

## Suggested Script for a NeuroStar<sup>®</sup> Patient Call

A patient's initial interaction with the front desk team has a profound impact on the patient's reception of NeuroStar Advanced Therapy. An effective and efficient call with your front desk team member also sets up your NeuroStar providers for a successful patient consultation. Open-ended probing questions help the patient articulate their diagnoses, goals and potential roadblocks to treatment. The suggested script below is based on best practices in our top NeuroStar practices.

 **FRONT OFFICE TEAM MEMBER**  
"Good morning/afternoon, thank you for calling [name of practice], this is [name of staff member]. How may I help you?"

 **PROSPECTIVE PATIENT:**  
"Hi, I was calling to ask about NeuroStar treatment."

 "Great! We have many patients who have had NeuroStar Advanced Therapy with great results. Just in case we get disconnected, may I please have your name and phone number?"

 **PROSPECTIVE PATIENT:**  
"My name is Mary Smith and my number is (555)555-1234."

 "Great, thank you!"

 **PROSPECTIVE PATIENT:**  
"What is NeuroStar and how does it work?"

 "NeuroStar is a safe, effective, non-drug treatment for depression that is covered by most major insurances. It uses a targeted pulsed magnetic field similar to what is used in an MRI (magnetic resonance imaging) machine and stimulates areas of the brain that are under active in depression. It is best for people who have not benefited from prior medication and would like to consider non-systemic treatment for their Major Depressive Disorder."

 "How did you hear about our NeuroStar?"

 **PROSPECTIVE PATIENT:**  
[Indicates source]

 "What made you interested in NeuroStar treatment?"

 **PROSPECTIVE PATIENT:**  
[Indicates reason]

 "What days of the week are best for you for your complimentary consultation with our NeuroStar Coordinator?" Suggestion: Offer options in the coming week, such as, "Does Monday or Wednesday work better for you?"

 **PROSPECTIVE PATIENT:**  
"Wednesday works better."

 "Do you prefer mornings or afternoons?"

 **PROSPECTIVE PATIENT:**  
"Afternoons."

 "Great! I have openings for you to come in for your consultation on Wednesday afternoon at 1:00pm or 4:00pm. Which works better for you?"

 **PROSPECTIVE PATIENT:**  
"4:00pm this coming Wednesday works best for me."

 "Wonderful, we are looking forward to seeing you then! In the meantime, our NeuroStar Coordinator would like to connect with you before you come in. S/he can also gather your insurance information so we can share your coverage policy at the consultation. I have your phone number as [phone #], can you also provide me with your email address for the NeuroStar Coordinator to reach you within the next two days?"

 **PROSPECTIVE PATIENT:**  
My email is Mary.Smith@server.com

 "Good, then please expect to hear from [name of NeuroStar Coordinator] within the next couple of days!"

"We are delighted that you contacted our practice for your NeuroStar treatment. Our practice has helped many patients improve their depression symptoms."

**Suggestion:** Craft and insert your practice uniqueness around NeuroStar, such as...

"We have treated over [##] patients."

"More than [##] treatment sessions have been provided."

"Our practice is a NeuroStar [Stellar Distinction level] practice."

NeuroStar<sup>®</sup> Advanced Therapy is indicated for the treatment of Major Depressive Disorder in adult patients who have failed to receive satisfactory improvement from prior antidepressant medication in the current episode.