



Check out what's new!

TAP INTO A NEW POSSIBILITY for depression

LEARN MORE NOW



Creating Unity, Empathy, & Understanding

July is BIPOC (Black, Indigenous, and People of Color) Mental Health Awareness Month. With major barriers to mental health access and events like COVID-19 still rippling through the U.S., the communities with fewer resources have been hit the hardest. The unfortunate reality is not everyone has equal access to mental healthcare resources. The implications of not realizing and acting on this issue today is that someone who is struggling with depression might not receive the help they need tomorrow. By raising awareness of this issue, we can bring more unity, empathy, and understanding to the mental health conversation.

Every patient should know all their treatment options and have equal access.

Visit myneurostar.com today to check out what's new!



Mental health in underserved communities is a topic that's important all year, not just for one month. Utilizing NeuroStar's materials will drive diversity and inclusion within your practice, creating a welcoming environment for all your patients.

What can you do:

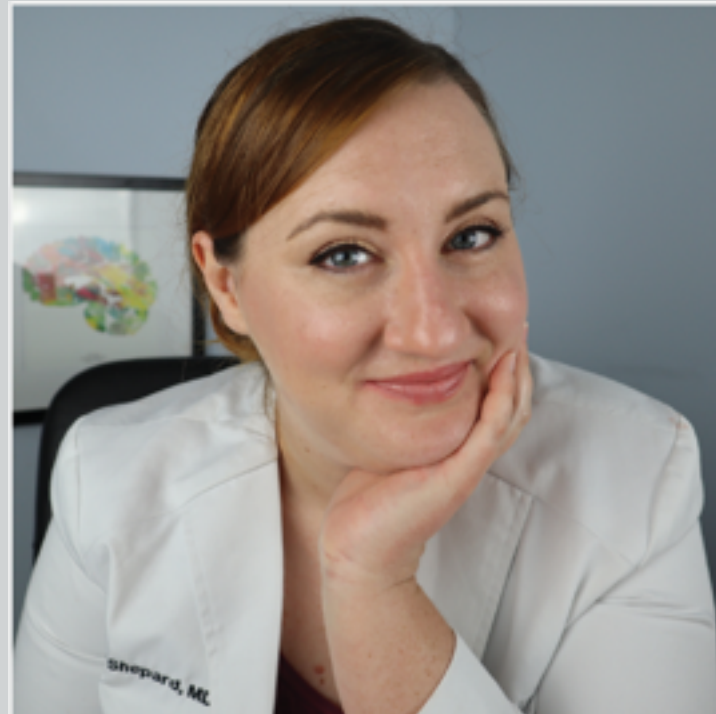
- Encourage your staff to check out BIPOC resources and see what you can do
- Follow NeuroStar's social channels to receive the latest updates and social media content
- Share insights and stories on what mental health awareness means to you, your patients, and your community. *Share a quote or a video by emailing jennifer.riker@neurostar.com.*

LEARN MORE ABOUT BIPOC

VISIT NAM'S WEBSITE NOW

VISIT MHA'S WEBSITE TODAY

Dr. Melissa Shepard Returns



Dr. Melissa Shepard is back on TikTok this month spreading awareness for NeuroStar and the barriers on mental health within our communities. It's important to know how common it is so we can show patients they are not alone.

Did you know mental illness affects...

- 13% of Asian adults
- 17% of Black adults
- 15% of Hispanic / Latinx adults
- 25% of multi-racial adults

Tap Into a New Possibility for Depression

We are ecstatic to announce our digital advertising efforts have continued to grow and have reached more people now than ever, gaining over **144+ million impressions** since the launch of **Tap Into a New Possibility** campaign on March 3rd. In addition to our campaign, NeuroStar's partnership with Drew Robinson achieved hundreds of millions of new impressions, allowing us to get our message to a bigger audience so more patients can see the impact of this life-changing therapy.



Read about the NeuroStar and Drew Partnership:



180.8 million+ viewers & readers between Yahoo Sports & USA Today

Sports.Yahoo.com

READ THE ARTICLE



32 million+ listeners across 500 radio stations

ESPN Radio: Spain & Fitz Show

LISTEN NOW

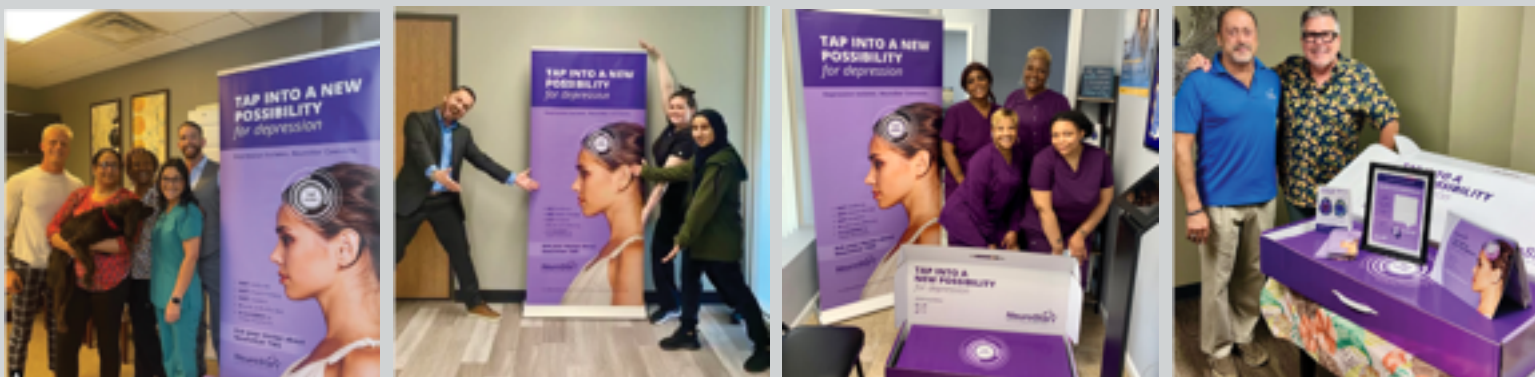


1.4 million+ viewers

News3LV.com "Drew Robinson: 'Strength isn't always physical.'"

READ THE ARTICLE

In addition to our nationwide marketing, NeuroStar's Purple Box Project helps you drive awareness and pull the campaign into your practice. This allows you to seamlessly continue to the NeuroStar conversation with new and existing patients.



You do not want to miss capitalizing on NeuroStar's nationwide marketing as the summer heats up. Reach out to your Practice Development Manager (PDM) today for more information on the Purple Box!

See additional patient financing options to help all patients receive the treatment they need.

SEE FINANCING OPTIONS

NeuroStar University (NSU)

The first of its kind for mental health, NeuroStar University (NSU) is a state-of-the-art training center in Charlotte, North Carolina. NSU is launching in August and will be teaching practices how to achieve the best clinical outcomes and market their NeuroStar business, so that more patients learn about NeuroStar TMS. Reach out to your PDM for more details and how you can attend NSU.

TrakStar Tip of the Day:

Adding your practice name and logo to TrakStar

Be sure to add your practice's name and logo to TrakStar for personalized PHQ-10 surveys and reporting. Add your name and upload your logo in the Report Information section you'll find under the Tools tab > Settings > Customization.



Let's stay connected!

Tap here to follow NeuroStar today.



Star Connection

Stay tuned for August edition of Star Connection featuring tips, tricks, and how to's for optimizing NeuroStar TMS in your practice. If you'd like to add more recipients of this email to your practice, please contact your PDM!

Depression Isolates. NeuroStar Connects.

