NeuroStar®
Advanced Therapy for Mental Health

NeuroStar® Lead Tracking Form

PATIENT NAME/ ID	REFERRAL SOURCE	INSURANCE	INITIAL PHQ-9	CONSULT DATE	BI DATE	PA DATE	TX START DATE	REASON DECLINED TX	NOTES

54-00027-000 Rev B

NeuroStar® Lead Tracking Form

Instructions:

1. Track your consultations to see how many convert to patient starts.
2. Use Patient ID or Name depending on security of spreadsheet and HIPPA considerations.
3. Track referral source - if internal, designate which provider within the practice.
4. With the Consult, BI and PA Date columns, enter date to track progress and turnaround.
5. At the end of each month / quarter / year, count the number of starts over consults to track a conversion rate percentage.
6. Highlight Patient Rows for patients who have converted to treatment to visually see conversions.
7. If you prefer you can take these columns and use a whiteboard to track potential patients and conversions.

Tips:

Calculating conversion - if you have 10 consultations in a month, and 5 of those patients start treatment, your conversion rate is 50%.

Monitor your conversion percentage over time and work to increase.

Look at conversions during different stages of the process - Example: How many PA's turn into starts?

Notice the number of days between each step in the process - which are the longest? Can you shorten?

Optional Columns:

Here are some columns you may want to add based on your individual practice needs.

1. Patient Email Address
2. Treatment End Date
3. Treatment Sessions Completed

NeuroStar® 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.