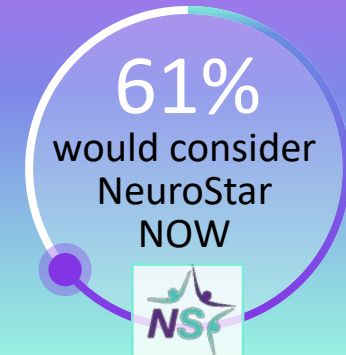
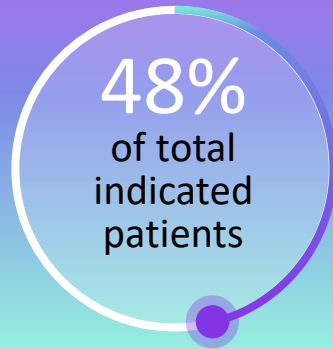


MDD Patients are **ACTIVELY SEARCHING** for a non-drug treatment option to treat their depression

NeuroStar research (with 500 MDD patients) identified 2 key segments that together are:



SEGMENT INSIGHTS



Challenged Optimists Say:
"I'm going to keep fighting."

Are: Optimistic, Driven
Feel: Sad, Frustrated, Not Myself
Overall State: Extremely severe,
Very high PHQ-9 scores, Getting
worse, On a downward spiral

HIGH desire to improve current state
HIGH belief in medication
HIGH trust in physician
HIGH interest in new treatments:
HIGH likelihood to proactively seek info
ONLINE is primary research method



Struggling Independents Say:
"I really need some help."

Are: Skeptical, Self-Reliant,
Challenging Past
Feel: Sad, Hopeless, Defeated,
Foggy/Cloudy, Not Myself
Overall State: Extremely severe,
Very high PHQ9 scores, Getting worse,
On a downward spiral

HIGH desire to improve current state
LOW belief in medication
LOW trust in physician
HIGH interest in new treatments
HIGH likelihood to proactively seek info
ONLINE is primary research method