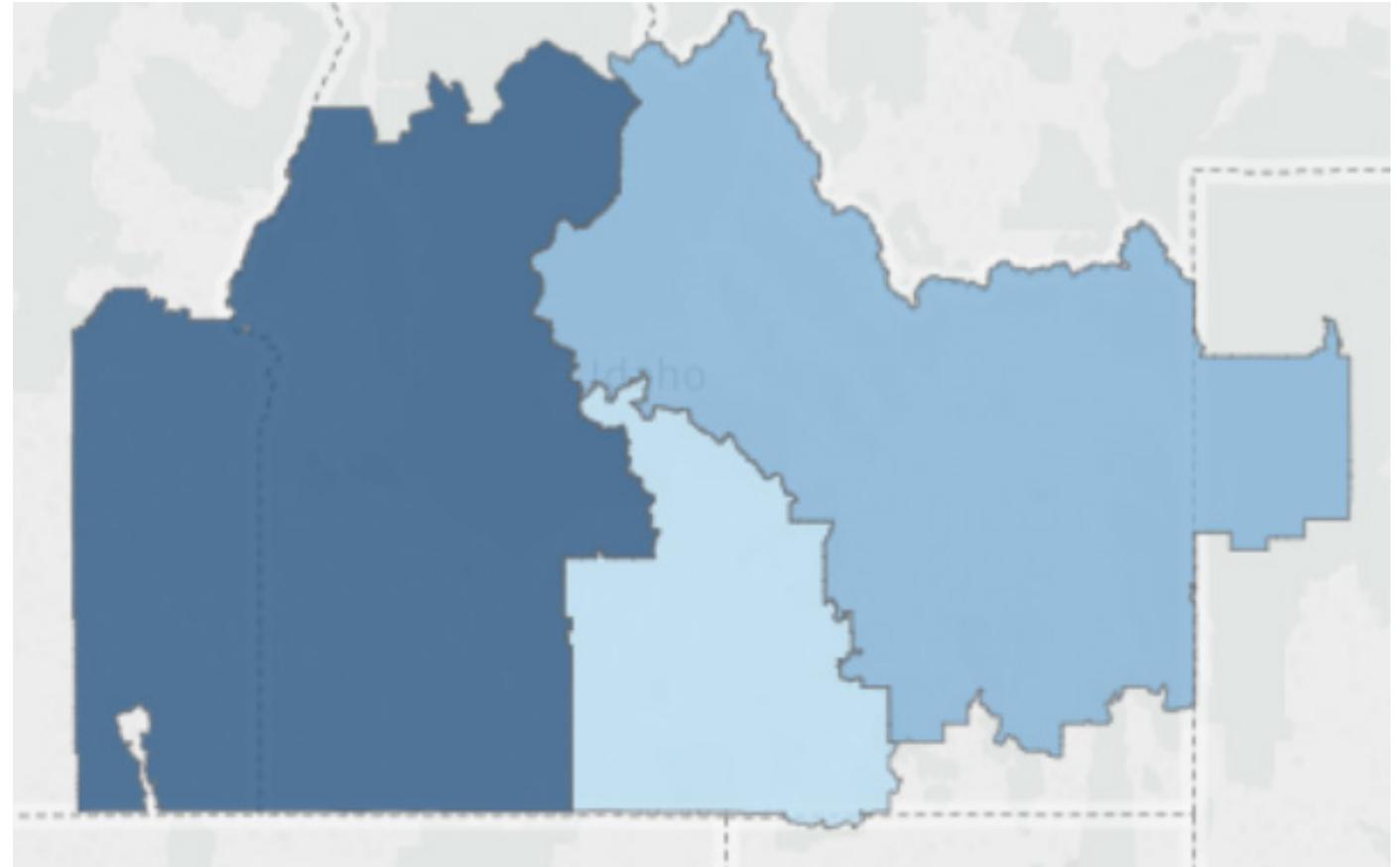
Physician Searches: 94

Patient Assessments: 104

Practice Calls: 37

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



MONTANA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 658

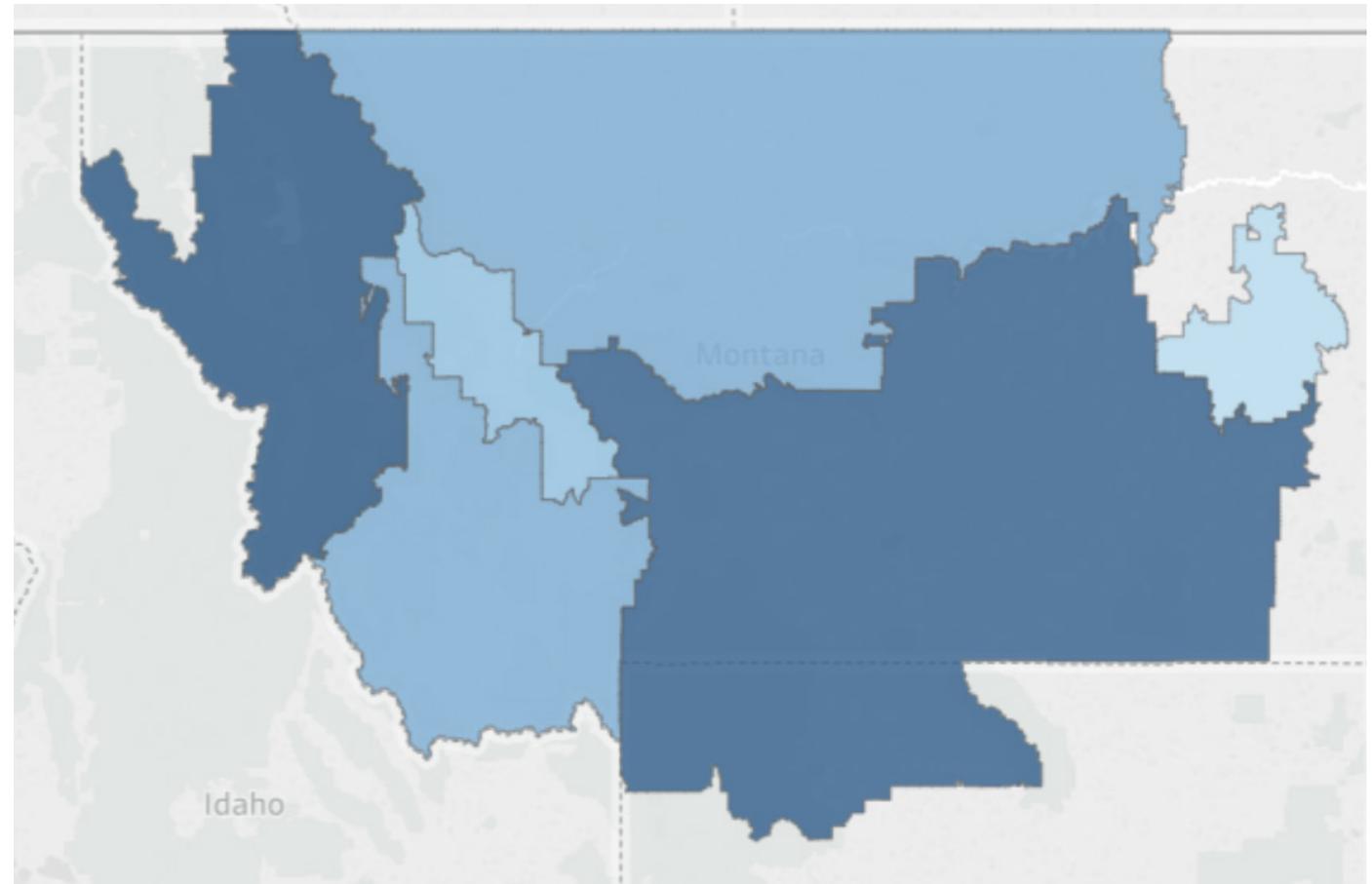
Physician Searches: 2,106

Patient Assessments: 93

Practice Calls: 10

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



WYOMING DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 76

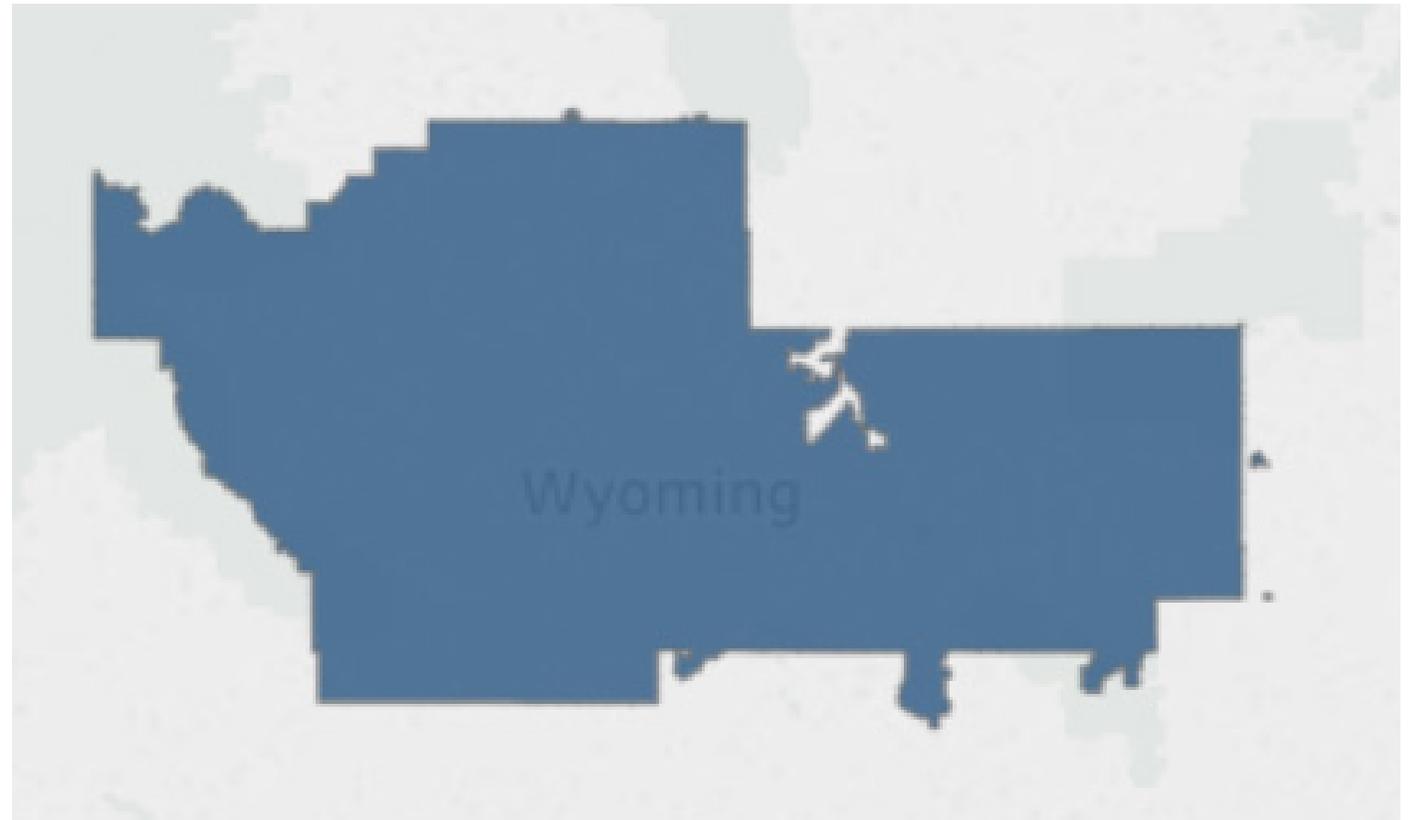
Physician Searches: 4

Patient Assessments: 5

Practice Calls: 6

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



UTAH DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 11,218

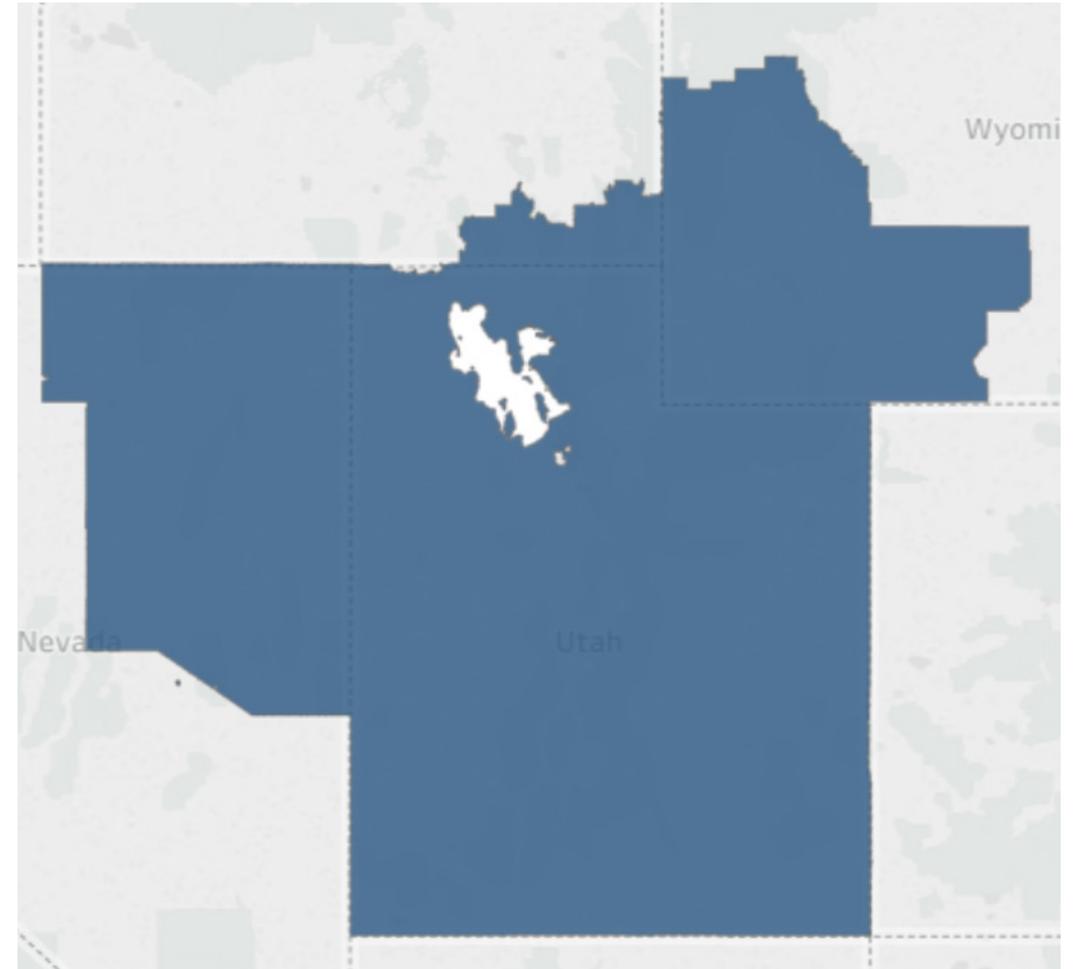
Physician Searches: 913

Patient Assessments: 906

Practice Calls: 76

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



COLORADO DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 13,328

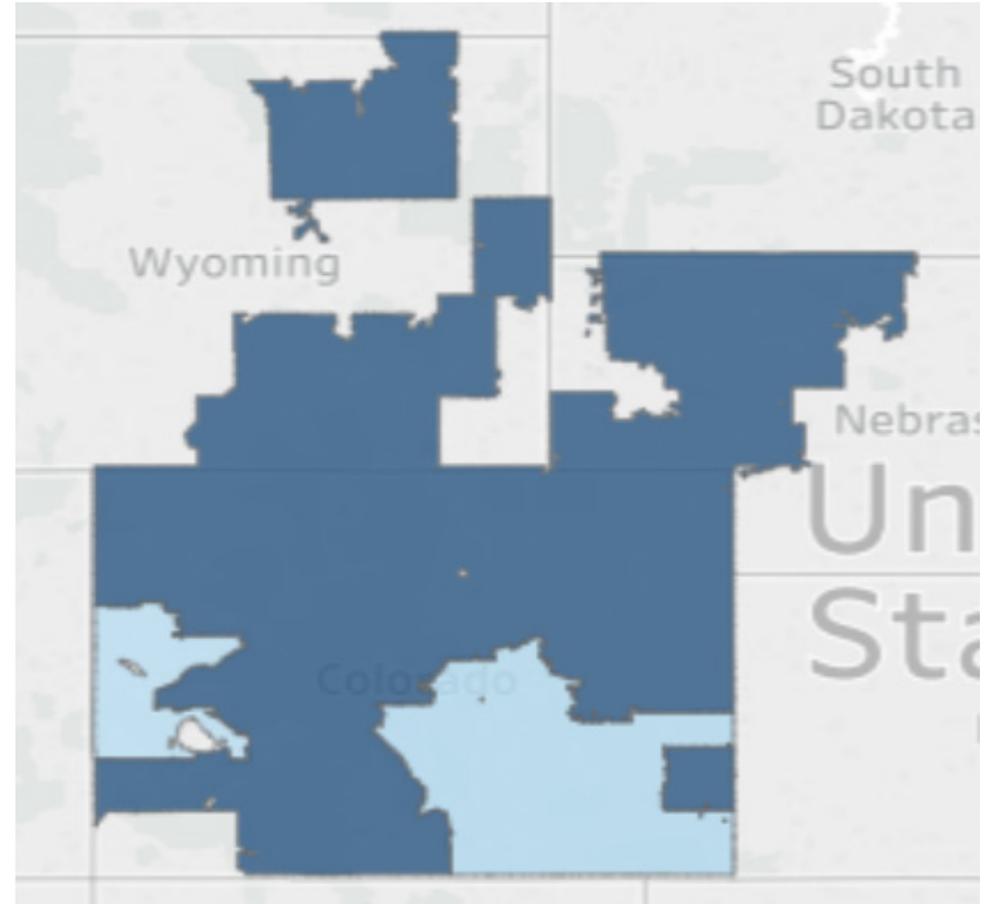
Physician Searches: 1,122

Patient Assessments: 1,040

Practice Calls: 456

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



ARIZONA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 24,724

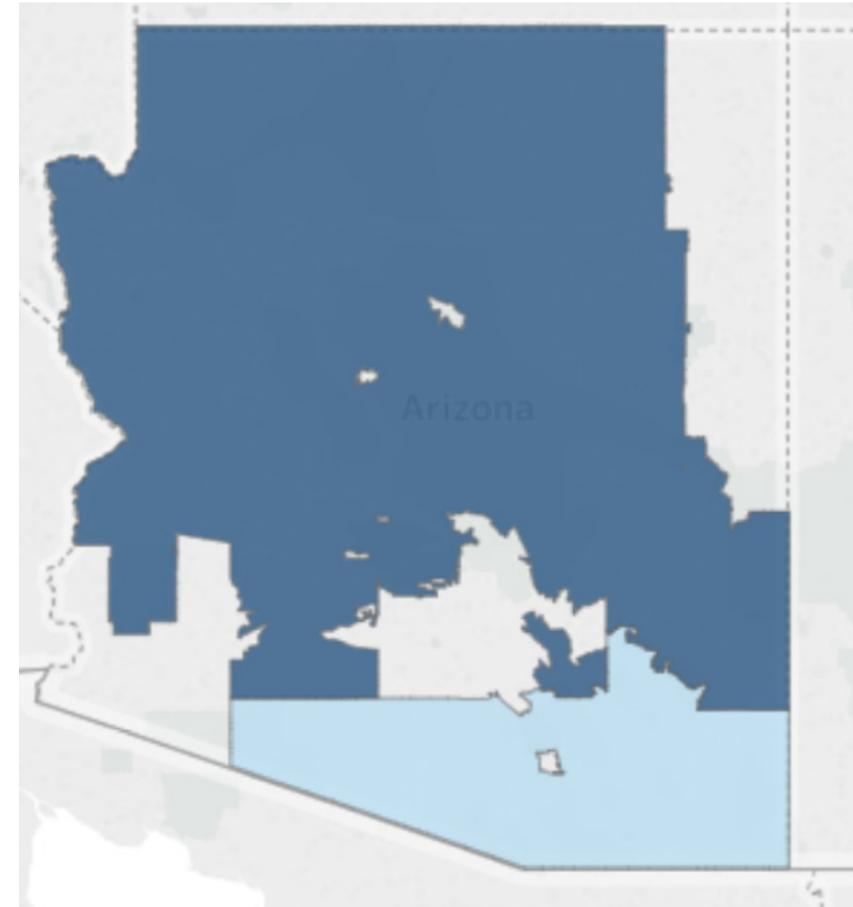
Physician Searches: 2,226

Patient Assessments: 2,093

Practice Calls: 262

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



NEW MEXICO DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 871

Physician Searches: 148

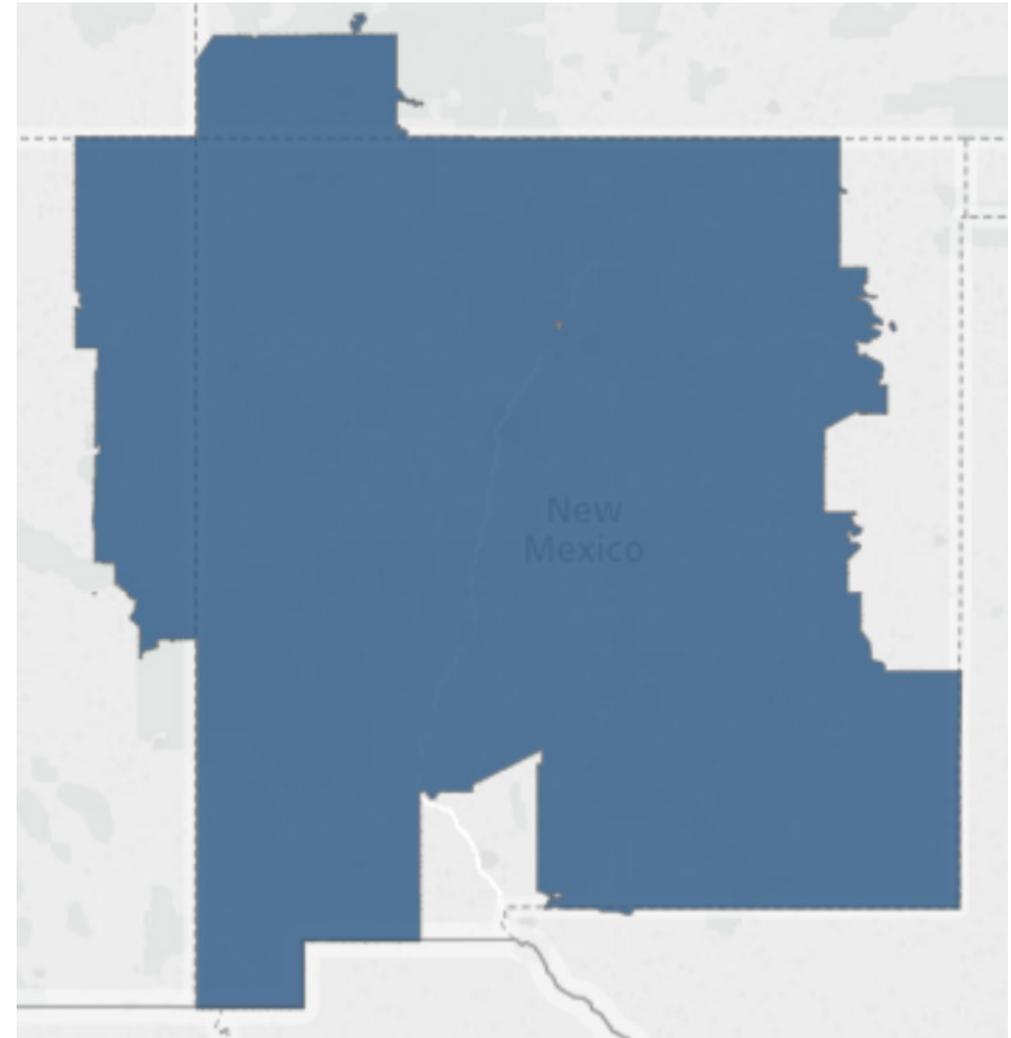
Patient Assessments: 101

Practice Calls: 36

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018



NEVADA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 3,142

Physician Searches: 343

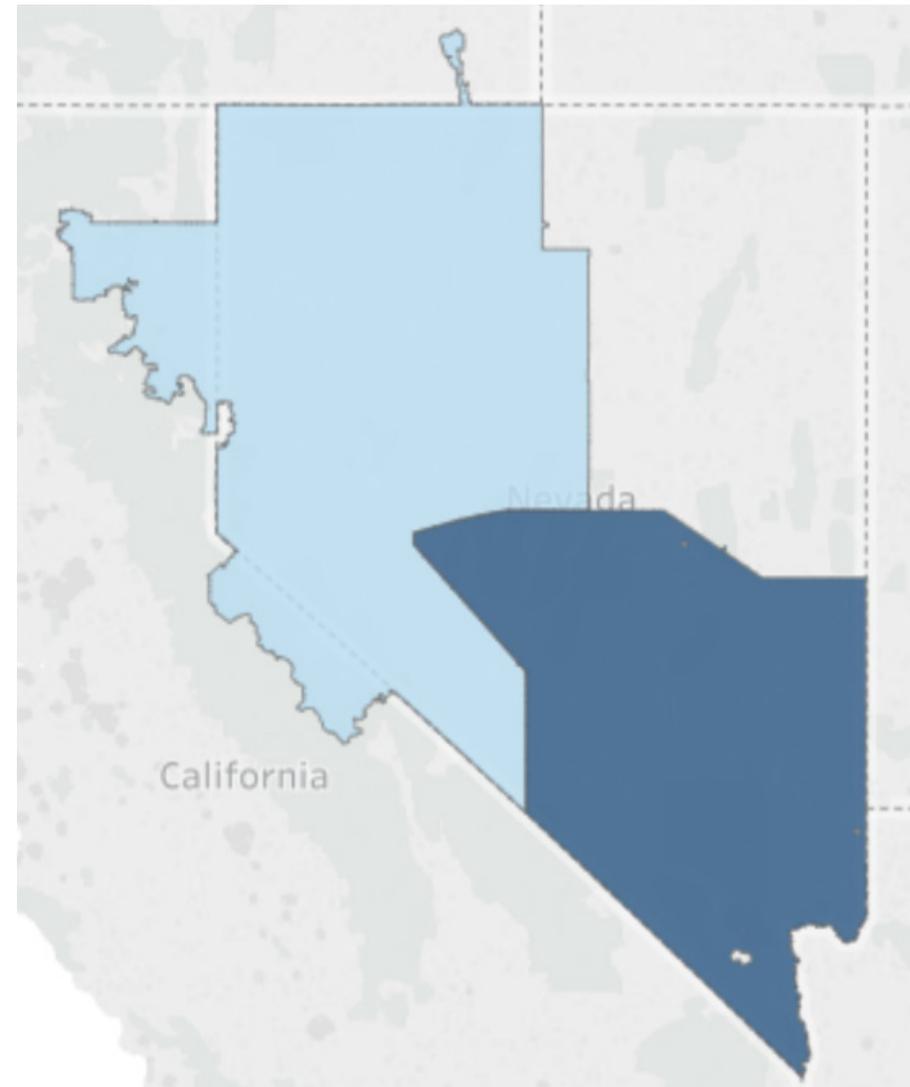
Patient Assessments: 280

Practice Calls: 781

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018



CALIFORNIA DMA CASE STUDY

SF-OAK-San Jose-Monterey-Salinas

ADVANCING
NEUROMODULATION

Sessions: 7,788

Physician Searches: 872

Patient Assessments: 526

Practice Calls: 239

Key Take Away:

**More people are learning about
and gaining access to HF10 as a
treatment option**



Jan 1 – Aug 31, 2018

CALIFORNIA DMA CASE STUDY

LA-Santa Barbara-Santa Maria-San Luis Obispo-Bakersfield

ADVANCING
NEUROMODULATION

Sessions: 14,916

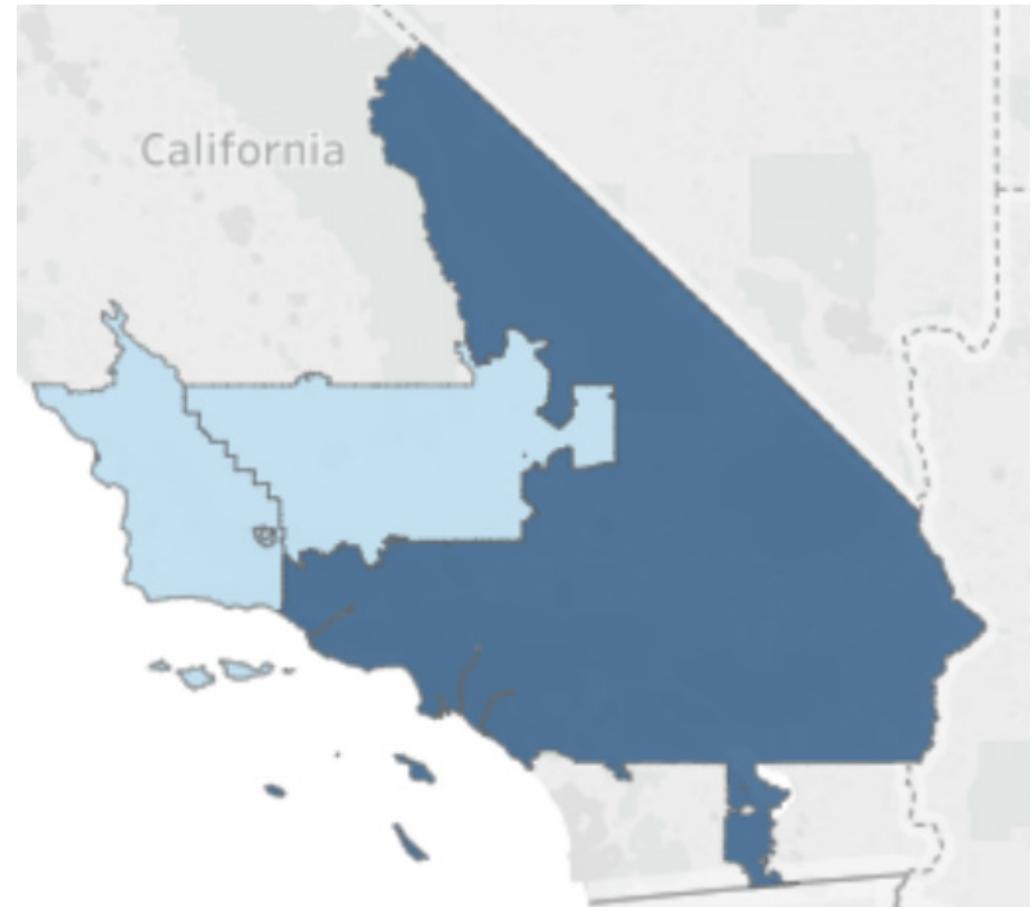
Physician Searches: 1,396

Patient Assessments: 980

Practice Calls: 752

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



CALIFORNIA ARIZONA DMA CASE STUDY

San Diego-Yuma

ADVANCING
NEUROMODULATION

Sessions: 10,904

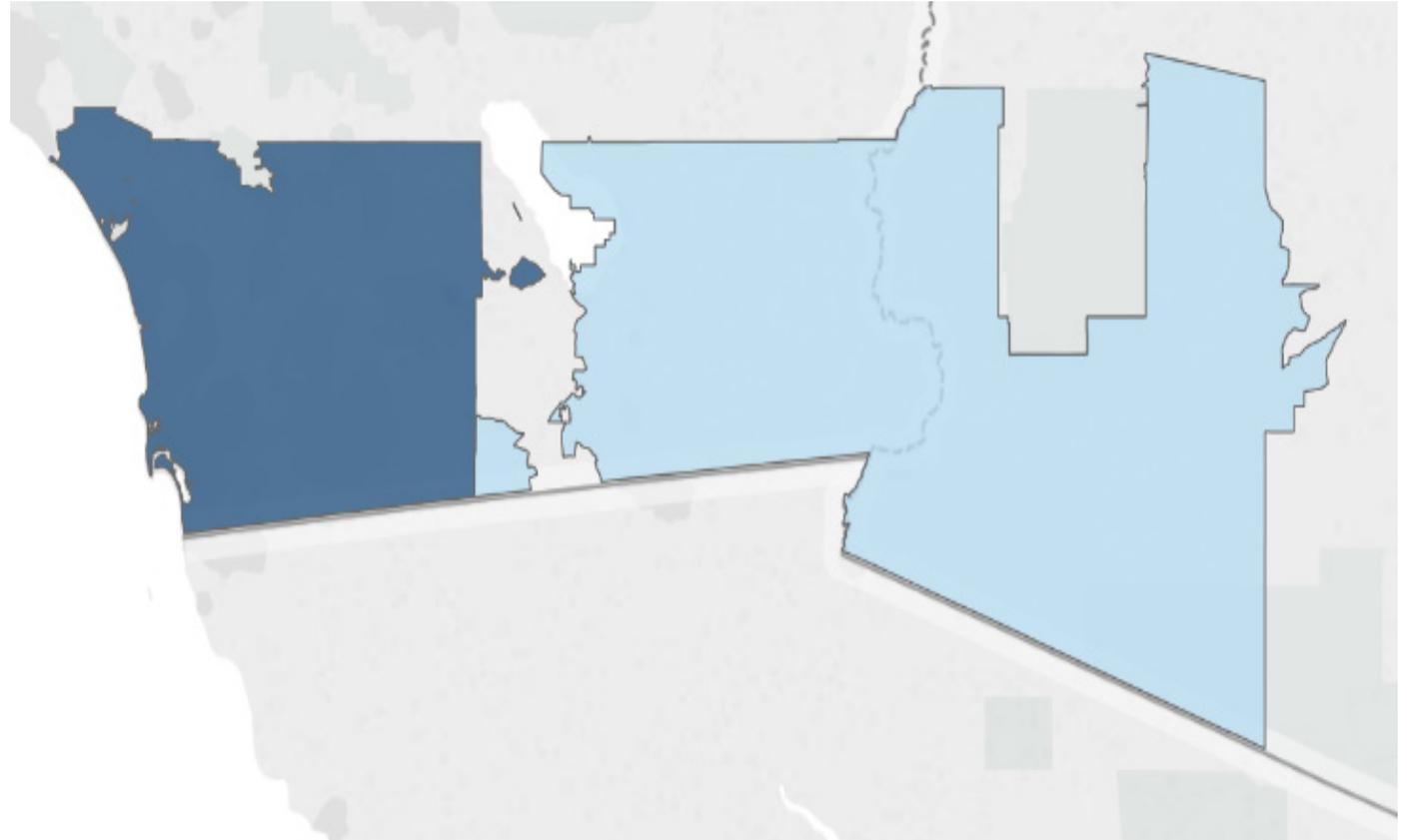
Physician Searches: 919

Patient Assessments: 785

Practice Calls: 132

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



CALIFORNIA DMA CASE STUDY

Sacramento-Stockton-Modesto-Fresno-Visalia-Chico-Redding-Eureka

ADVANCING
NEUROMODULATION

Sessions: 3,015

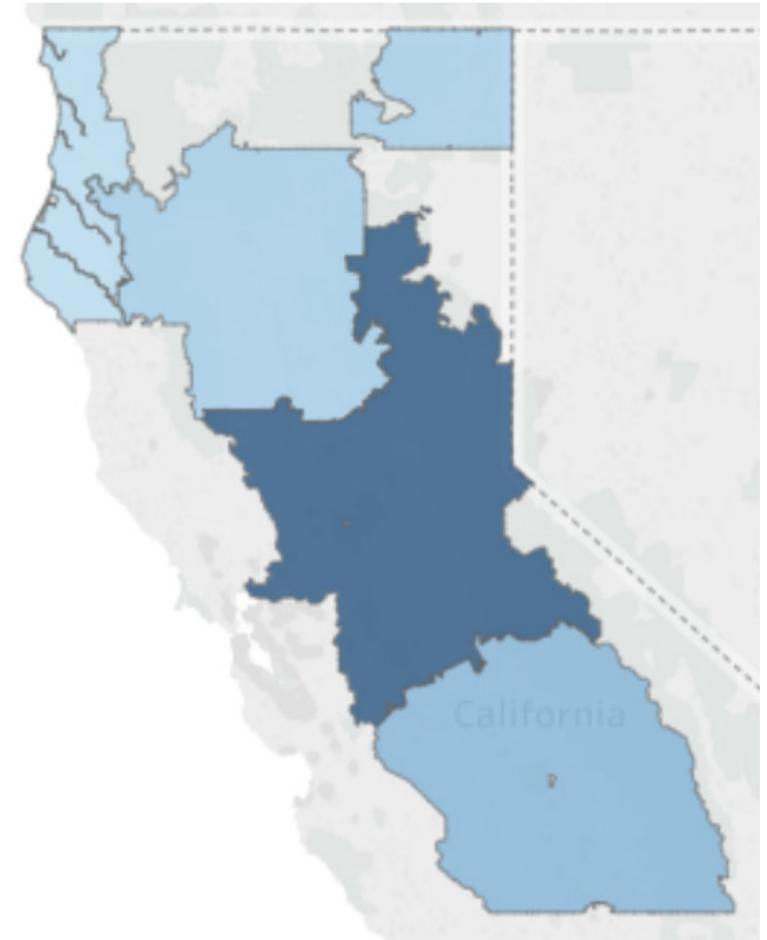
Physician Searches: 477

Patient Assessments: 332

Practice Calls: 105

Key Take Away:

**More people are learning about
and gaining access to HF10 as a
treatment option**



NORTH DAKOTA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 478

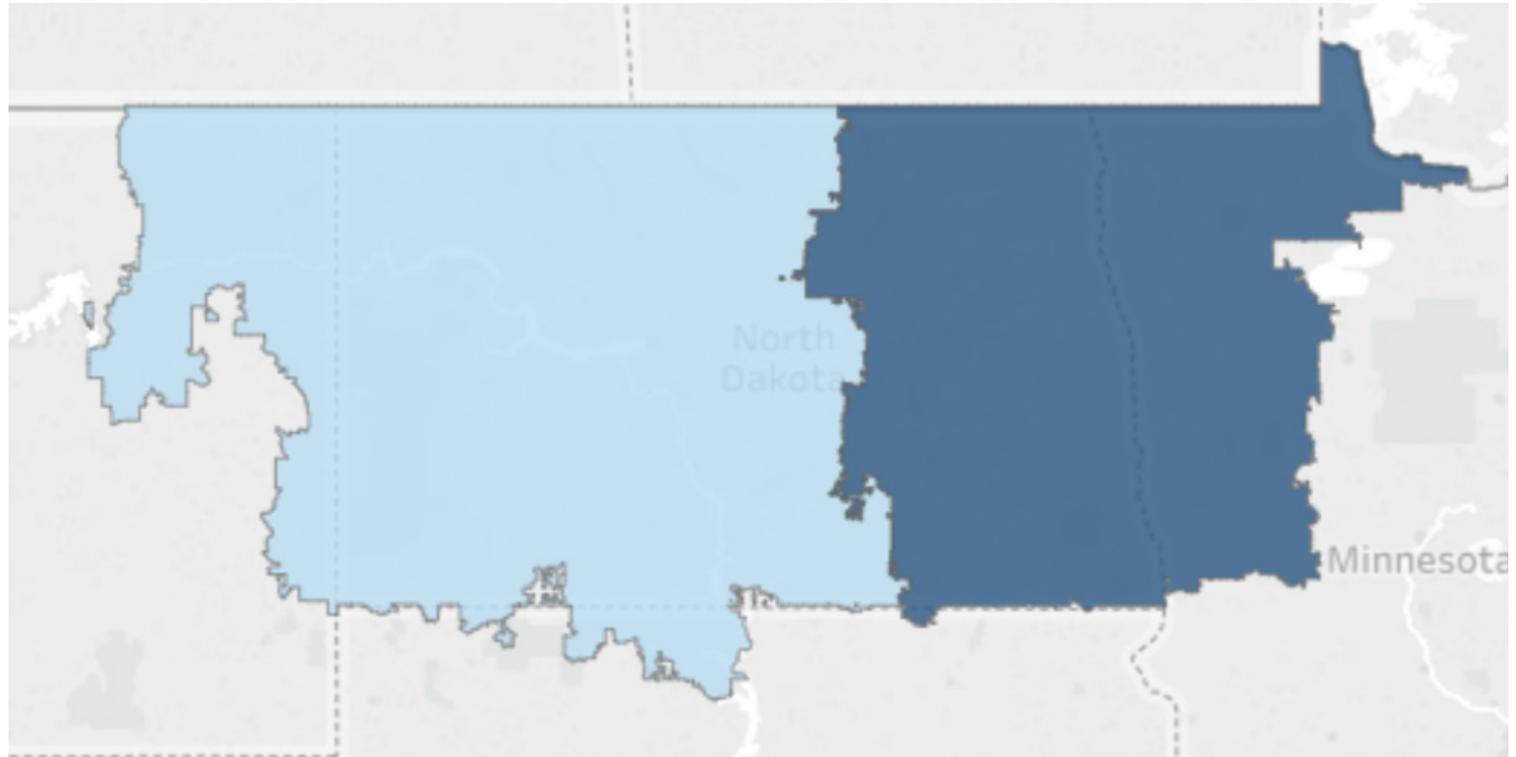
Physician Searches: 68

Patient Assessments: 58

Practice Calls: 12

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



SOUTH DAKOTA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 557

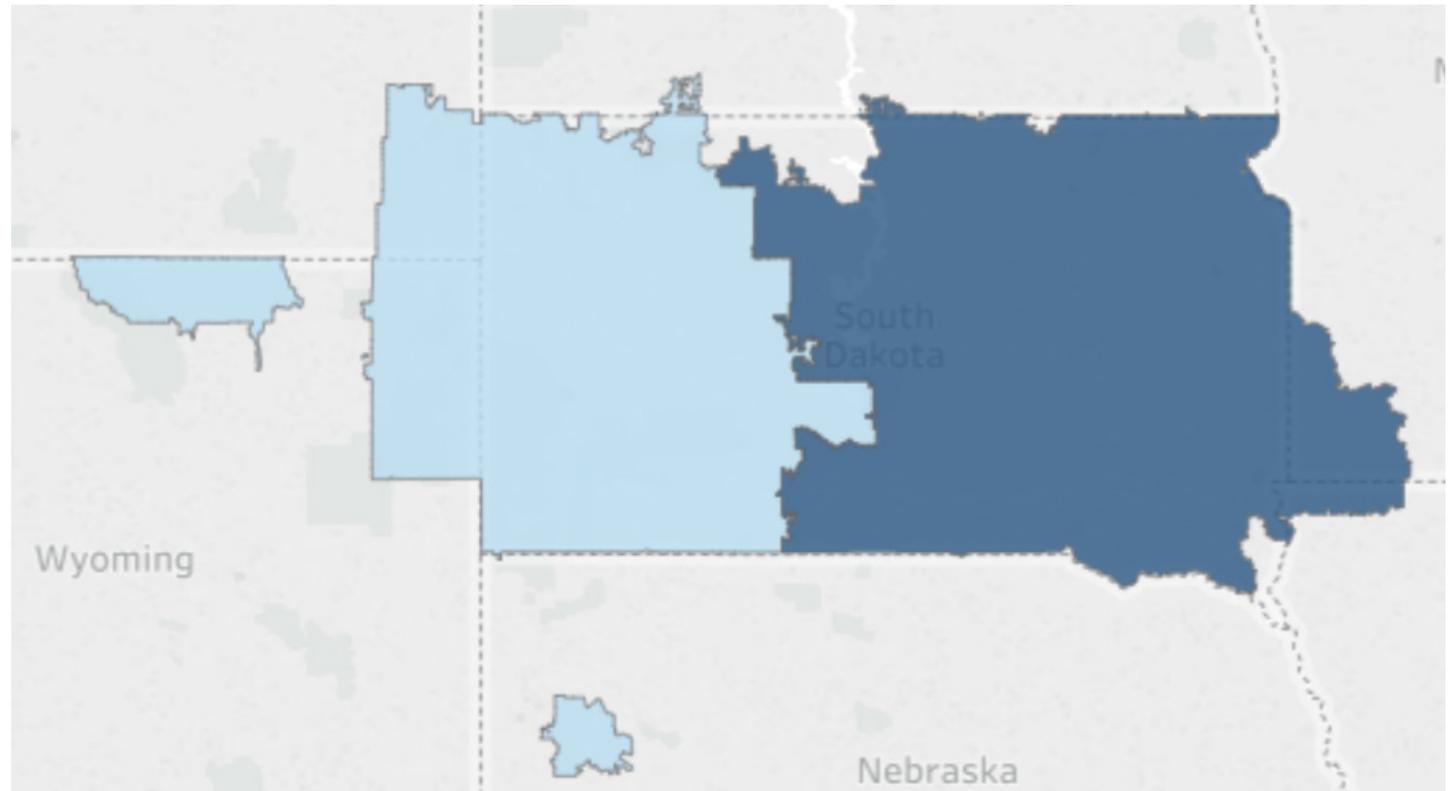
Physician Searches: 74

Patient Assessments: 70

Practice Calls: 6

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



NEBRASKA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 6,615

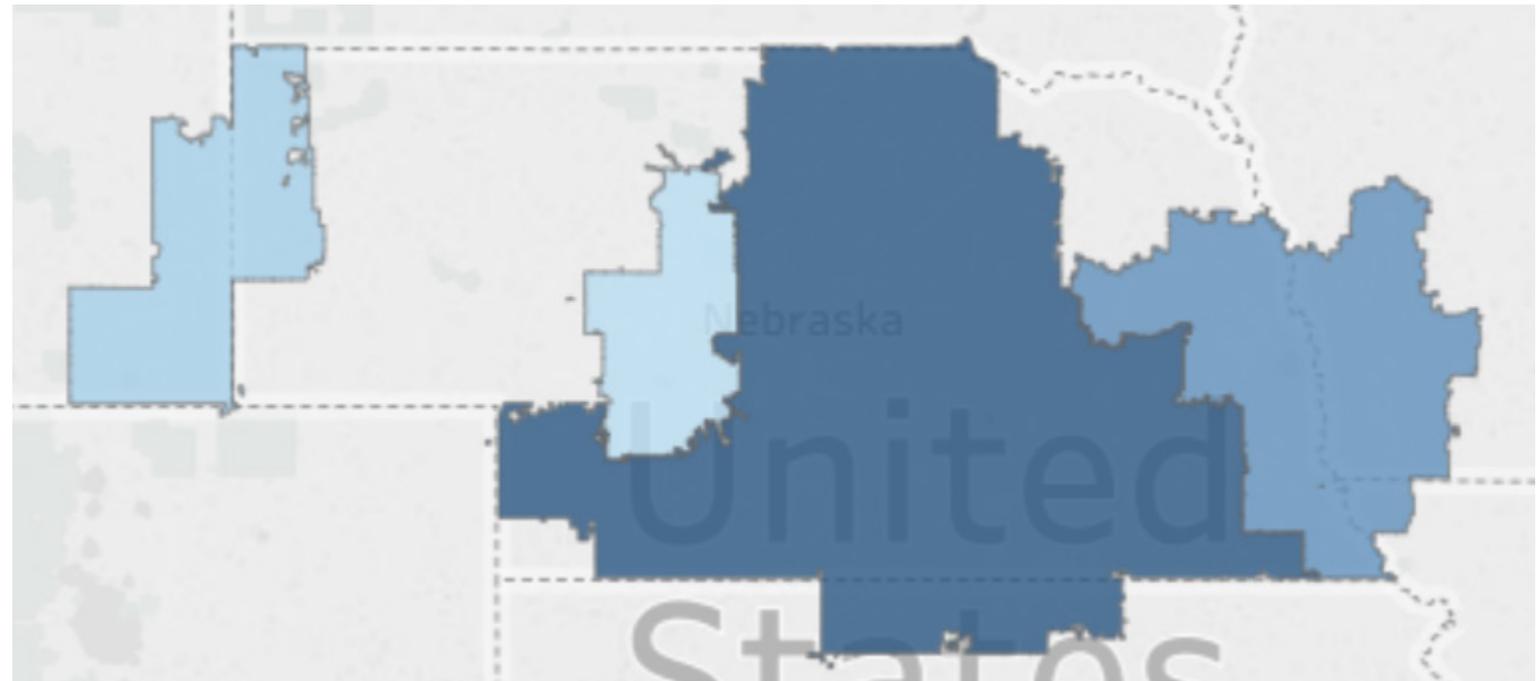
Physician Searches: 594

Patient Assessments: 527

Practice Calls: 58

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



KANSAS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 1,398

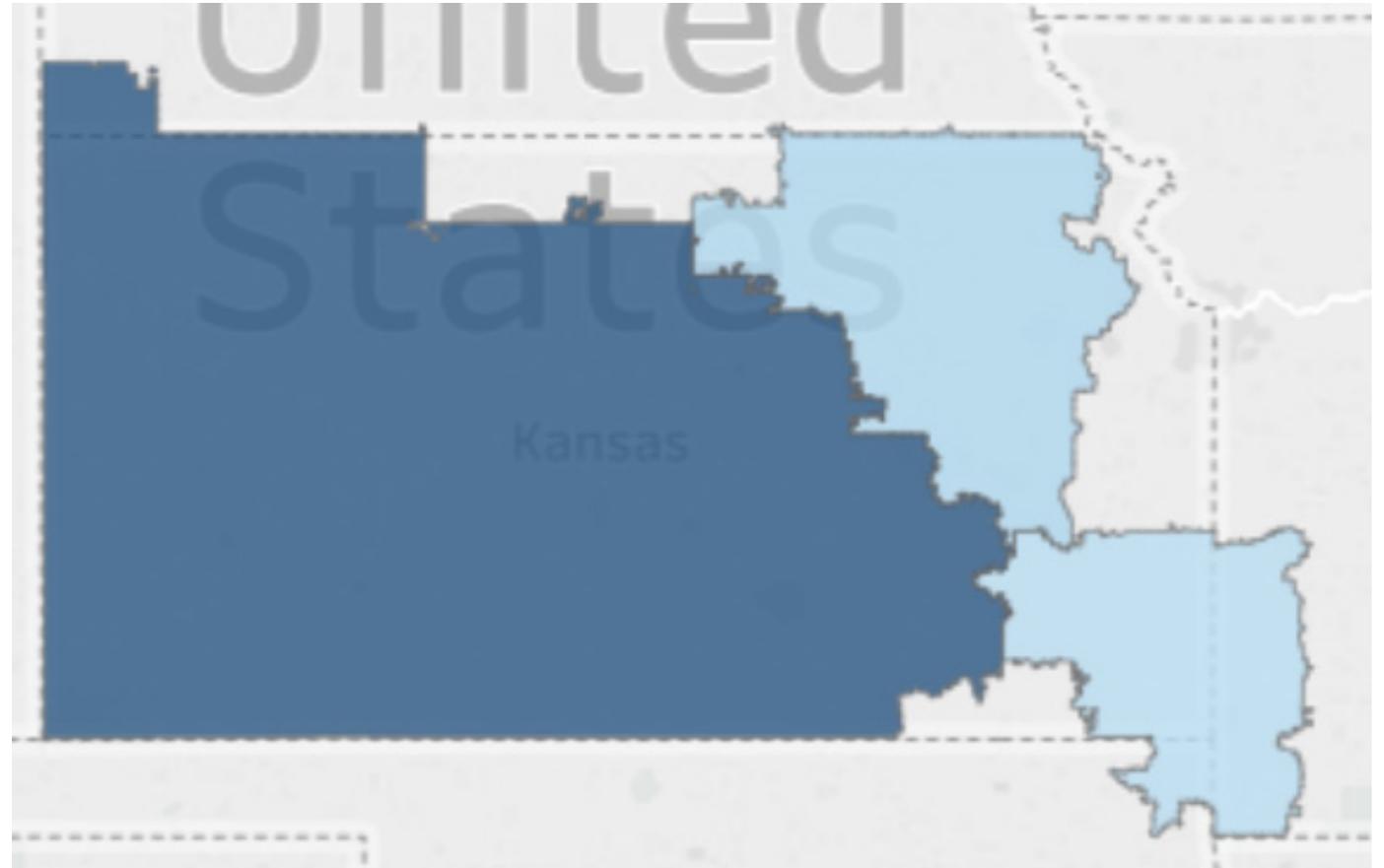
Physician Searches: 181

Patient Assessments: 163

Practice Calls: 18

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



WISCONSIN DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 17,845

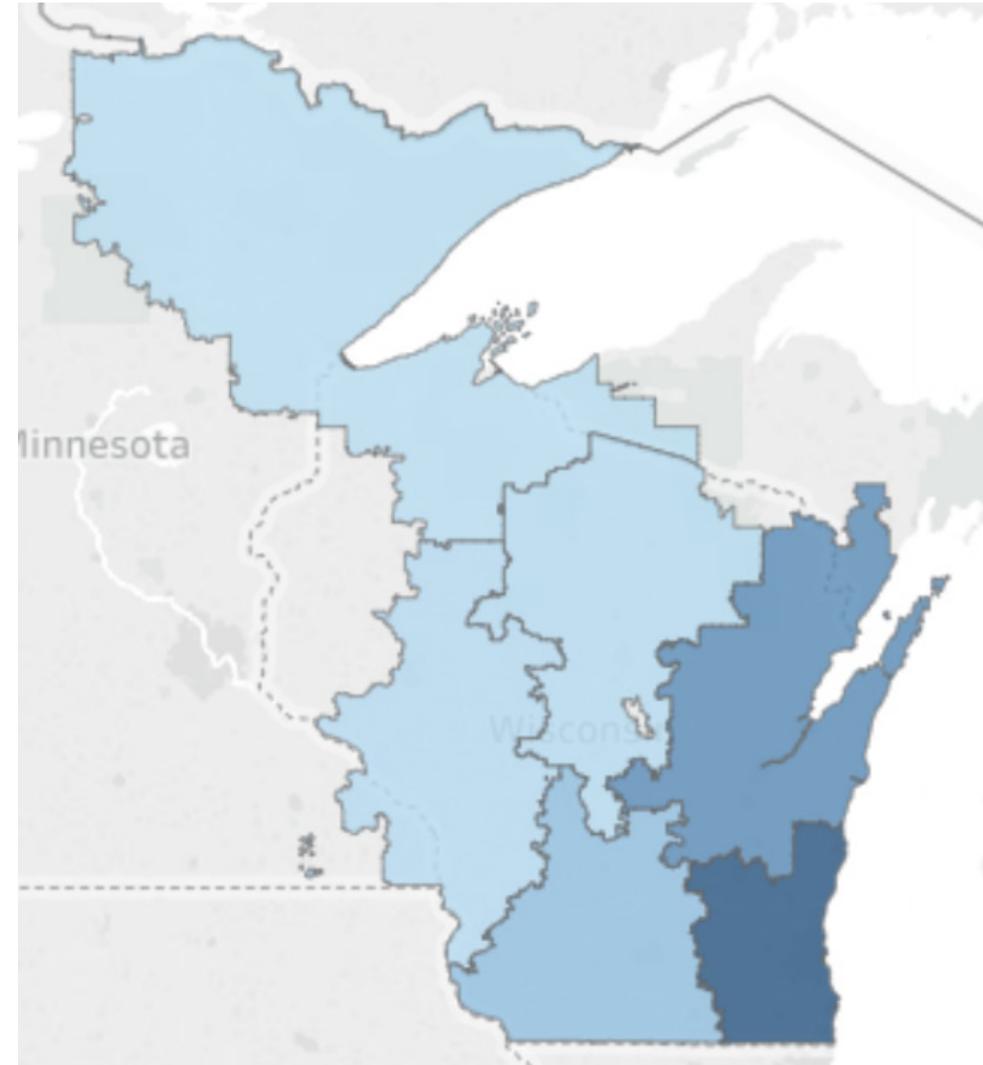
Physician Searches: 1,831

Patient Assessments: 1,586

Practice Calls: 336

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



OKLAHOMA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 18,670

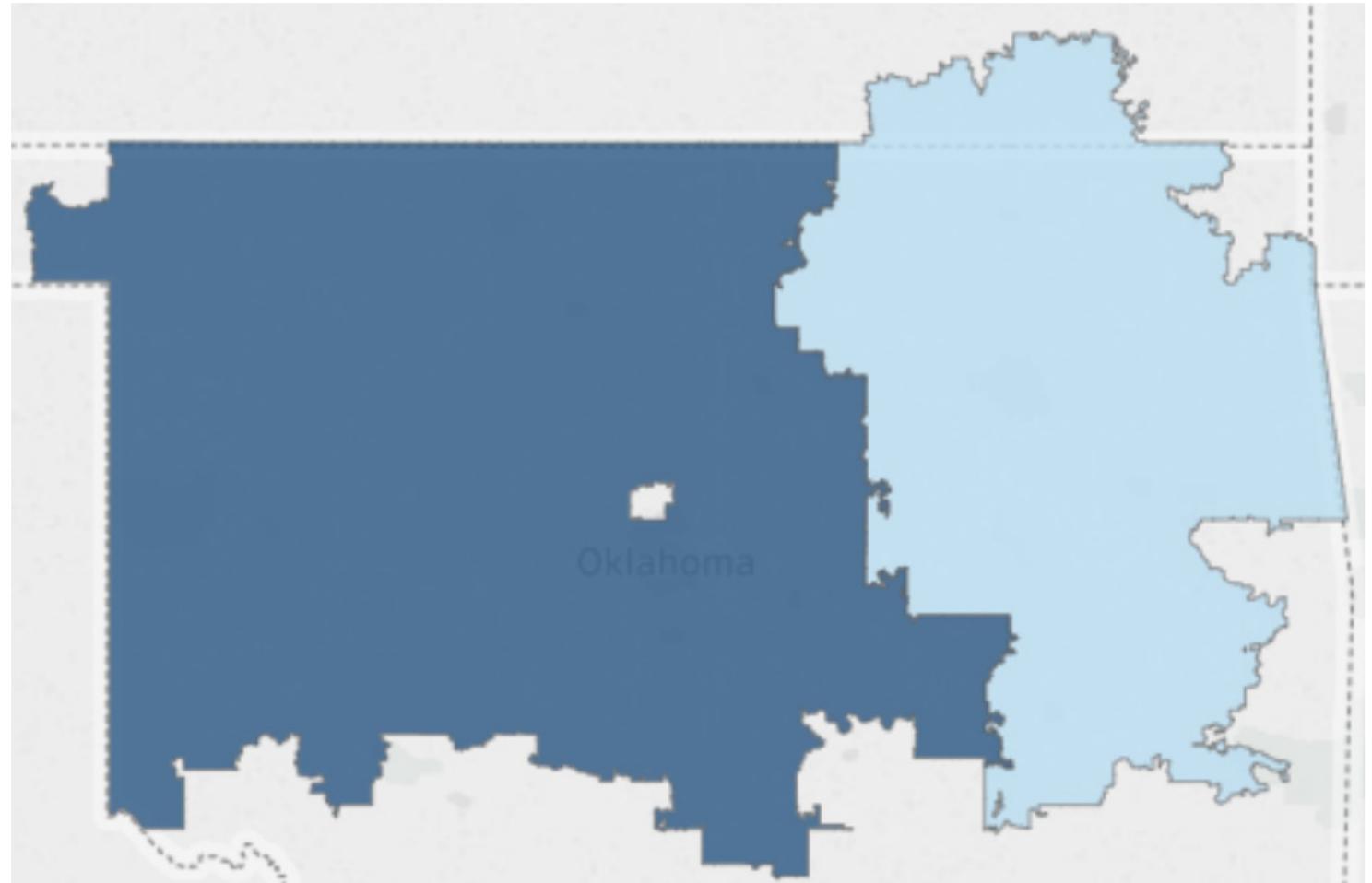
Physician Searches: 1,724

Patient Assessments: 1,474

Practice Calls: 165

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



IOWA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 1,561

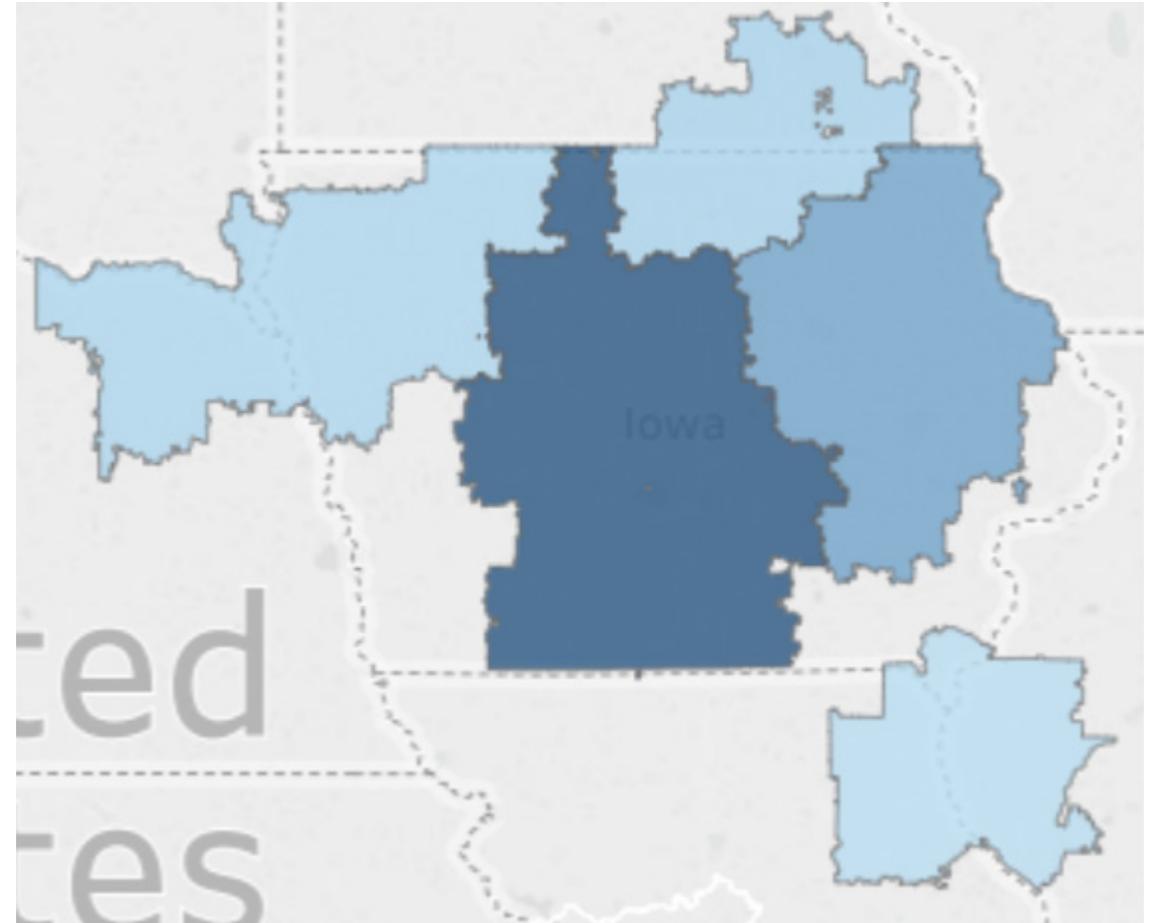
Physician Searches: 237

Patient Assessments: 192

Practice Calls: 91

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



ARKANSAS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 1,797

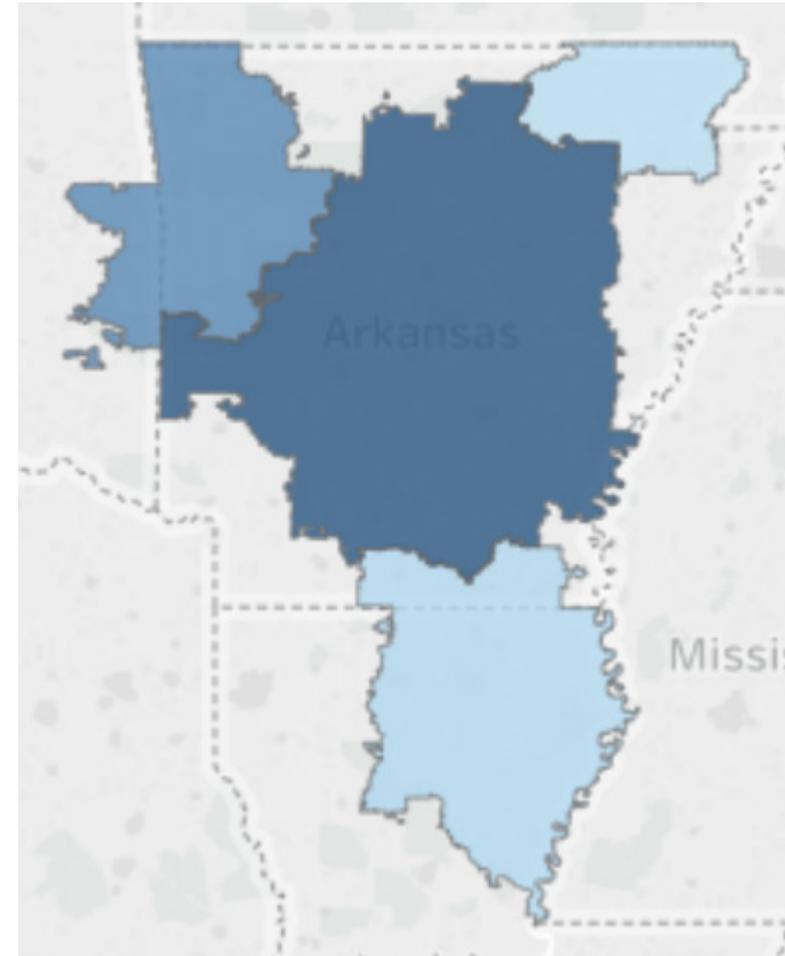
Physician Searches: 292

Patient Assessments: 241

Practice Calls: 43

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



MISSOURI DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 27,856

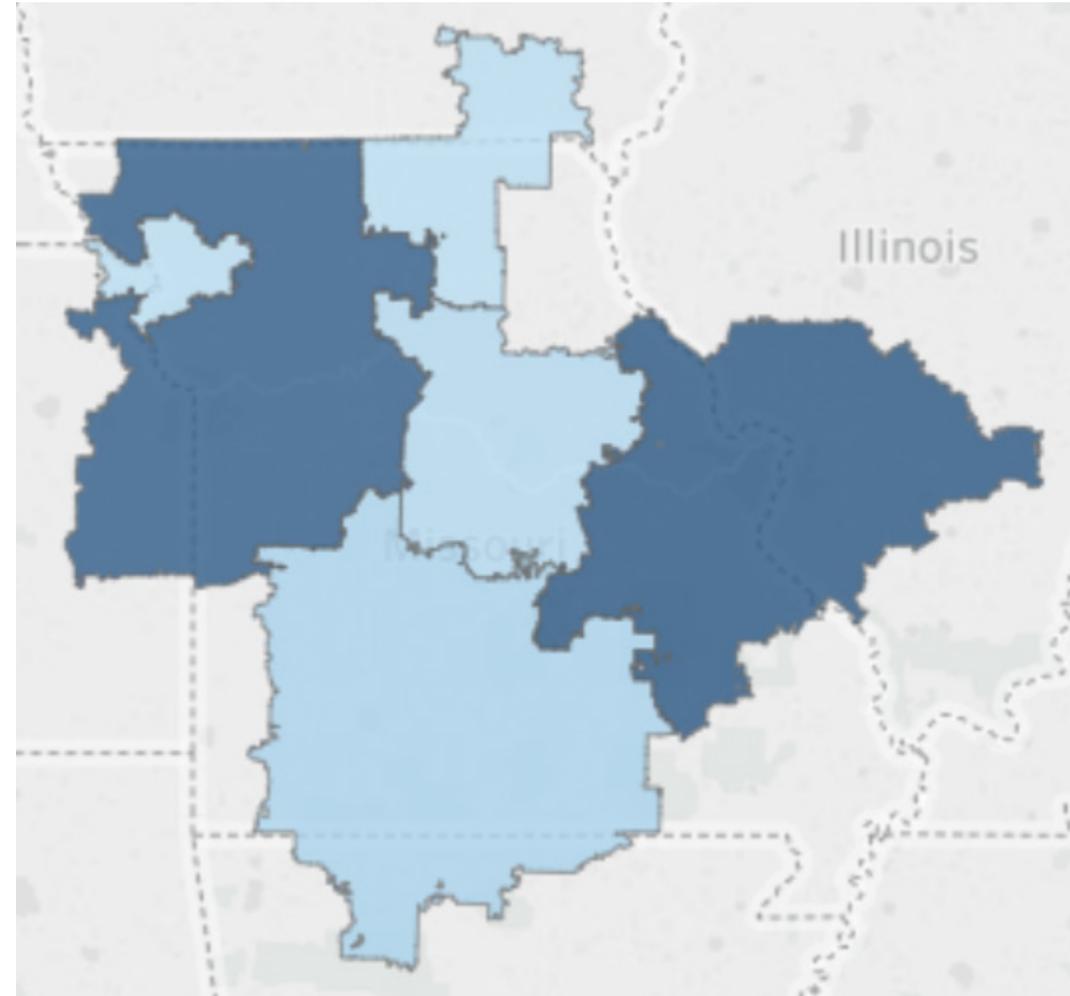
Physician Searches: 2,716

Patient Assessments: 2,361

Practice Calls: 363

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



LOUISIANA MISSISSIPPI DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 2,780

Physician Searches: 466

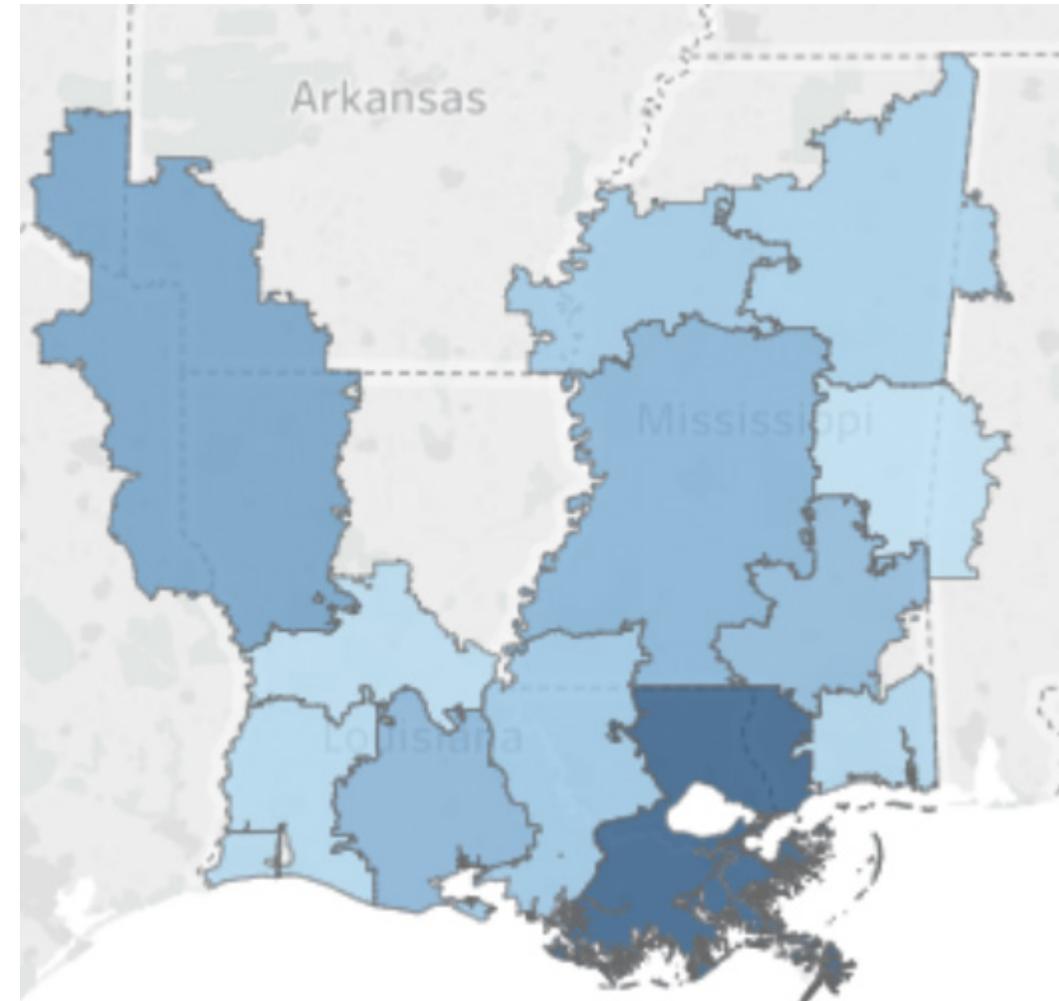
Patient Assessments: 297

Practice Calls: 122

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018



ALABAMA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 1,820

Physician Searches: 367

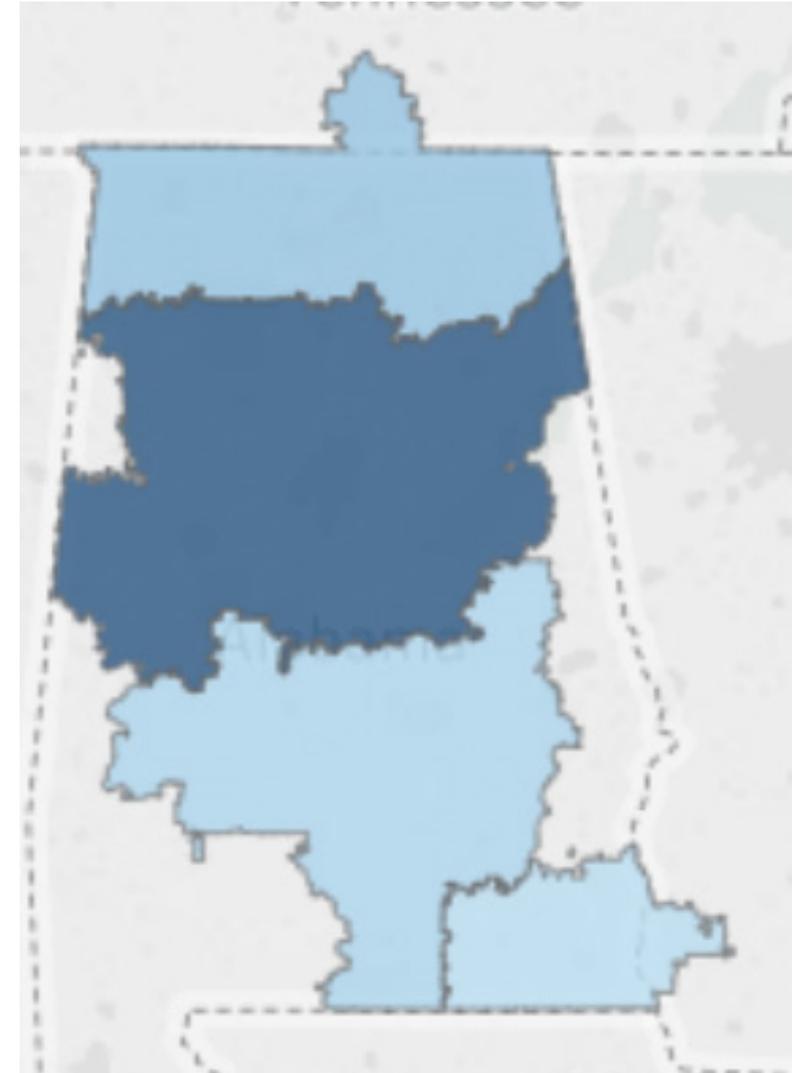
Patient Assessments: 276

Practice Calls: 42

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018



GEORGIA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 7,947

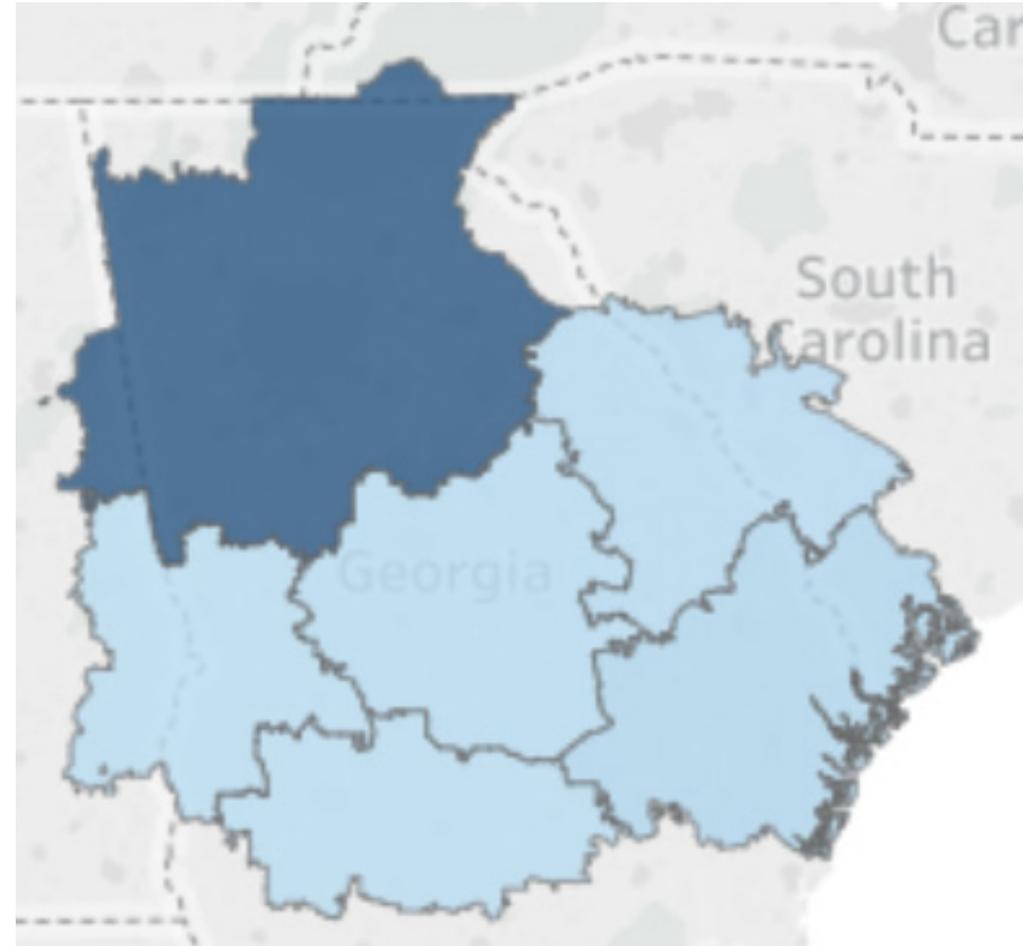
Physician Searches: 1,180

Patient Assessments: 846

Practice Calls: 479

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



SOUTH CAROLINA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 10,407

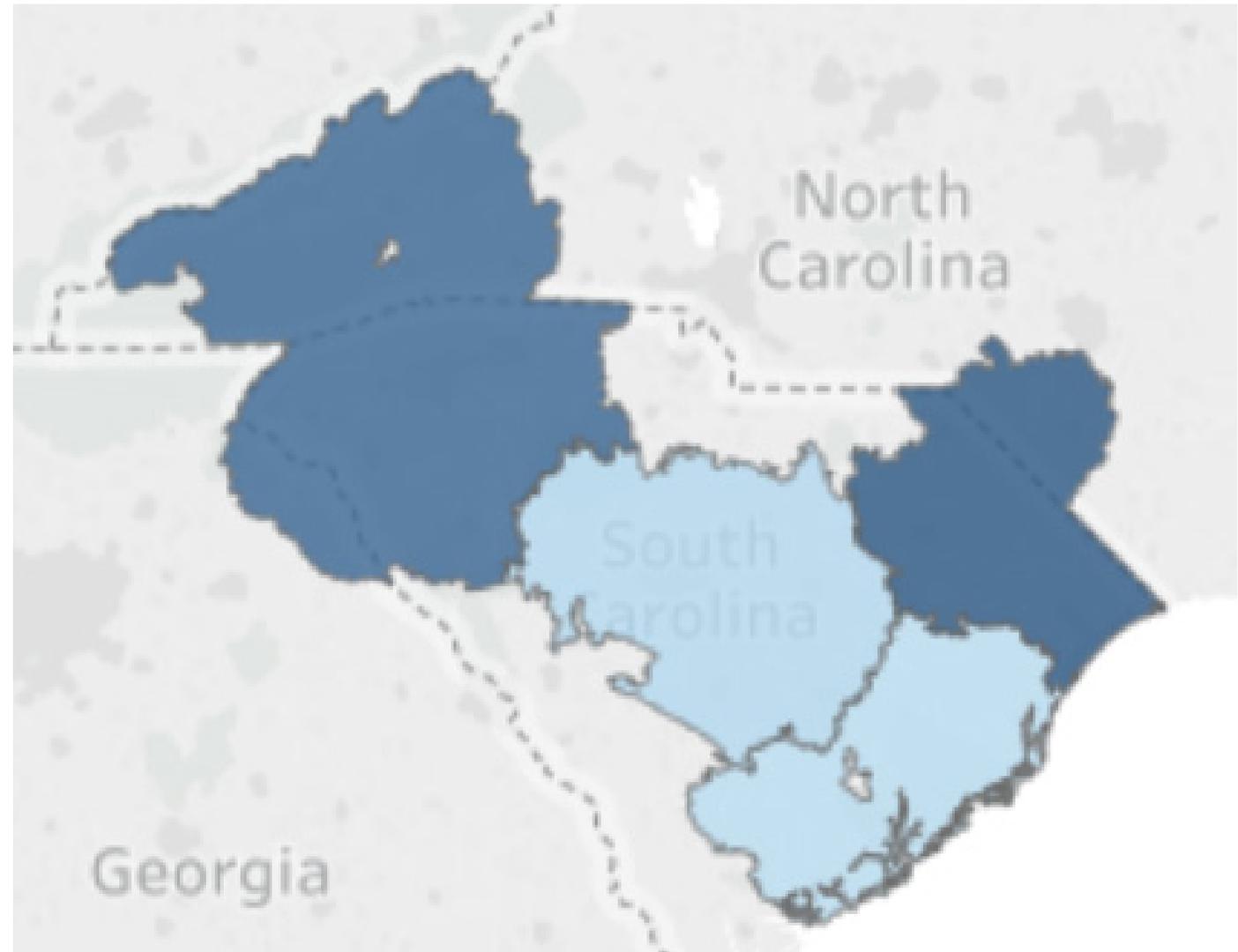
Physician Searches: 1,256

Patient Assessments: 1,008

Practice Calls: 96

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



NORTH CAROLINA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 24,392

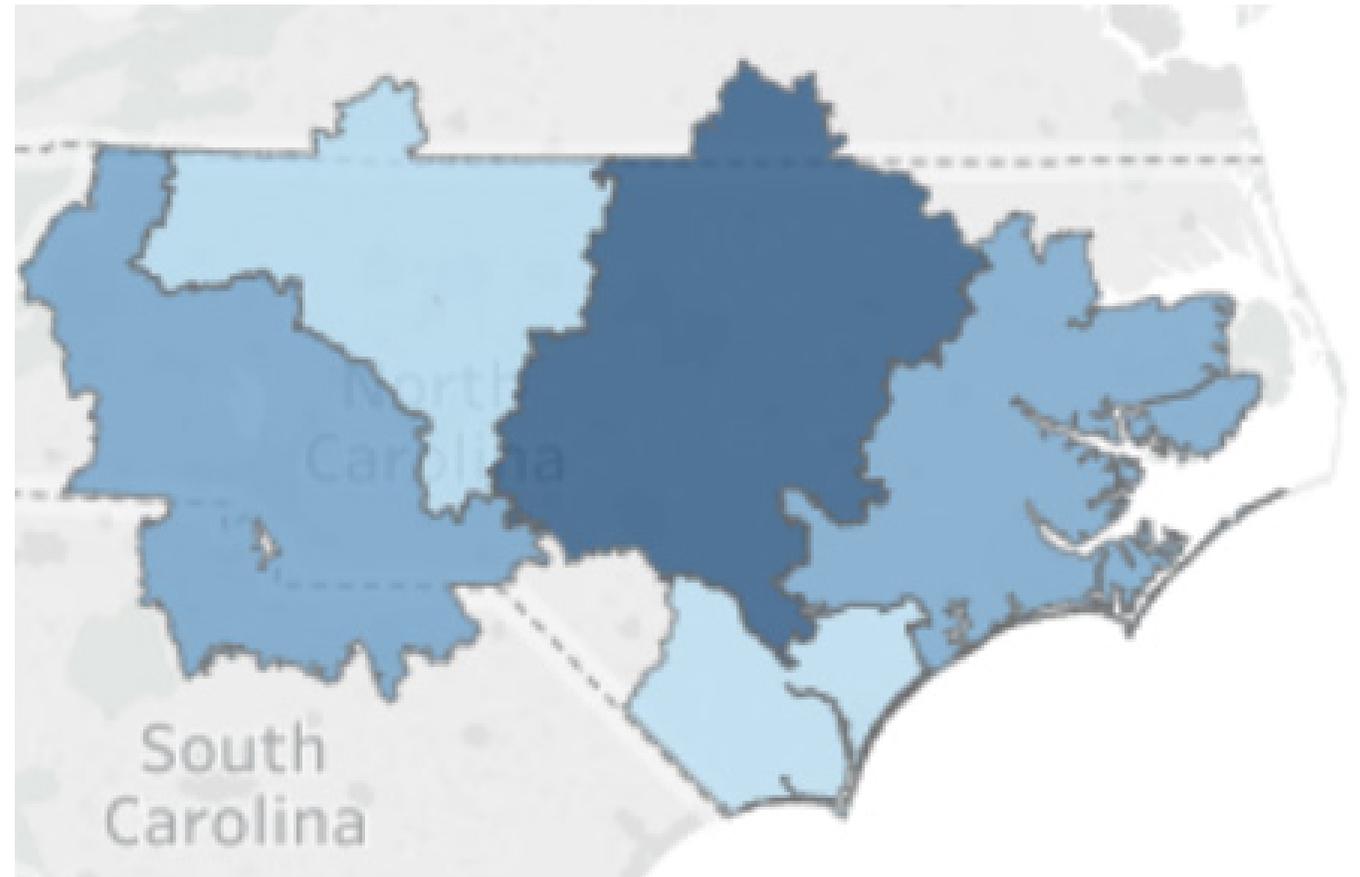
Physician Searches: 2,312

Patient Assessments: 2,083

Practice Calls: 718

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



TENNESSEE DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 5,987

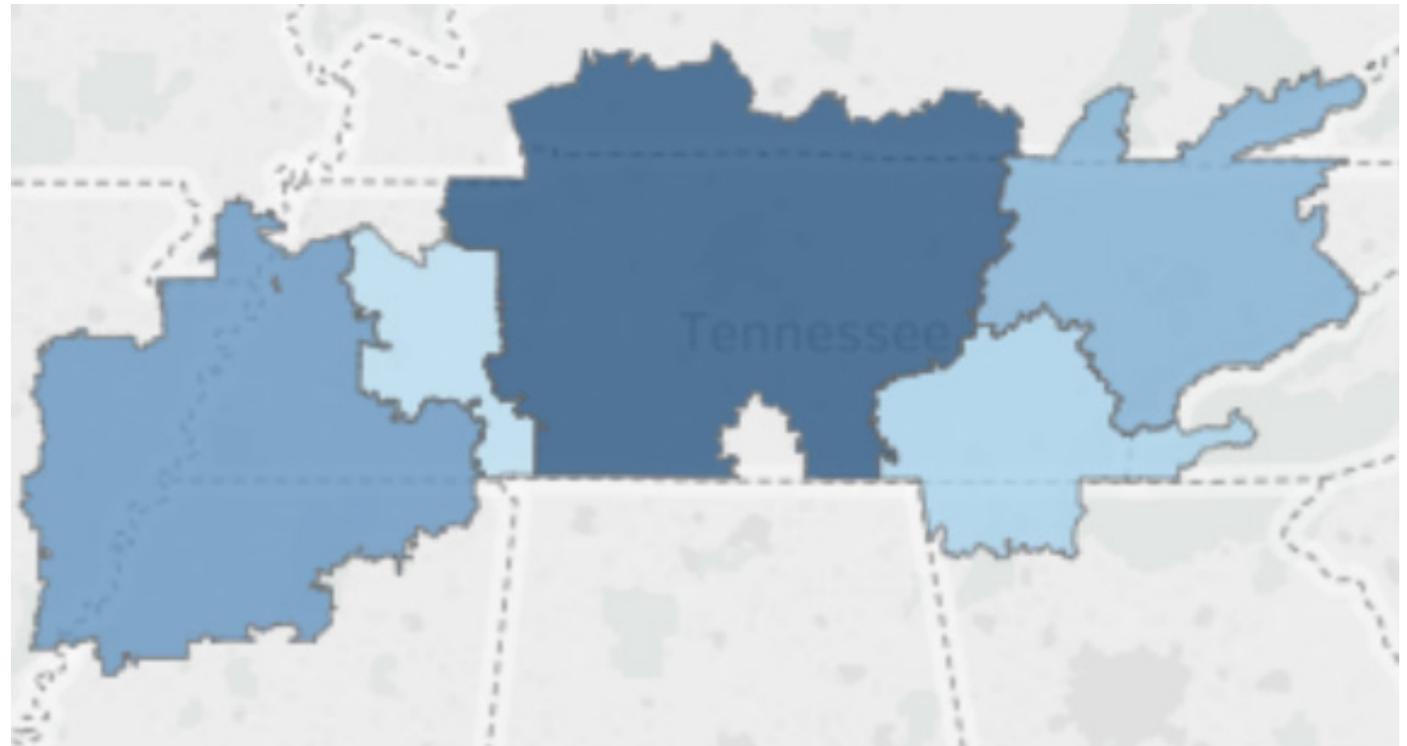
Physician Searches: 1,057

Patient Assessments: 754

Practice Calls: 204

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



KENTUCKY DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 2,052

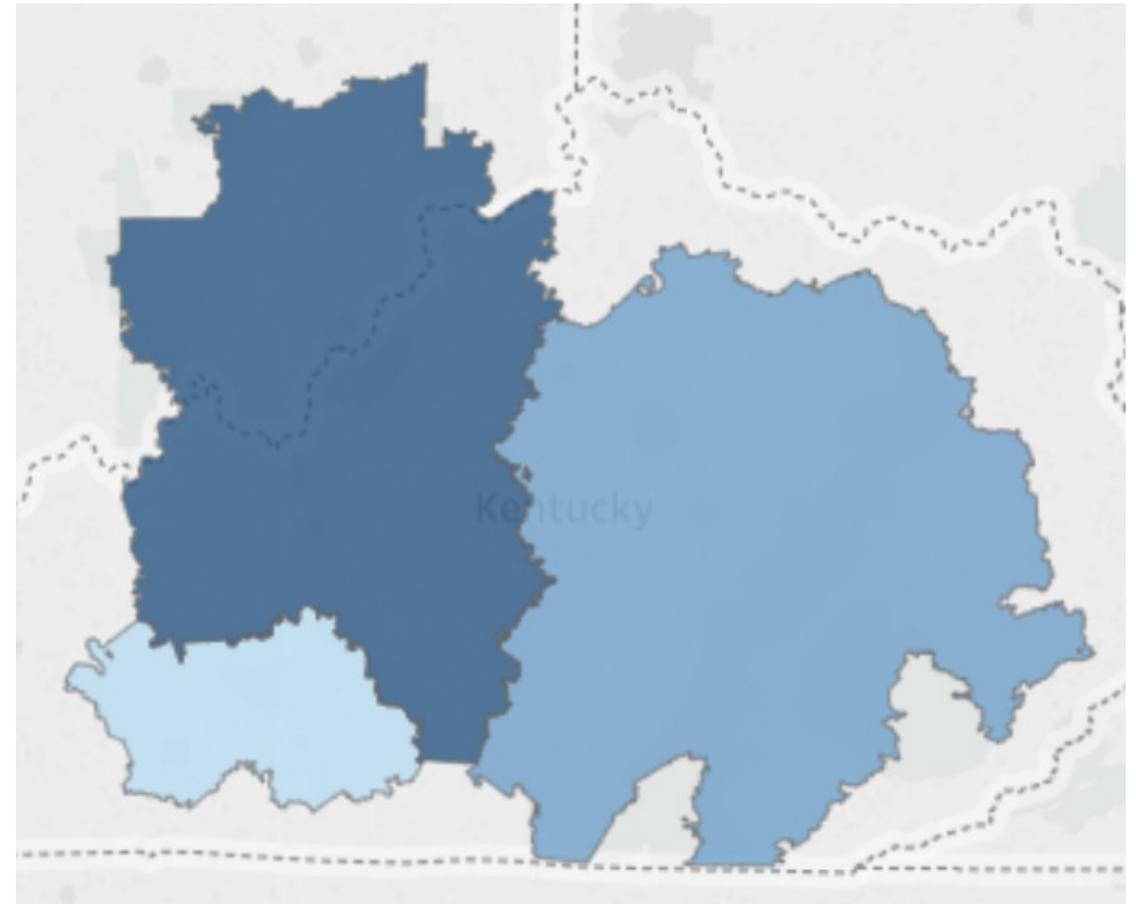
Physician Searches: 321

Patient Assessments: 267

Practice Calls: 40

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



ILLINOIS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 15,250

Physician Searches: 1,853

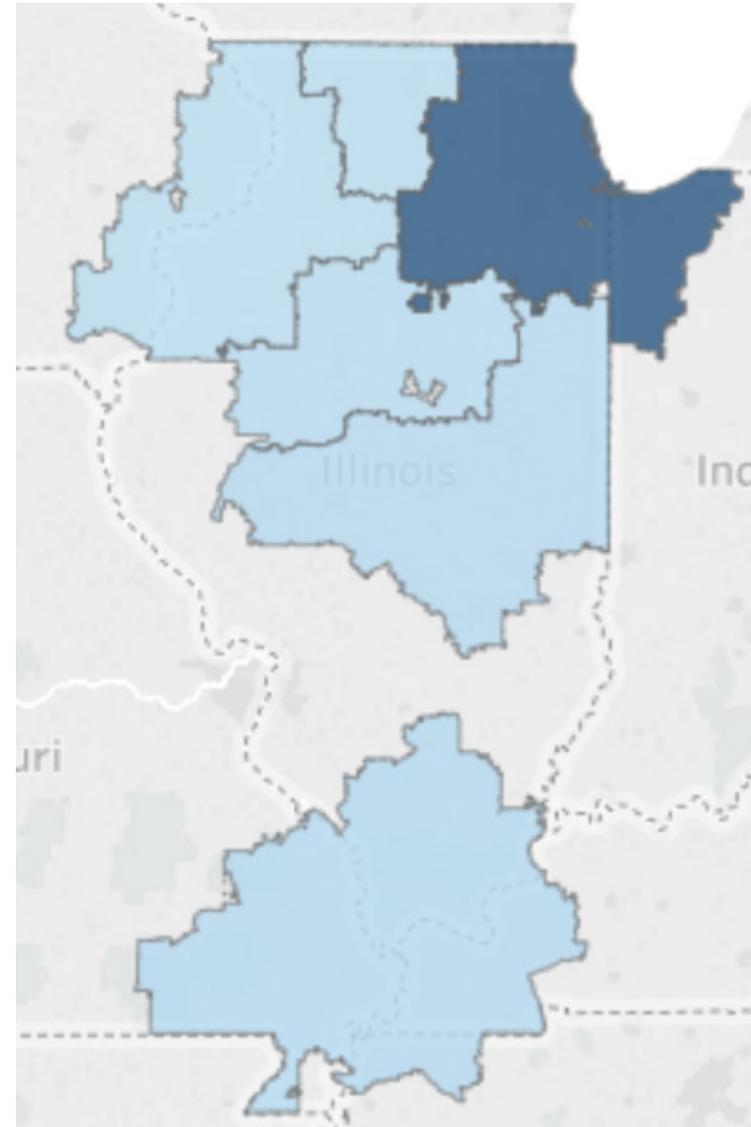
Patient Assessments: 1,445

Practice Calls: 122

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018



INDIANA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 14,362

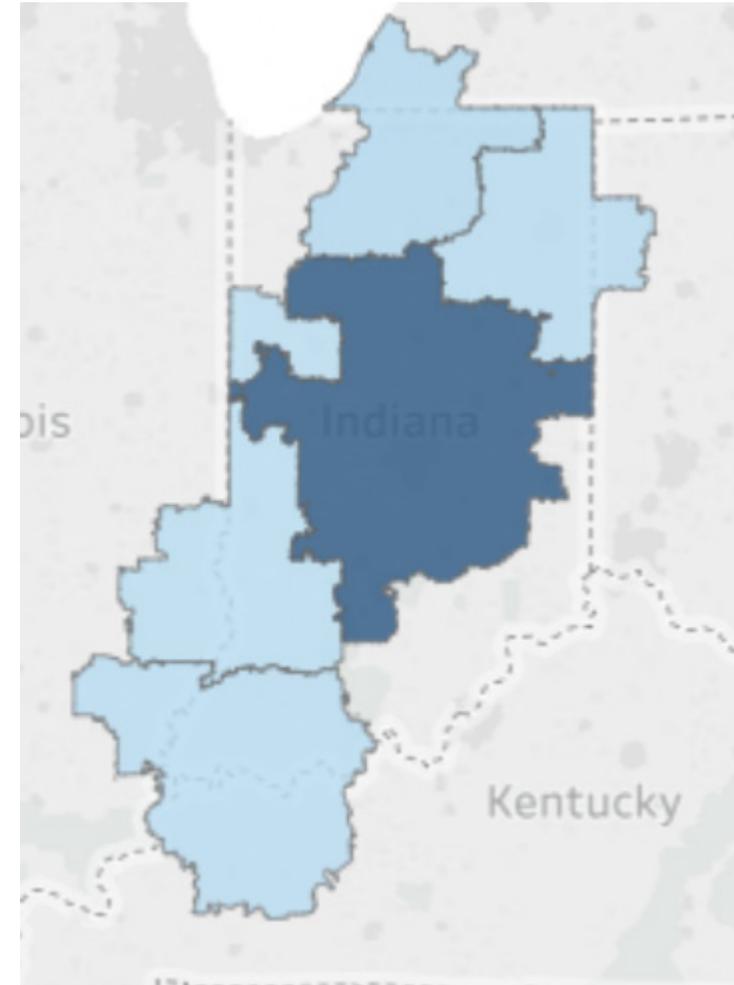
Physician Searches: 1,292

Patient Assessments: 1,277

Practice Calls: 79

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



MICHIGAN DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 7,840

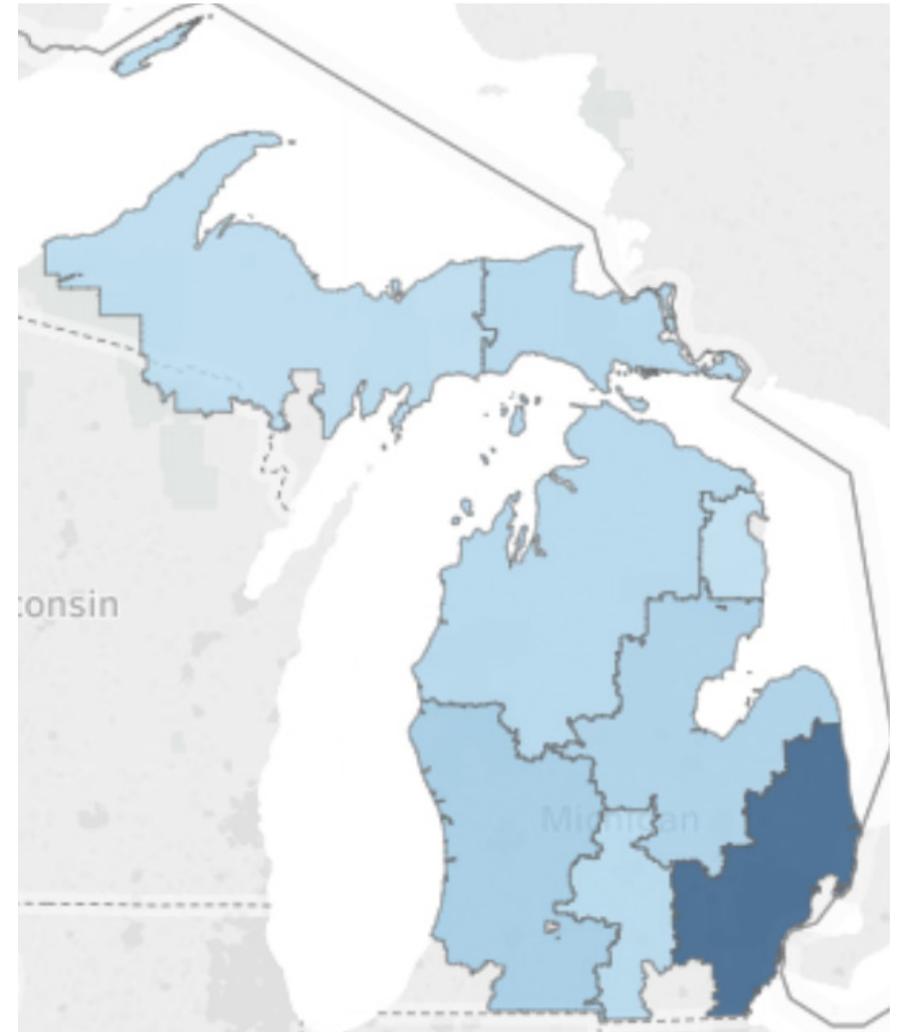
Physician Searches: 1,183

Patient Assessments: 934

Practice Calls: 144

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



OHIO DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 22,384

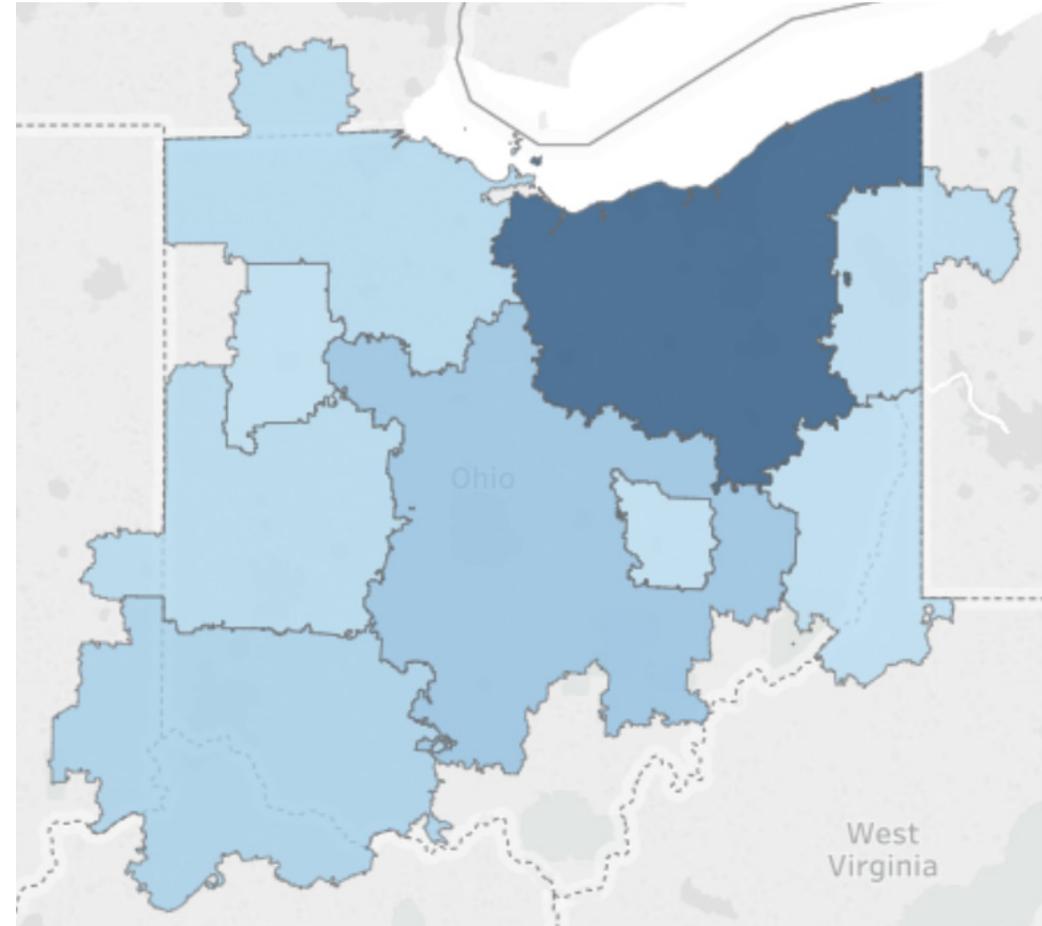
Physician Searches: 2,412

Patient Assessments: 2,143

Practice Calls: 322

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



PENNSYLVANIA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 21,202

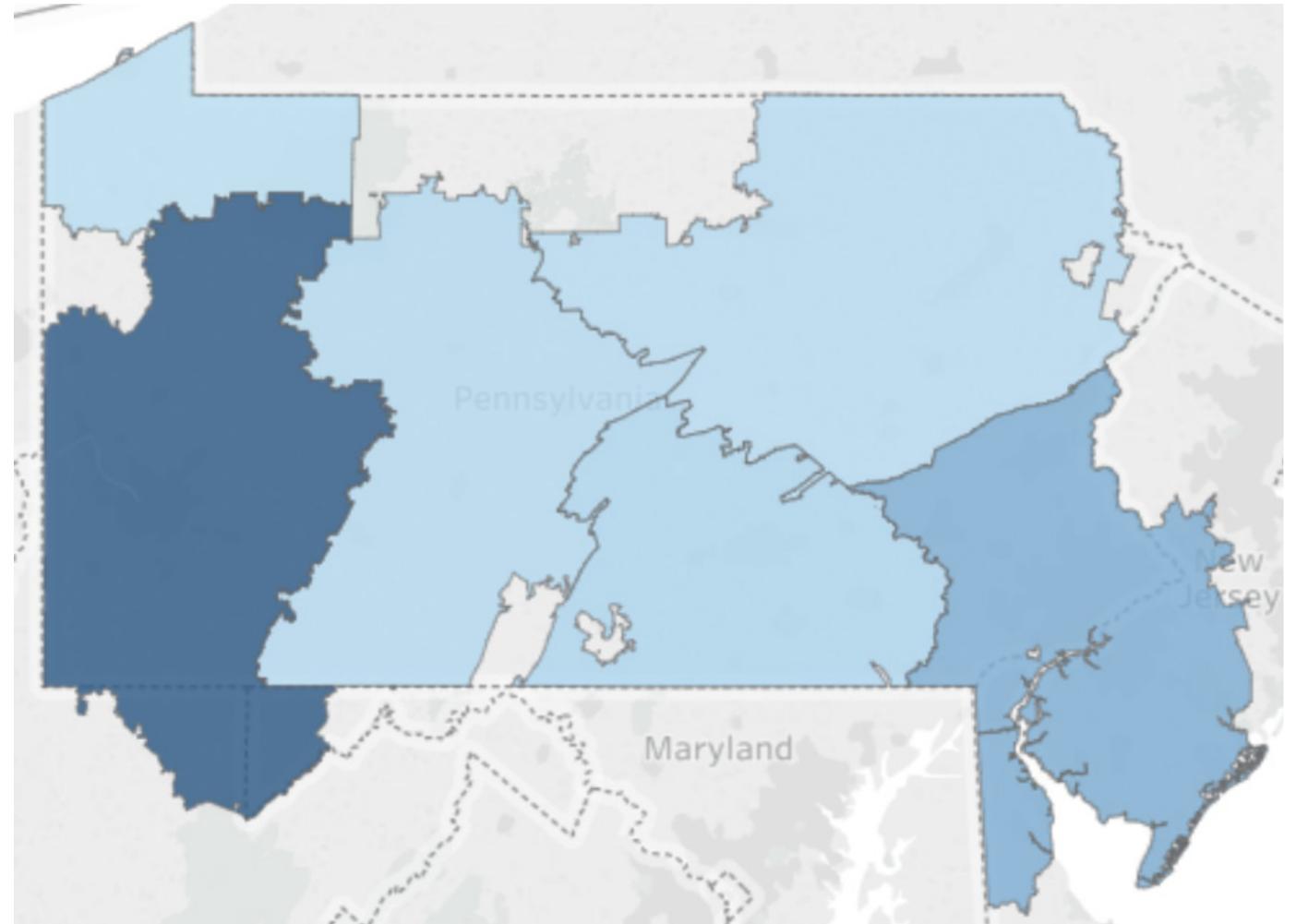
Physician Searches: 2,472

Patient Assessments: 2,039

Practice Calls: 420

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



NEW YORK DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 15,157

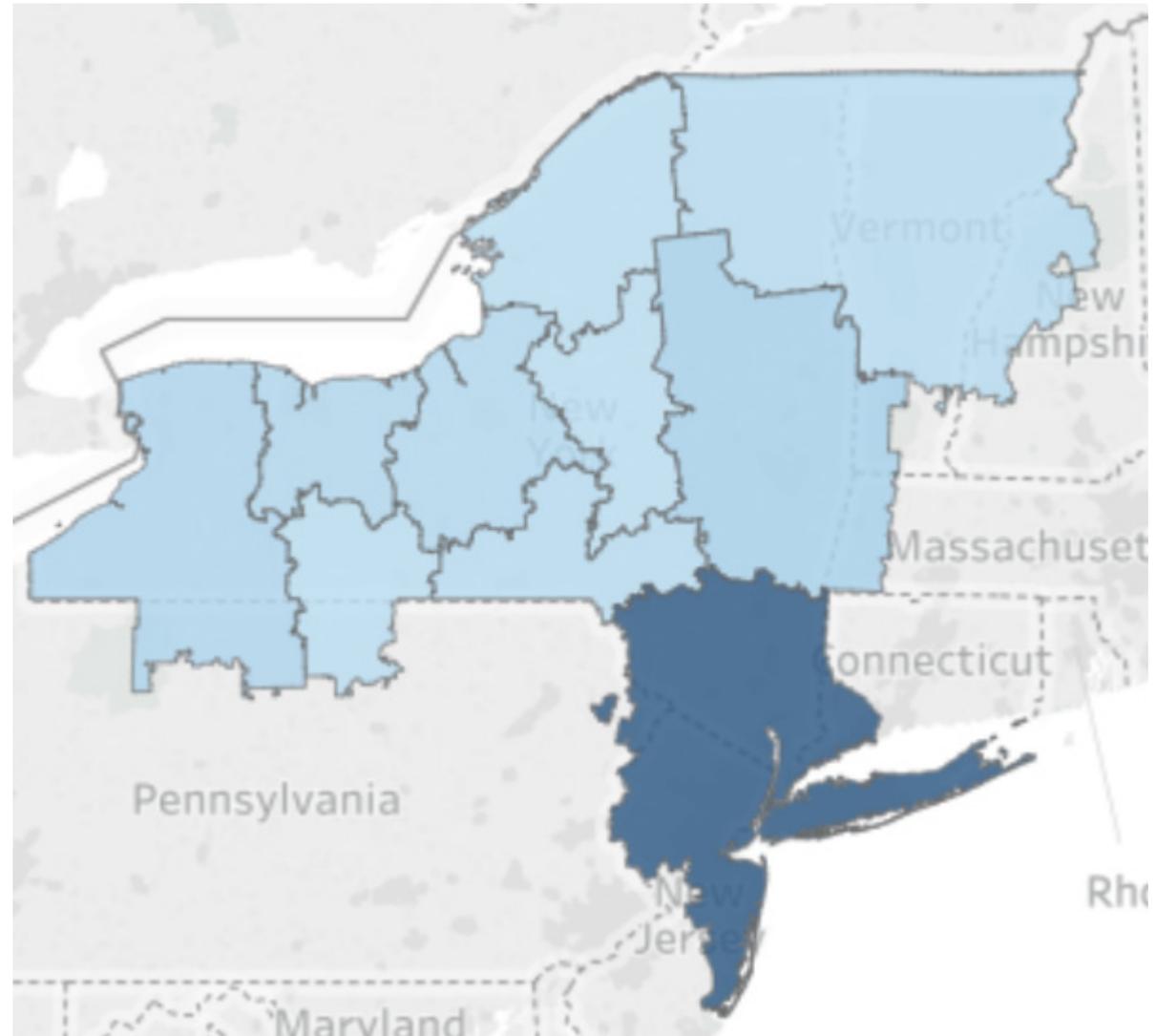
Physician Searches: 2,681

Patient Assessments: 1,538

Practice Calls: 397

Key Take Away:

More people are learning about and gaining access to HF10 as a treatment option



MAINE MASSACHUSETTS NEW HAMPSHIRE DMA CASE STUDY

ADVANCING
NEUROMODULATION

Portland-Auburn-Bangor-Presque Isle-Boston-Manchester

Sessions: 4,387

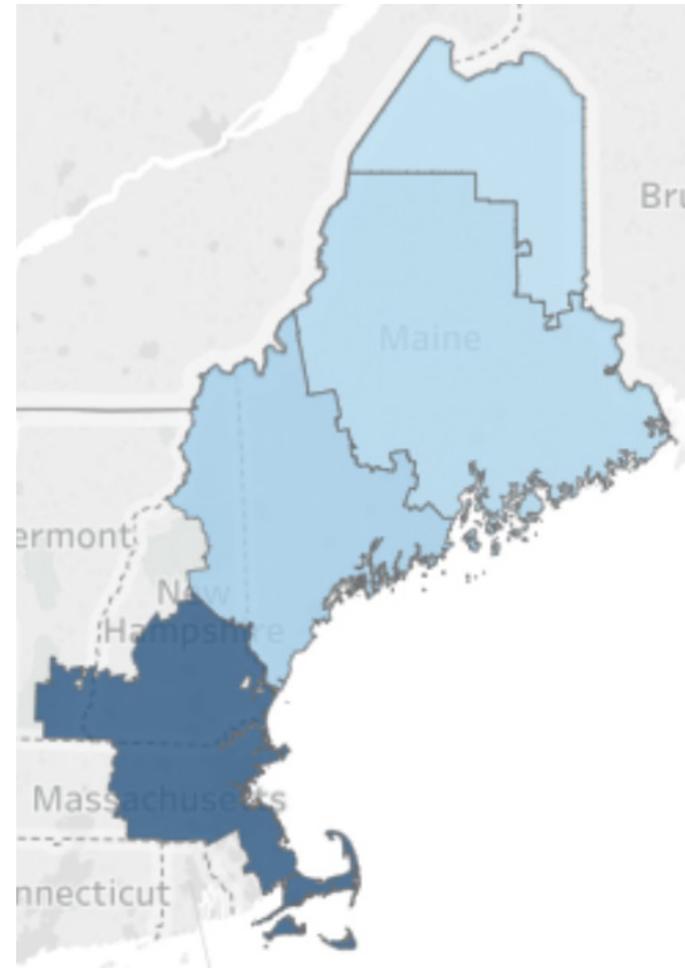
Physician Searches: 659

Patient Assessments: 444

Practice Calls: 137

Key Take Away:

**More people are learning about
and gaining access to HF10 as a
treatment option**



Jan 1 – Aug 31, 2018

VIRGINIAS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 4,452

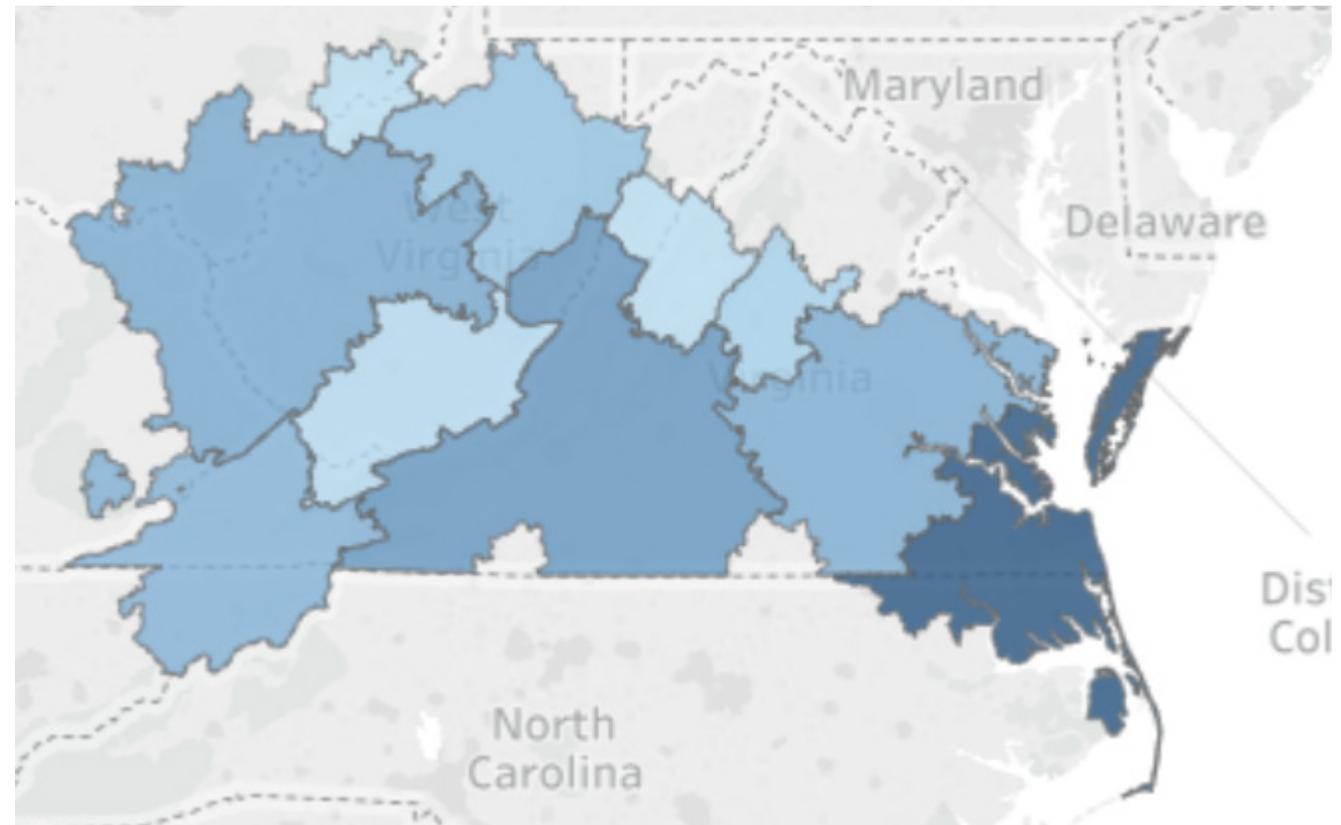
Physician Searches: 711

Patient Assessments: 591

Practice Calls: 79

Key Take Away:

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ALASKA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 290

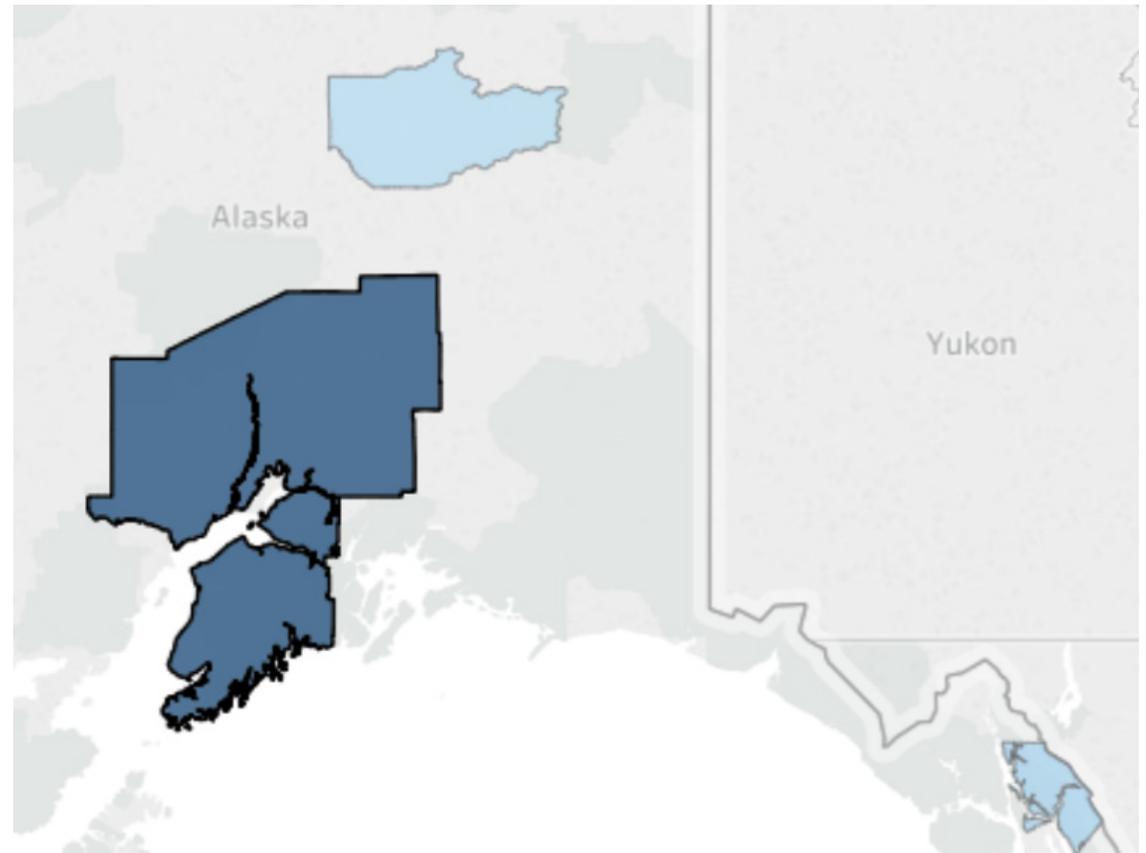
Physician Searches: 45

Patient Assessments: 27

Practice Calls: 16

Key Take Away:

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HAWAII DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 406

Physician Searches: 47

Patient Assessments: 33

Practice Calls: 8

Key Take Away:

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MINNESOTA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 3,014

Physician Searches: 375

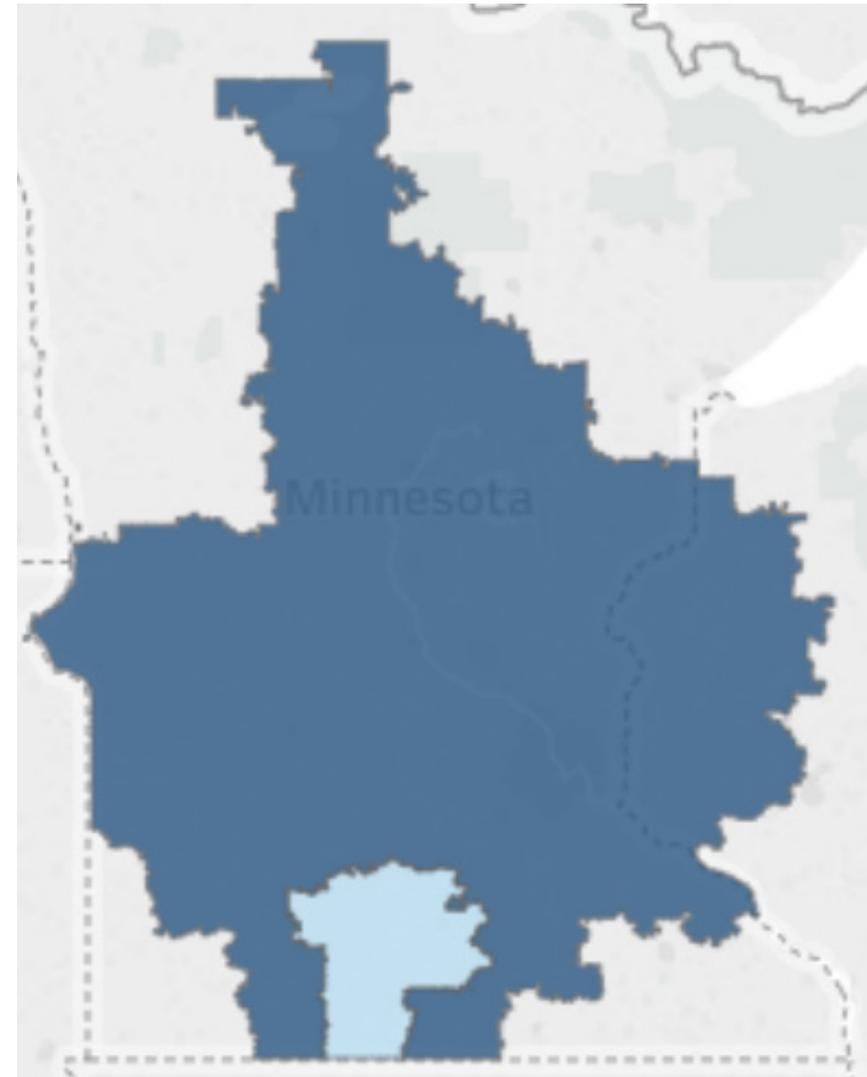
Patient Assessments: 300

Practice Calls: 234

Key Take Away:

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Jan 1 – Aug 31, 2018



CONNECTICUT MASSACHUSETTS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Hartford-New Haven-Providence-New Bedford-Springfield-Holyoke

Sessions: 10,160

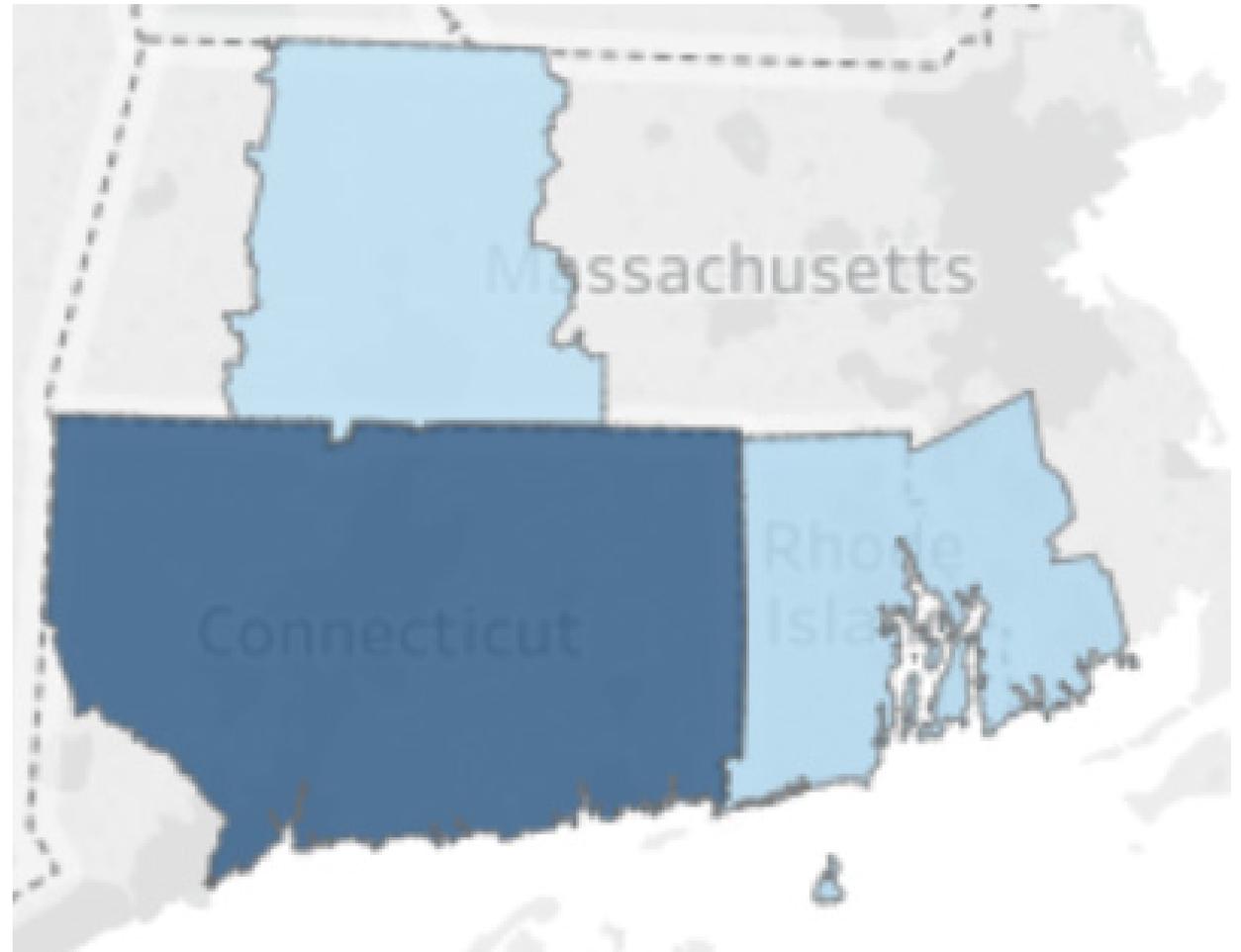
Physician Searches: 1,014

Patient Assessments: 838

Practice Calls: 148

Key Take Away:

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MARYLAND WASHINGTON D.C. DMA CASE STUDY

D.C.-Salisbury-Baltimore

ADVANCING
NEUROMODULATION

Sessions: 4,964

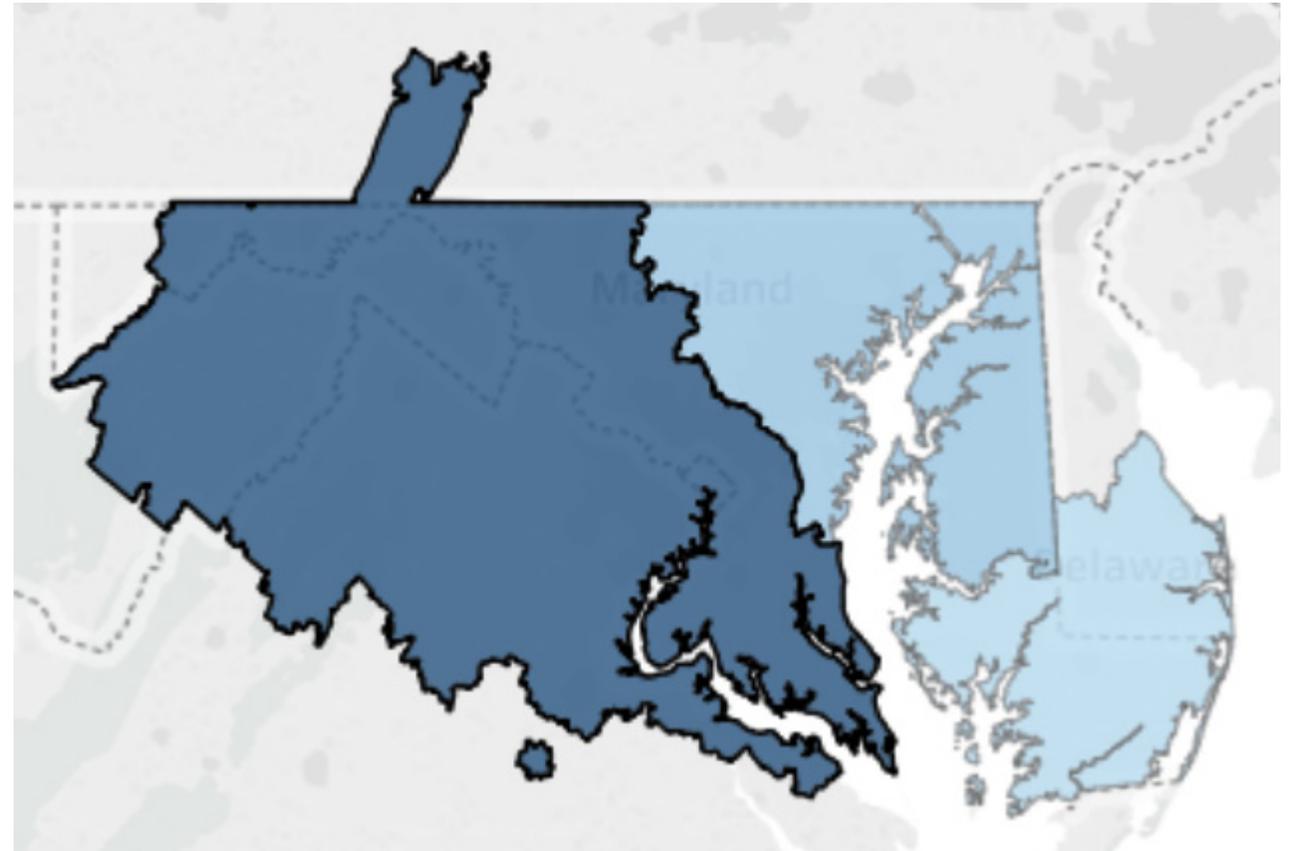
Physician Searches: 698

Patient Assessments: 531

Practice Calls: 105

Key Take Away:

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FLORIDA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Sessions: 27,160

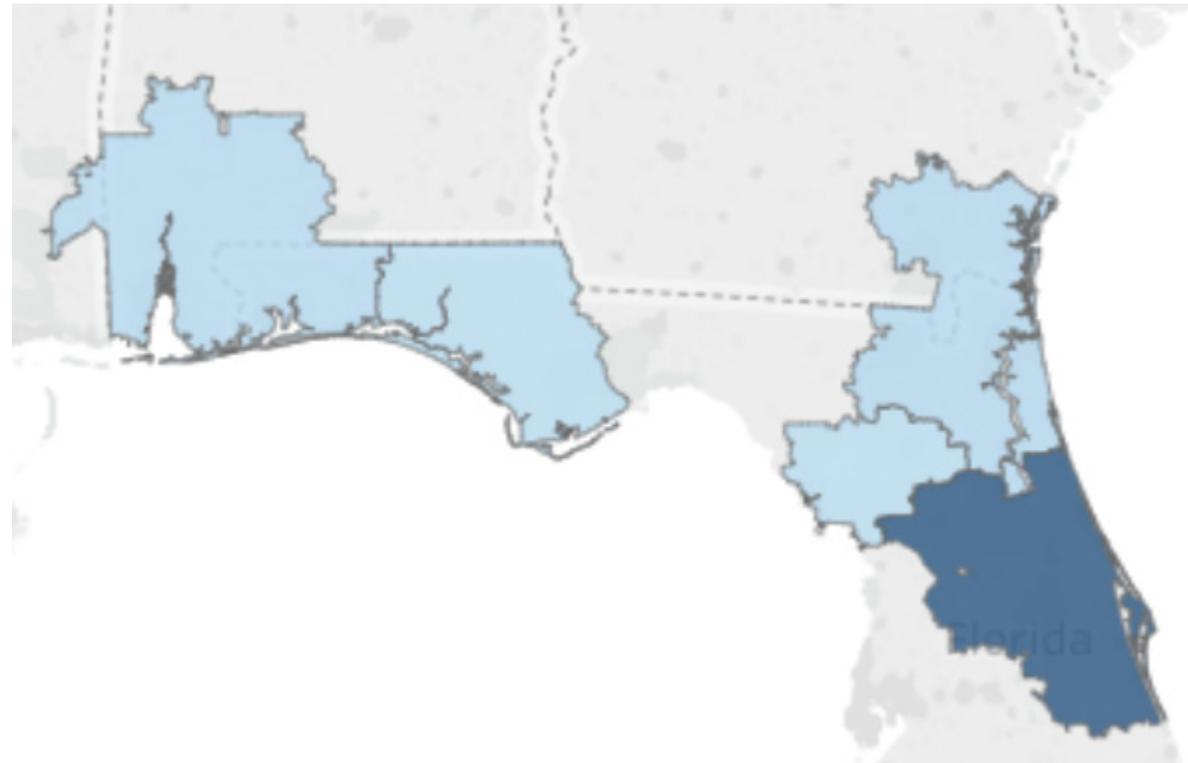
Physician Searches: 2,749

Patient Assessments: 2,244

Practice Calls: 395

Key Take Away:

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GEORGIA FLORIDA DMA CASE STUDY

ADVANCING
NEUROMODULATION

Tallahassee-Thomasville-Tampa-St. Petersburg-Miami-Ft. Lauderdale-West Palm Beach-Ft. Pierce-Ft. Myers-Naples

Sessions: 9,954

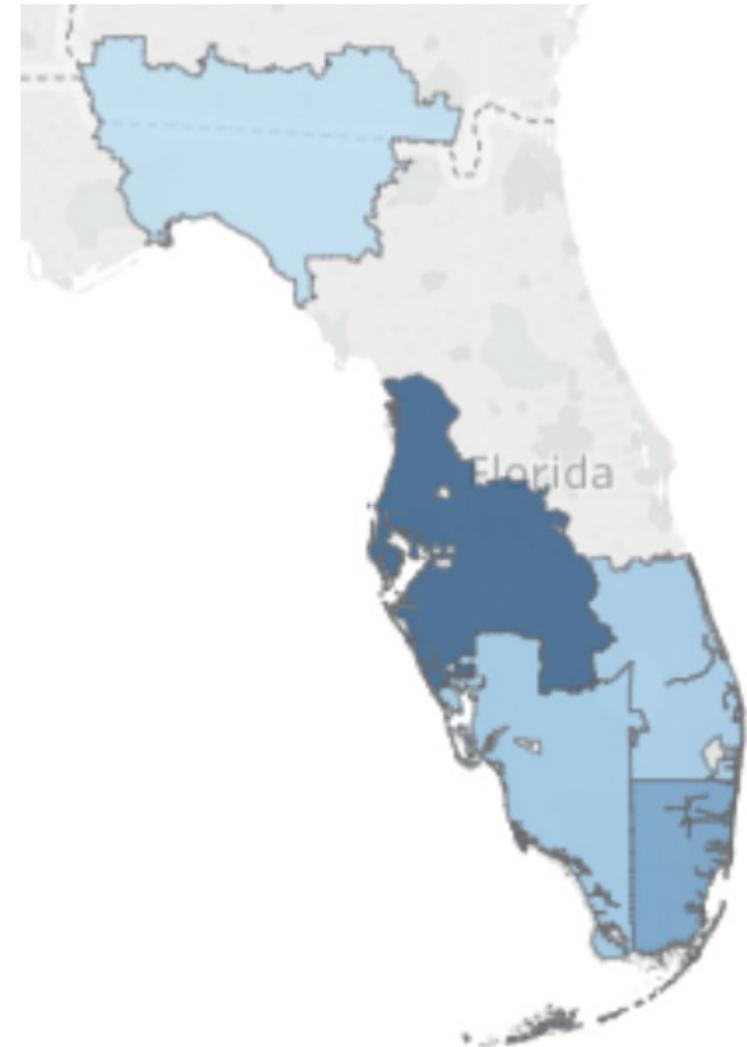
Physician Searches: 1,523

Patient Assessments: 1,010

Practice Calls: 401

Key Take Away:

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TEXAS DMA CASE STUDY

ADVANCING
NEUROMODULATION

Houston-San Antonio-Austin-Beaumont-Port Arthur-Corpus Christi-Harlingen-Weslaco-Brownsville-McAllen-Laredo-Victoria

Sessions: 48,236

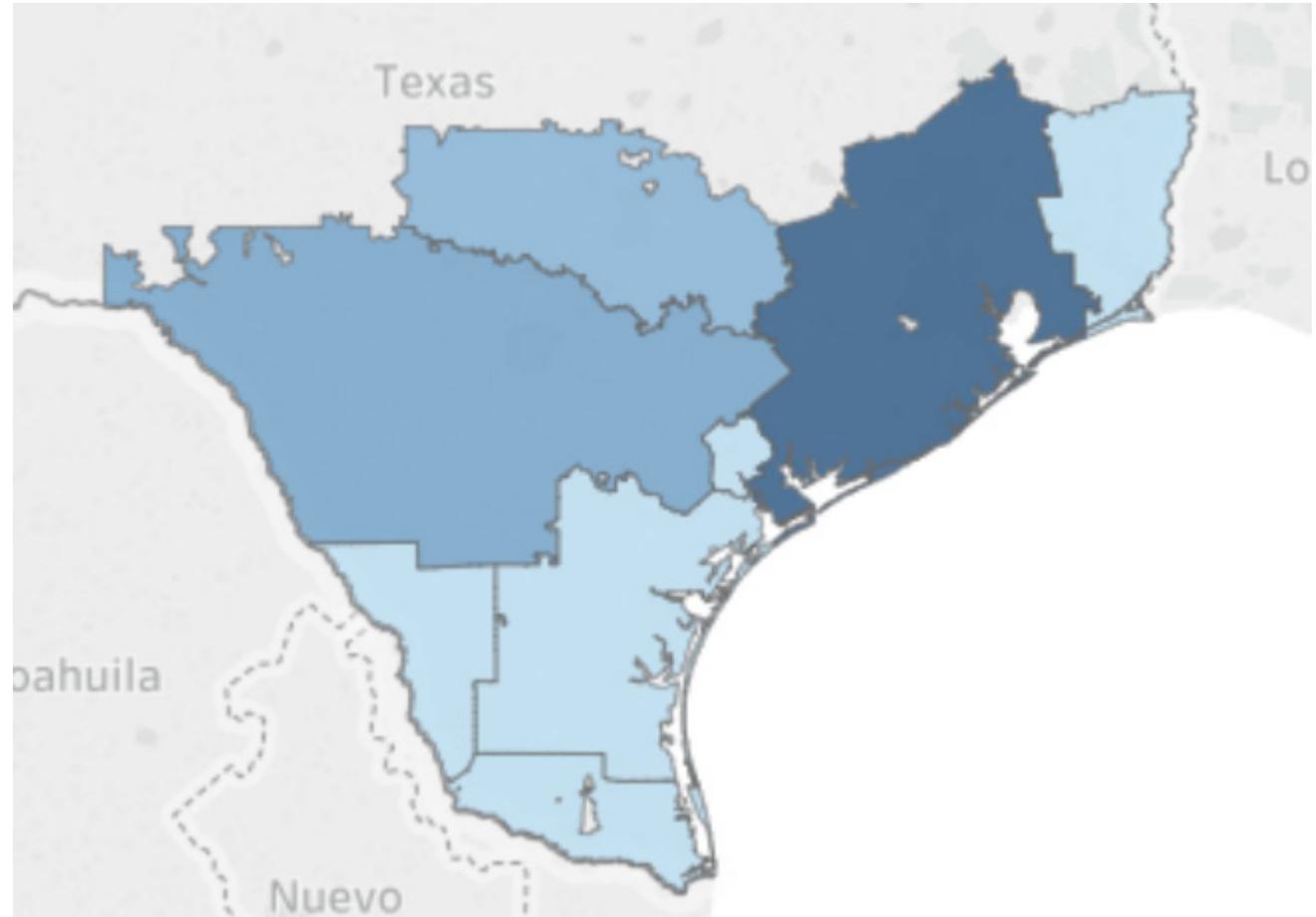
Physician Searches: 3,696

Patient Assessments: 3,119

Practice Calls: 592

Key Take Away:

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TEXAS DMA CASE STUDY

Dallas-Ft. Worth-Waco-Temple-Bryan-Tyler-Longview-Abilene-Sweetwater

ADVANCING
NEUROMODULATION

Sessions: 50,832

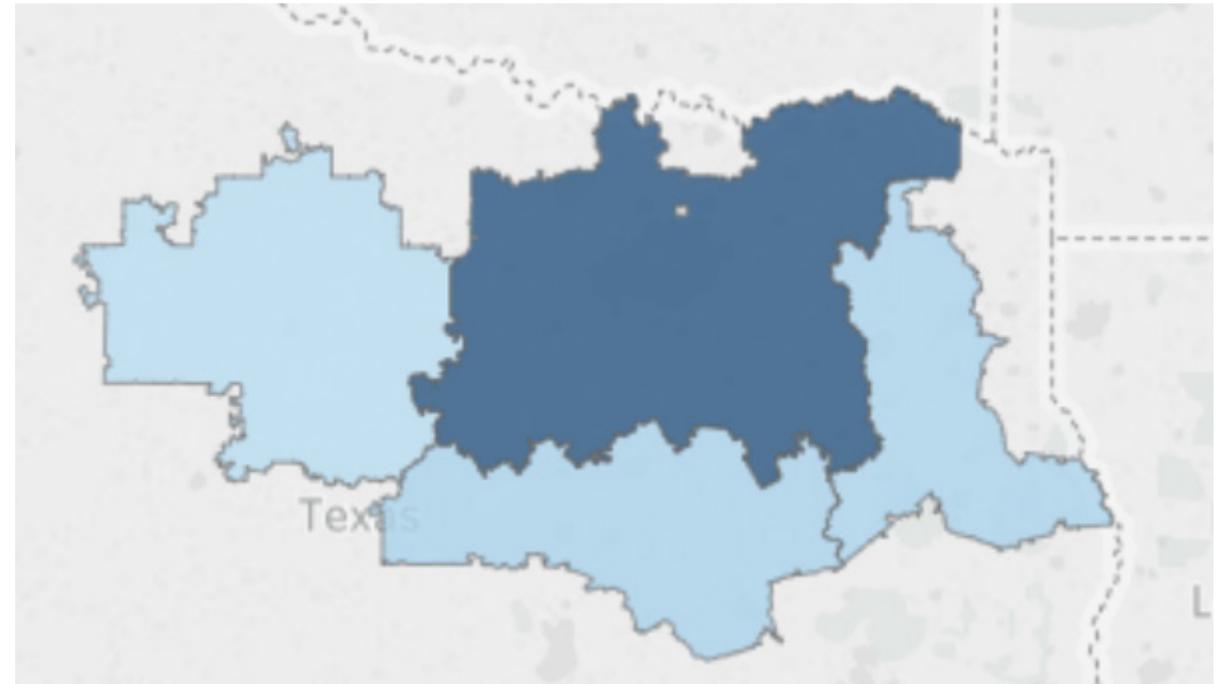
Physician Searches: 4,046

Patient Assessments: 3,587

Practice Calls: 518

Key Take Away:

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TEXAS DMA CASE STUDY

Odessa-Midland-El Paso-Lubbock-Amarillo

ADVANCING
NEUROMODULATION

Sessions: 855

Physician Searches: 112

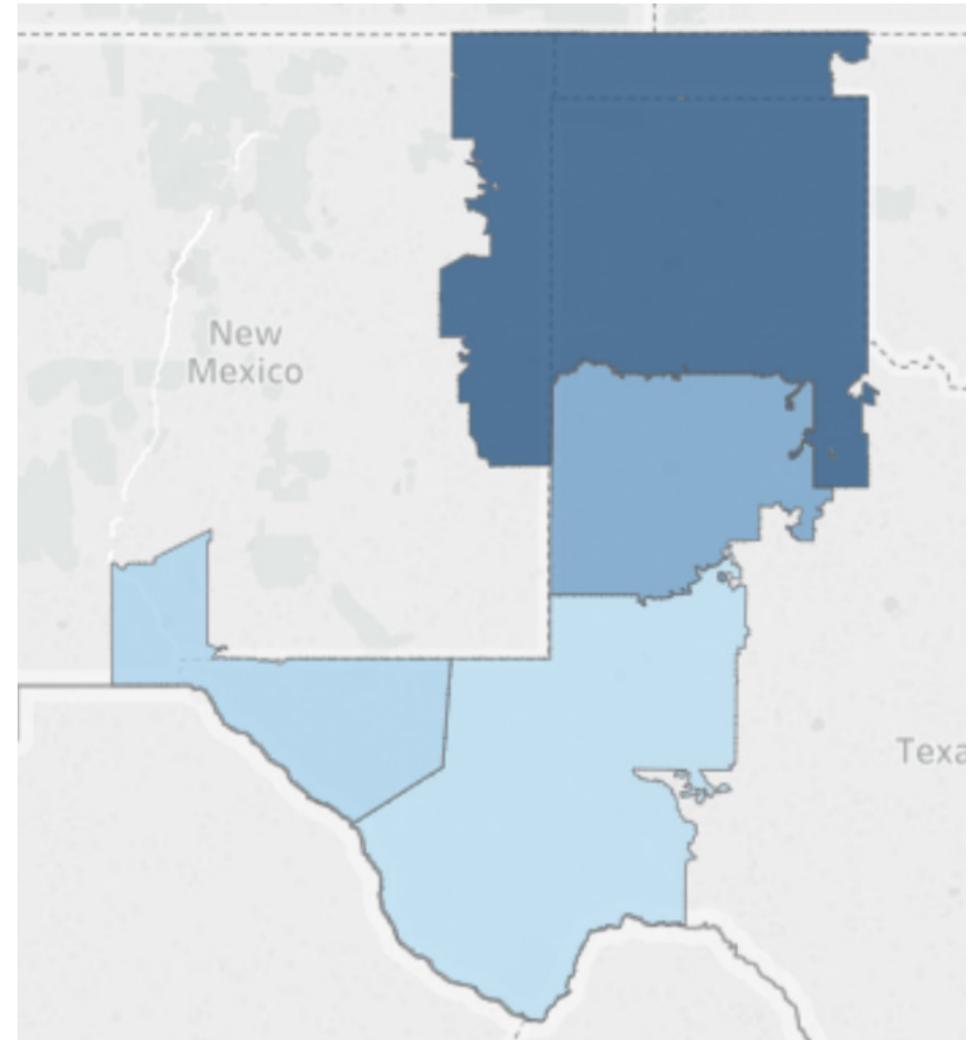
Patient Assessments: 106

Practice Calls: 32

Key Take Away:

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TEXAS OKLAHOMA DMA CASE STUDY

San Angelo-Sherman-Ada-Wichita Falls-Lawton

ADVANCING
NEUROMODULATION

Sessions: 1,138

Physician Searches: 130

Patient Assessments: 114

Practice Calls: 21

Key Take Away:

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