

# NeuroStar Adolescent Indication FAQ

---

## *Impact on 2024 Financials*

---

Expanding our treatable age range to patients aged 15-21 from the previous indication of adults 22 years and older, increases our addressable market size by an estimated 35%. Many insurers already offer coverage for patients 18 and older. We will be closely monitoring insurance coverage for the rest of this age group and expect awareness of this new treatment option to expand throughout 2024 and into 2025.

---

## *Roll Out Strategy*

---

Our internal teams have been working tirelessly to prepare for a high impact launch of this indication. The rollout of this new indication will provide our new and existing practices with the materials they need to educate this new patient population and their parents, as well as drive awareness to this new first-line treatment option for adolescents.

Our Practice Development Managers will be trained in detail on incorporating this into our existing practices in early April.

---

## *Reimbursement Strategy*

---

The majority of payors reimburse 18 to 21 already and now our practices will use our existing reimbursement tools they use for adults when treating this age group. For 15–17-year-olds, we have developed new reimbursement education and interactive tools to help support our existing practices through the prior authorization process for those under 18. Our policy group will educate existing practices and the major payors that there is now a first line add-on treatment for 15–17-year-olds and work with them to expand reimbursement coverage for this group.



---

### *BMGP Impact*

---

The Better Me Guarantee Providers will play a crucial role with this new indication. Many highly motivated patients, parents and caregivers will now be seeking help with NeuroStar. Meeting the BMGP patient care and responsiveness standards, such as answering the phones and following up with these interested patients, will be vital to building awareness and improving access to care for patients in the 15-21 age range.

We will broaden our reach through digital advertising on Google and Meta platforms to educate prospective adolescent patients and parents, focusing on BMGP pilot program geographies. Our BMGP pilot accounts, dedicated to the 5 standards, will be well positioned to respond to patient interest and treat this new population in their practices.

---

### *Competitive Advantage*

---

At this point, we are not aware of any competitor positioned to copy us in obtaining this new indication in the near term.

---

### *Sales Force Impact*

---

Our sales team will remain at its current levels—17 Capital Representatives and 45 Practice Development Managers. They now can educate their physicians that we have a broader label that will offer treatment to additional patients and makes their Neurostar system the first device cleared to treat adolescents.

---

### *Customers Currently Offering Adolescence Services*

---

Based on our recent TrakStar data, about half of our current practices have treated a patient aged 15-21 in the past year, with around 10% of those patients being under the age of 18. We anticipate the number of treated patients in this new age range to grow throughout the year as awareness of the treatment option grows amongst providers and referrers.

This new indication will open our capital sales team to a new customer base of over 8,000 Adolescent and child psychiatrists and 6,000 adolescent and family Nurse Practitioners specializing in mental health.



“Safe harbor” statement under the Private Securities Litigation Reform Act of 1995:

Statements in the press release regarding the Company that are not historical facts constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by terms such as “outlook,” “potential,” “believe,” “expect,” “plan,” “anticipate,” “predict,” “may,” “will,” “could,” “would” and “should” as well as the negative of these terms and similar expressions. These statements include those relating to the size of the adolescent market for treating depression, the ability of competitors to treat adolescent patients, and insurance coverage for treating adolescent depression. These statements are subject to significant risks and uncertainties and actual results could differ materially from those projected. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this release. For a discussion of these and other related risks, please refer to the Company’s recent filings with the U.S. Securities and Exchange Commission (the “SEC”), which are available on the SEC’s website at [www.sec.gov](http://www.sec.gov). These forward-looking statements are based on the Company’s expectations and assumptions as of the date of this press release. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this press release as a result of new information, future events, or changes in the Company’s expectations.

53-55268-007 Rev A

