



# Depression Isolates, *NeuroStar* Connects

There are over 20 million U.S. adults suffering from depression and many others know someone personally suffering from depression. This means people are searching for answers and solutions.

At NeuroStar, giving patients the possibility of tomorrow is at the center of what we do. In 2022, our focus is awareness and education; elevating TMS within the broader mental health conversation to let those suffering from depression know that a safe and effective treatment option is available.

Our new, "Tap Into a New Possibility" campaign has compelling messaging to pull patients into practices with the knowledge that a non-drug treatment is available. The headline brings an emotional hook and opens a door for patients who haven't experienced relief. The tagline, "Depression Isolates, NeuroStar Connects" acknowledges the challenges of depression and brings NeuroStar to a higher level of doing more than just treating depression, but helping to restore lives.

## Our new consumer campaign, *Tap Into a New Possibility*, includes:

- Increased presence on Facebook & Instagram
- Our first campaign on Tik Tok
- Press release + media outreach to key publication
- New professional sponsorships
- WebMd partnership

## How can your practice leverage this campaign?

With the launch of the NeuroStar customer newsletter, new in-office marketing materials and customizable advertising on My NeuroStar Resource Center, your practice can seamlessly continue the conversation with your patients.

This program kicks off in March 2022 with a big reveal planned in May, Mental Health Awareness Month.

# What can this do for your practice?



Build more  
consumer awareness  
for new patients



Educate existing patients  
about an alternative  
non-drug treatment option



Treat more  
NeuroStar Patients  
in 2022!

VISIT MY NEUROSTAR RESOURCE CENTER



Let's stay connected!

Tap here to follow NeuroStar today.

# Star Connection



This is the first edition of the Star Connection monthly newsletter. Stay informed with the latest developments so your practice can best leverage our programs. NeuroStar has exciting plans in store for 2022!

**Depression Isolates. *NeuroStar* Connects.**

