



## NeuroStar® Advanced Therapy Hits 2 Million Treatments During National Depression Awareness Month

October 11, 2018

**Leading TMS provider joins forces with key thought leaders to destigmatize mental health**

MALVERN, Pa., Oct. 11, 2018 /PRNewswire/ -- NeuroStar® Advanced Therapy, the established leader in transcranial magnetic stimulation (TMS), announced it has reached its two million treatment milestone this October during National Depression Awareness Month. In its steadfast commitment to transform more lives and continue the fight against depression, NeuroStar is launching a national awareness campaign to educate the public on transcranial magnetic stimulation as an innovative depression treatment option, while sparking a much-needed dialogue on breaking mental health stigma. The campaign includes a national satellite media tour in partnership with Tom Starling, Ed.D, CEO of Mental Health America of Middle Tennessee and National Board Chair of Mental Health America, Dr. Scott West, Medical Director of ThriveLogic TMS + NeuroHealth and Nashville NeuroCare Therapy, and patient advocate Kelly Hagan. They will come together to ignite this important conversation, shed light on how effective TMS therapy is and why more people should know about it as a treatment option that can deliver remission from depression — especially considering that in an open-label clinical trial, 58% of depressed patients significantly responded to treatment, and 37% achieved complete remission of their depression symptoms with NeuroStar Advanced Therapy.<sup>1</sup>

"Hitting this milestone proves that sufferers and their loved ones continue to turn to NeuroStar as they seek remission from their depression. They want a second chance at life instead of just trying to function with this debilitating disease," said Chris Thatcher, President and CEO of Neuronetics, Inc. "It is incredibly rewarding to be part of a Company that has transformed so many lives, and continues to do so every day. We will remain dedicated to providing hope to those who need it most and making sure as many people as possible know about this proven treatment, not just during National Depression Awareness Month, but throughout the year."

NeuroStar will drive increased awareness of TMS therapy, launching a [new series of patient videos](#) to illustrate the many faces of depression sufferers who didn't benefit from or see success with antidepressant medications and whose lives were positively impacted by NeuroStar. These videos spotlight personal perspectives through the lens of actual patients and chronicle their inspiring journeys to achieving remission from depression with NeuroStar.

"There is no health without mental health, and we are excited to partner with NeuroStar to work together to raise vital awareness and help others to live their healthiest lives in every sense of the word," said Dr. Tom Starling. "Depression is a very serious public health concern, and it is important that others are encouraged to seek help and fight back right away. We need to do all we can to offer support, educate and serve as a beacon of hope in times of darkness so that as many people as possible can find the light."

As the first TMS device to receive FDA clearance in 2008 as a safe and effective option for adult patients with Major Depressive Disorder (MDD), NeuroStar has become a game changer in the treatment of depression and offers hope to the 5.5 million adults in the U.S. with depression who do not see relief from antidepressant medication.<sup>2,3,4</sup> In fact, NeuroStar is backed with the most clinical studies for TMS in depression and has proven efficacy for patients with MDD.<sup>1,5,6</sup>

To get involved in the conversation during National Depression Awareness Month, follow NeuroStar on [Facebook](#), [Instagram](#) and [Twitter](#) and use the hashtag #BeANeuroStar. Visit [www.NeuroStar.com](http://www.NeuroStar.com) for more information about NeuroStar Advanced Therapy or to locate a doctor.

### About NeuroStar® Advanced Therapy

NeuroStar® Advanced Therapy is the established leader in transcranial magnetic stimulation (TMS), a non-invasive form of neuromodulation. NeuroStar Advanced Therapy is the #1 TMS choice of doctors for patients with MDD, and is widely available across the United States.

NeuroStar is widely reimbursed by most commercial and government health plans, including Medicare and Tricare. In addition, there are programs in place, such as NeuroStar Reimbursement Support, to help patients and providers obtain coverage and reimbursement for NeuroStar Advanced Therapy.

NeuroStar is indicated for the treatment of MDD in adult patients who have failed to receive satisfactory improvement from prior antidepressant medication in the current episode. In an NIMH-funded, independent, randomized controlled trial, patients treated with TMS using a clinical-trial version of the NeuroStar TMS System were four times more likely to achieve remission compared to patients receiving sham treatment ( $P = 0.0173$ ; odds ratio = 4.05).<sup>5</sup> The most common side effect is pain or discomfort at or near the treatment site, which usually resolves within one week. It is contraindicated in people with non-removable conductive metal in or near the head.

NeuroStar® is a registered trademark of Neuronetics, Inc. For more information and full safety and prescribing information, visit [www.neurostar.com](http://www.neurostar.com).

- <sup>1</sup> Carpenter LL, et al. *Depress Anxiety*, (2012)
- <sup>2</sup> Kessler RC, et al. *JAMA*, (2003)
- <sup>3</sup> <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>, accessed 1/16/2018
- <sup>4</sup> Gaynes BN, et al., *Cleveland Clinic Journal of Medicine* 2008;75(1):57-66
- <sup>5</sup> George MS, et al. *Arch Gen Psychiatry*, (2010)
- <sup>6</sup> O'Reardon JP, et al. *Biological Psychiatry*, (2007)

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#### **Related Links**

<http://www.neurostar.com>