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

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

- Unsure of patient selection: 39%
- Unsure of who to consult: 38%
- Lack of relationship with SCS provider: 35%
- Unsure of SCS efficacy: 34%
- Unsure of cost benefit: 33%
- Unsure of risk benefit: 30%

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

Our Brand

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

Patient Materials

Best-in-Class Digital Awareness Program

Practice Led Market Awareness Tools
PATIENT MATERIALS: HELP PRACTICES ENHANCE PATIENT EDUCATION

Posters

Brochures

APP Tools

Waiting Room Loop
OUR DIGITAL AWARENESS EFFORTS
MISSION: EDUCATE PATIENTS

Advertising → Website → Physician Searches → Patient Assessment → Email Capture
### OUR DIGITAL AWARENESS EFFORTS

**MISSION: EDUCATE PATIENTS**

<table>
<thead>
<tr>
<th>Advertising</th>
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<tr>
<td><img src="image1" alt="Advertising Image" /></td>
<td><img src="image2" alt="Website Image" /></td>
<td><img src="image3" alt="Physician Searches Image" /></td>
<td><img src="image4" alt="Patient Assessment Image" /></td>
<td><img src="image5" alt="Email Capture Image" /></td>
</tr>
</tbody>
</table>

- **Advertising**
- **Website**
- **Physician Searches**
- **Patient Assessment**
- **Email Capture**

**Data Sources:** Google Analytics, Marketing Cloud

*Data Jan 1 – August 31*
Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option
#HF10MATTERS – OUR SOCIAL COMMUNITY

- 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
Patient Education – Q&A

Karen Brown Henderson: Kenny Henderson. Tell me how good it works? Cannot have MRI with it in your back. Paula OD’Byran

Like | Reply | Message 2w | Edit

View previous replies

Neuro HF10 Hi Karen, thank you for the comment. To clarify, our 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 Commented on by Hodson 1/19 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 Neuro but wouldn’t have to get everything replaced?

Like | Reply | Message 2w

Liberate yourself from chronic pain

GF10.COM

Success Stories

Neuro HF10 added a new photo to the album: Patient Stories.

Published by Hodson 1/19 11:34 AM

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 narcotics 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 Maureen. See More

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 narcotics. See More

Neuro HF10 added a new photo to the album: Patient Stories.

Published by Hodson 1/19 11:34 AM

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 level spinal fusion, but the back did not eliminate the chronic pain.

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

Juan Gonzalez: This should be available for all pain management, everywhere.

Like 2w

Beauanna Hart and 178 others Comment on this Share

Rocky Nelson: It has been a life-saver for me! I got mine in July 2017 and for the last 6 months, it’s been really good. I don’t feel as bad and I don’t have to take the medication as much. See More

Sincerely: I have been using it for about a year and a half now and I am happy with the results. I would recommend it to anyone who is suffering from chronic pain. I have not tried anything else that works as well as this.

Like Reply 2w
PRACTICE LED MARKET AWARENESS TOOLS

HF10 Promotion
Local and Digital Advertising

Education Events
Patient or Referrer Education Events

Public Relations (PR)
Press Releases or Newscasts

CHRONIC PAIN IS AN EPIDEMIC

- Roughly 8% of the adult population suffers from chronic pain.
- The majority of this is chronic lower back pain.
- Cost of chronic pain is $500 billion annually in the U.S.
Use advertisements to raise awareness of HF10 availability in practice.
Real World Examples – Web Content

Performance Rehabilitation & Regenerative Medicine
http://www.performancerehabnj.com/spinalcordstimulation

Space City Pain Specialists
https://spacecitypain.com/spinal-cord-stimulation
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**

**ICD-9/ICD-10 Code List**
for Potential SCS Patients
PATIENT EDUCATION EVENT

Real World Examples – Dr. Freeman

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
Real World Examples – Dr. Nairizi

Great opportunity to learn more about chronic pain and a new treatment that doesn’t consist of the use of opiates. Education is power when it comes to medicine!
Nevro Print Center is an online portal where practices customize and order branded print assets to support local awareness advertising and events.

Customize branded template with event and practice information

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

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

3. Practices can provide B-Roll footage and demo models during newscast
Real World Examples – Patient Success Stories
By State Local Impact
WASHINGTON STATE DMA CASE STUDY

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

Sessions: 13,215
Physician Searches: 1,092
Patient Assessments: 1,198
Practice Calls: 119

Key Take Away:
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Jan 1 – Aug 31, 2018
IDAHO DMA CASE STUDY

Sessions: 762
Physician Searches: 94
Patient Assessments: 104
Practice Calls: 37

Key Take Away:
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**Montana DMA Case Study**

Sessions: 658

Physician Searches: 2,106

Patient Assessments: 93

Practice Calls: 10

**Key Take Away:**
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Jan 1 – Aug 31, 2018
WYOMING DMA CASE STUDY

Sessions: 76
Physician Searches: 4
Patient Assessments: 5
Practice Calls: 6

Key Take Away:
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Jan 1 – Aug 31, 2018
Utah DMA Case Study

Sessions: 11,218
Physician Searches: 913
Patient Assessments: 906
Practice Calls: 76

Key Take Away:
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Jan 1 – Aug 31, 2018
COLORADO DMA CASE STUDY

Sessions: 13,328
Physician Searches: 1,122
Patient Assessments: 1,040
Practice Calls: 456

Key Take Away:
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Jan 1 – Aug 31, 2018
ARIZONA DMA CASE STUDY

Sessions: 24,724
Physician Searches: 2,226
Patient Assessments: 2,093
Practice Calls: 262

Key Take Away:
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Jan 1 – Aug 31, 2018
NEW MEXICO DMA CASE STUDY

Sessions: 871
Physician Searches: 148
Patient Assessments: 101
Practice Calls: 36

Key Take Away:
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NEVADA DMA CASE STUDY

Sessions: 3,142
Physician Searches: 343
Patient Assessments: 280
Practice Calls: 781

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Jan 1 – Aug 31, 2018
CALIFORNIA DMA CASE STUDY
SF-OAK-San Jose-Monterey-Salinas

Sessions: 7,788
Physician Searches: 872
Patient Assessments: 526
Practice Calls: 239

Key Take Away:
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Jan 1 – Aug 31, 2018
CALIFORNIA DMA CASE STUDY
LA-Santa Barbara-Santa Maria-San Luis Obispo-Bakersfield

Sessions: 14,916

Physician Searches: 1,396

Patient Assessments: 980

Practice Calls: 752

Key Take Away:
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Jan 1 – Aug 31, 2018
CALIFORNIA ARIZONA DMA CASE STUDY
San Diego-Yuma

Sessions: 10,904
Physician Searches: 919
Patient Assessments: 785
Practice Calls: 132

Key Take Away:
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Jan 1 – Aug 31, 2018
CALIFORNIA DMA CASE STUDY
Sacramento-Stockton-Modesto-Fresno-Visalia-Chico-Redding-Eureka

Sessions: 3,015
Physician Searches: 477
Patient Assessments: 332
Practice Calls: 105

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Jan 1 – Aug 31, 2018
NORTH DAKOTA DMA CASE STUDY

Sessions: 478
Physician Searches: 68
Patient Assessments: 58
Practice Calls: 12

Key Take Away:
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Jan 1 – Aug 31, 2018
South Dakota DMA Case Study

SOUTH DAKOTA DMA CASE STUDY

Sessions: 557
Physician Searches: 74
Patient Assessments: 70
Practice Calls: 6

Key Take Away:
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NEBRASKA DMA CASE STUDY

Sessions: 6,615
Physician Searches: 594
Patient Assessments: 527
Practice Calls: 58

Key Take Away:
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Jan 1 – Aug 31, 2018
KANSAS DMA CASE STUDY

Sessions: 1,398
Physician Searches: 181
Patient Assessments: 163
Practice Calls: 18

Key Take Away:
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Wisconsin DMA Case Study

Sessions: 17,845
Physician Searches: 1,831
Patient Assessments: 1,586
Practice Calls: 336

Key Take Away:
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Jan 1 – Aug 31, 2018
Oklahoma DMA Case Study

Sessions: 18,670
Physician Searches: 1,724
Patient Assessments: 1,474
Practice Calls: 165

Key Take Away:
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IOWA DMA CASE STUDY

**Sessions:** 1,561

**Physician Searches:** 237

**Patient Assessments:** 192

**Practice Calls:** 91

**Key Take Away:**
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ARKANSAS DMA CASE STUDY

Sessions: 1,797
Physician Searches: 292
Patient Assessments: 241
Practice Calls: 43

Key Take Away:
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Jan 1 – Aug 31, 2018
MISSOURI DMA CASE STUDY

Sessions: 27,856
Physician Searches: 2,716
Patient Assessments: 2,361
Practice Calls: 363

Key Take Away:
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Jan 1 – Aug 31, 2018
LOUISIANA MISSISSIPPI DMA CASE STUDY

Sessions: 2,780
Physician Searches: 466
Patient Assessments: 297
Practice Calls: 122

Key Take Away:
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Jan 1 – Aug 31, 2018
ALABAMA DMA CASE STUDY

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
GEORGIA DMA CASE STUDY

Sessions: 7,947
Physician Searches: 1,180
Patient Assessments: 846
Practice Calls: 479

Key Take Away:
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South Carolina DMA Case Study

Sessions: 10,407
Physician Searches: 1,256
Patient Assessments: 1,008
Practice Calls: 96

Key Take Away:
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Jan 1 – Aug 31, 2018
NORTH CAROLINA DMA CASE STUDY

Sessions: 24,392
Physician Searches: 2,312
Patient Assessments: 2,083
Practice Calls: 718

Key Take Away:
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Jan 1 – Aug 31, 2018
TENNESSEE DMA CASE STUDY

Sessions: 5,987
Physician Searches: 1,057
Patient Assessments: 754
Practice Calls: 204

Key Take Away:
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Jan 1 – Aug 31, 2018
Kentucky DMA Case Study

Sessions: 2,052
Physician Searches: 321
Patient Assessments: 267
Practice Calls: 40

Key Take Away:
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Jan 1 – Aug 31, 2018
ILLINOIS DMA CASE STUDY

Sessions: 15,250
Physician Searches: 1,853
Patient Assessments: 1,445
Practice Calls: 122

Key Take Away:
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Jan 1 – Aug 31, 2018
INDIANA DMA CASE STUDY

Sessions: 14,362
Physician Searches: 1,292
Patient Assessments: 1,277
Practice Calls: 79

Key Take Away:
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Jan 1 – Aug 31, 2018
Michigan DMA Case Study

Jan 1 – Aug 31, 2018

Sessions: 7,840
Physician Searches: 1,183
Patient Assessments: 934
Practice Calls: 144

Key Take Away:
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OHIO DMA CASE STUDY

Sessions: 22,384
Physician Searches: 2,412
Patient Assessments: 2,143
Practice Calls: 322

Key Take Away:
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PENNSYLVANIA DMA CASE STUDY

Sessions: 21,202
Physician Searches: 2,472
Patient Assessments: 2,039
Practice Calls: 420

Key Take Away:
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Jan 1 – Aug 31, 2018
NEW YORK DMA CASE STUDY

Sessions: 15,157

Physician Searches: 2,681

Patient Assessments: 1,538

Practice Calls: 397

Key Take Away:
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Jan 1 – Aug 31, 2018
MAINE MASSACHUSETTS NEW HAMPSHIRE DMA CASE STUDY
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**

**Sessions:** 4,452

**Physician Searches:** 711

**Patient Assessments:** 591

**Practice Calls:** 79

**Key Take Away:**
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
**ALASKA DMA CASE STUDY**

**Sessions:** 290

**Physician Searches:** 45

**Patient Assessments:** 27

**Practice Calls:** 16

**Key Take Away:**
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Jan 1 – Aug 31, 2018
HAWAII DMA CASE STUDY

Sessions: 406
Physician Searches: 47
Patient Assessments: 33
Practice Calls: 8

Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
MINNESOTA DMA CASE STUDY

Sessions: 3,014
Physician Searches: 375
Patient Assessments: 300
Practice Calls: 234

Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
CONNECTICUT MASSACHUSETTS DMA CASE STUDY
Hartford-New Haven-Providence-New Bedford-Springfield-Holyoke

Sessions: 10,160
Physician Searches: 1,014
Patient Assessments: 838
Practice Calls: 148

Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
MARYLAND  WASHINGTON  D.C.  DMA CASE STUDY
D.C.-Salisbury-Baltimore

Sessions: 4,964
Physician Searches: 698
Patient Assessments: 531
Practice Calls: 105

Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
FLORIDA DMA CASE STUDY

Sessions: 27,160
Physician Searches: 2,749
Patient Assessments: 2,244
Practice Calls: 395

Key Take Away:
More people are learning about and gaining access to HF10 as a treatment option

Jan 1 – Aug 31, 2018
**GEORGIA FLORIDA DMA CASE STUDY**

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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Jan 1 – Aug 31, 2018
TEXAS DMA CASE STUDY

Jan 1 – Aug 31, 2018

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

Sessions: 50,832
Physician Searches: 4,046
Patient Assessments: 3,587
Practice Calls: 518

Key Take Away:
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Jan 1 – Aug 31, 2018
TEXAS DMA CASE STUDY
Odessa-Midland-El Paso-Lubbock-Amarillo

Sessions: 855
Physician Searches: 112
Patient Assessments: 106
Practice Calls: 32

Key Take Away:
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Jan 1 – Aug 31, 2018
TEXAS OKLAHOMA DMA CASE STUDY
San Angelo-Sherman-Ada-Wichita Falls-Lawton

**Sessions:** 1,138

**Physician Searches:** 130

**Patient Assessments:** 114

**Practice Calls:** 21

**Key Take Away:**
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