

OPTIMIZING YOUR OFFICE: A PATIENT OUTREACH ROADMAP

How to get the most impact from patient education materials



Download digital content and NEUROMARK tools and resources.



SHOWCASE PATIENT RESOURCES

Reception Area

- A Educational Pull-up Banner**
Let every patient know you offer a solution for chronic rhinitis
- B Patient Brochure**
Keep your patient education materials stocked with information about NEUROMARK
- C Procedure Explainer Video**
Help patients understand the minimally invasive NEUROMARK procedure

Treatment Area

- D Poster**
Your treatment rooms, hallways, and areas adjacent to nurses' stations are a great opportunity to educate patients about NEUROMARK
- E Patient Brochure**
Send patients home with a reference tool to remind them of your consultation and reinforce your recommendation

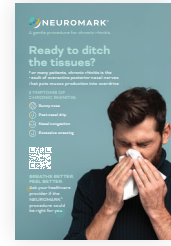
Consultation Area

- F What to Expect Tear Pad**
Help your patients prepare for their treatment day
- G Poster**
Invite a conversation about the benefits of NEUROMARK during the patient consultation

PATIENT EDUCATION TOOLS



Patient Brochure



Poster



Educational Pull-up Banner



What to Expect Tear Pad



Procedure Explainer Video

PRACTICE MARKETING MATERIALS



Patient Letter/Email



Patient Text Template



Website Content Template



Social Media Post Templates

PRACTICE MARKETING MATERIALS FOR REFERRING CLINICIANS



Referral Letter Template

EDUCATING PATIENTS: IT TAKES A TEAM!

Every person in the practice can play an important role in connecting patients with the NEUROMARK® procedure. To ensure your team is well-equipped to educate patients and support the procedure, we can provide:

FAQ Sheet:

Prepare your staff to answer the most common questions about NEUROMARK

Quick-start Guide:

Your clinical teams can reference this in-service reminder tool to ensure proper system setup and use

Personalized, On-call, or On-site Training:

Neurent Medical Area Sales Managers are available to answer questions or deliver customized training sessions aligned to your team's learning priorities



BUILD A REFERRAL NETWORK

Allergists and Primary Care Providers

Ensure physicians in your area who treat patients with chronic rhinitis know how to identify the most common symptoms and that you offer gentle, minimally invasive options that may provide relief of their symptoms.

Tools you can use to educate clinician peers:

- Procedure Explainer Video
- Referral Letter

Tools you can leave behind for their patients with chronic rhinitis:

- Patient Brochures
- Poster



LOOKING FOR MATERIALS?

Download digital versions of NEUROMARK tools and resources.

For additional print materials, contact your Neurent Medical Area Sales Manager.

BEFORE THE CONSULT

Goal:

Attract new patients and educate patients in your community who are searching for solutions to chronic rhinitis.

Key Actions:

- Add NEUROMARK to your practice website
- Promote NEUROMARK on your social media channels

Resources:

-  Patient Communication Templates
-  Website Content Template
-  Referral Letter Template
-  Social Media Posts Templates



PATIENT CONSULT

Goal:

Identify patients with chronic rhinitis, educate patients about the advantages of NEUROMARK, and help appropriate candidates schedule their NEUROMARK procedure.

Key Actions:

- Make NEUROMARK resources accessible and visible throughout the practice
- Educate staff on how to recognize signs of chronic rhinitis

Resources:

-  Patient Brochure
-  Posters
-  Pull-up Banner
-  Procedure Explainer Video



NEUROMARK PROCEDURE DAY

Goal:

Set expectations for post-procedure recovery.

Key Actions:

- Review steps of the procedure and remind patients that they can resume daily activities after procedure
- Explain what happens during follow-up visits
- Remind them that symptomatic improvement happens over time

Resources:

-  What to Expect Tear Pad



AFTER NEUROMARK

Goal:

Engage and activate your network across patients and referring physicians.

Key Actions:

- Help NEUROMARK patients recognize their symptomatic improvements
- Communicate with referring physicians

Resources:

-  What to Expect Tear Pad
-  Patient Website for Additional Information



Make sure your website indicates that you offer the NEUROMARK Procedure

63% of patients will choose one provider over another because of a strong online presence¹



NEUROMARK patients are already in your practice

Patients who may benefit from the NEUROMARK procedure include:

- Adult patients experiencing moderate-to-severe chronic runny nose and/or postnasal drip, and/or clearing of the throat
- Allergic or mixture of allergic and nonallergic chronic rhinitis
- Vasomotor rhinitis
- Patients who are unhappy with symptom relief from medical management



Medical management and post-surgical patients can learn about NEUROMARK

Patients with chronic rhinitis who do not experience relief with traditional chronic rhinitis treatments may become frustrated or lose hope.

Let them know they have options by giving them the Patient Brochure at their next visit or sending them the Patient Letter/Email/Text to encourage them to schedule an appointment.



Take every opportunity to talk about NEUROMARK

1 in 4 American adults suffer from chronic rhinitis²

By making sure your patients, referring clinicians, and community know you offer NEUROMARK, you can

- Differentiate your practice in your community
- Demonstrate your embrace of advanced and patient-friendly technology
- Help more patients potentially achieve long-term relief from chronic rhinitis

THE NEUROMARK PATIENT ROADMAP

A practical resource to help you educate patients on the NEUROMARK procedure

Download digital content and NEUROMARK tools and resources.



ACTIVATING REFERRALS WITHIN YOUR COMMUNITY

Word-of-mouth can be one of the most powerful tools to grow interest in NEUROMARK within your practice. By building connections with referring physicians and encouraging satisfied patients to advocate on your behalf, you can drive new patients through your doors.



GET PATIENTS TALKING

Document patients' stories and testimonials so you can share them on social media and in your practice marketing programs.

- Remind them that by sharing their story, other patients who suffer from chronic rhinitis may be able to find relief
- Teach them how to recognize the signs of chronic rhinitis in their friends and family

References 1. Customer experience trends in healthcare. Doctors.com. Accessed October 19, 2023. <https://www.doctors.com/cxtrends2018#download-report>
2. Settigane RA, Charnock DR. Epidemiology of rhinitis: allergic and nonallergic. *Clin Allergy Immunol.* 2007;19:23-34.

INDICATIONS FOR USE: The NEUROMARK® System is indicated for use in otorhinolaryngology (ENT) surgery for creation of radiofrequency (RF) lesions to disrupt posterior nasal nerves in patients with chronic rhinitis. Most common side effects associated with the NEUROMARK device include infection, bleeding, and temporary pain or discomfort. Please see Instructions for Use (IFU) for a complete listing of warnings, precautions, and adverse events.

CAUTION: Federal (USA) law restricts this device to sale by or on the order of a physician.

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