



Dear NeuroStar Provider,

What a tremendous year 2016 has been. Coming into Thanksgiving, we want to take a moment to reflect on this past year and to offer our thanks to each and every one of you.

When we conducted some very extensive market research with patients earlier this year, we heard from them just how much you, our providers, are transforming their lives and what a huge impact you've made. Here's a direct quote that inspires us from one of the patients whose life was transformed by a NeuroStar provider –

“All the medications in the world do nothing unless you are willing to see the world from a different perspective. If you see things from a different perspective, it will change your whole life. That's what I have learned now. If you want to go the extra step and be that person you want to be, you really have to work on yourself and after TMS is when I started thinking like this. It was a vehicle to get me thinking normally again. Even though the medications have helped me dramatically, TMS made me feel normal instead of just nothing.”

Based on all this, the renewal that you bring to patients' lives and to the field of neurohealth, we realized that we had an opportunity to look at our branding in a way that celebrates and reflects that spirit of renewal. The new NeuroStar.com website will be launching within the next week, with additional website enhancements coming soon afterward. Over the next several months, the new brand will be applied to all promotional materials and communication channels.

Our new logo and branding will use the color teal as its accent, which represents renewal and reassurance. The primary color, purple, signifies empowerment – the empowerment that you bring to patients.

Thanks to you, 2016 has been a record-breaking year in many ways with many successes –

- Over one million NeuroStar treatments delivered. Congratulations and thank you for your leadership!
- Over 30,000 benefits investigations to-date through NeuroStar reimbursement support hotline.
- Over 300 million covered lives in the United States with access to NeuroStar through their health plans. Thank you for your advocacy and partnership with our health policy team!
- 99% uptime on NeuroStar systems in 2016.
- Over 1,500 media hits to-date about NeuroStar and NeuroStar providers across a variety of media – print, web, TV, and radio.
- NeuroStar.com poised to exceed 800,000 visitors this year alone and over 79,000 physician locator searches.

Celebrating
ONE MILLION
NeuroStar Treatments

Because of you, over 45,000 people have been treated with NeuroStar Advanced Therapy. Those 45,000 people have family, friends, and co-workers who have also experienced the impact you've had on their loved-ones' lives. We recognize that you have a choice of treatments that you offer, and we're so thankful that you have chosen NeuroStar.

Happy Thanksgiving.

Cassie Hallberg
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