

# INSIGHTS IN INNERVATIO

VOLUME 3

NEWS AND CLINICAL PERSPECTIVES FOR NEOCONTROL™ USERS

FEBRU,

## Spring '99 Brings Active Scientific Calendar for ExMI™ Technology:

Abstracts comprising ExMI clinical results have been accepted for presentation at three important scientific meetings to be held this Spring. This achievement highlights both the quality of the research and the interest in ExMI technology by both the urology and OB/GYN professions.

In March, ExMI outcomes data will be presented at the AUA's Southeast Section meeting in Charleston. ExMI data has also been accepted for presentation for the plenary session of the national AUA meeting in Dallas, May 1-6. Also in May, the first official presentation of data to the OB/GYN community will be a poster presentation at the national ACOG meeting in Philadelphia, May 15-19. Neotonus congratulates both Dr. N. Galloway and Dr. S. Carlan on the acceptance of their abstracts.

## ExMI™ Geriatric Study Launched

Joseph Ouslander, M.D.,  
Principal Investigator

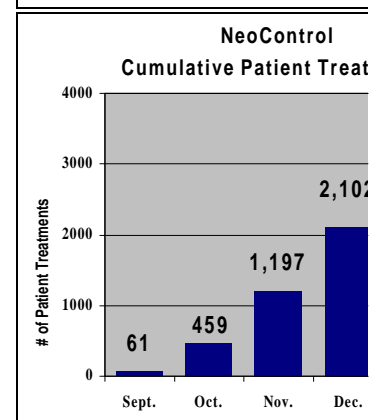
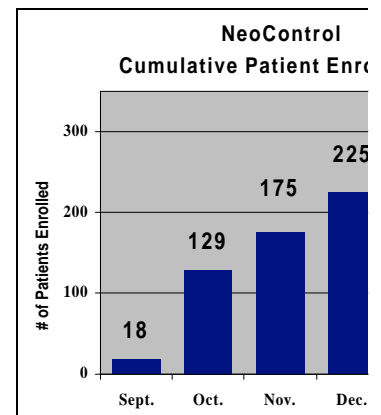
Incontinence in the geriatric population is an enormous problem. At least 50% of residents in assisted living and extended care facilities suffer from some form of incontinence. For many in this population, traditional conservative treatments cannot be mastered or tolerated and surgery is often contraindicated. As a result, these patients continue to suffer. The fact that ExMI is totally non-invasive and independent of patient compliance offers new hope for providing care to this population.

NEOTONUS, in association with Joseph Ouslander, M.D. of Emory University, is conducting a study specific to the 65 and over population. Although NeoControl was cleared by the FDA for all adult females, this study is designed to further refine the application of ExMI for this

(CONTINUED ON PAGE 2)

## January Rx's Set R

January '99 was the strongest record for new NeoControl pres with 74 new patients entering a regimen at one of the 20 opera The graphs below illustrate conti growth in both new prescription treatments at NeoControl center treatments performed neared 3,( just over four months. 🌞



## CLINICAL HIGHLIGHTS:

### Patients Speak Out About ExMI™

As part of patient follow-up, NEOTONUS is conducting quality-of-life and patient satisfaction surveys. This important piece of the outcomes evaluation is being conducted in addition to clinical evaluations. A detailed analysis of both clinical results and Q.O.L. will be available for the first 100 patients (treated outside the Phase II multicenter trial) in the April '99 time frame. Prior to the availability of this report, here are some comments from patient exit surveys.

**Patient #1:** 47 yrs old, stress UI for more than 15 yrs. After completing 20

*do this."* Pt classified treatment as *"very effective."*

**Patient #2:** 41 yrs old, urge UI for 5 years. Pt had tried Kegels and medications without success. After only 2 treatments, urgency was reduced. After completing 16 treatments, Pt states... *"My problem has cleared completely, I highly recommend it."*

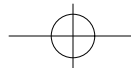
**Patient #3:** 63 yrs old, stress UI since her 3rd child. Tried Kegels without success, used a pessary. Pt stated she started seeing improvement after her ninth treatment. Pt is now dry after 20 treatments.

## Important Points in I-

No name stands in higher esteem among scientists the world over than Michael Faraday. In 1831, in the electromagnetics laboratory of the Royal Institution of Great Britain, Faraday discovered electric current would flow in a

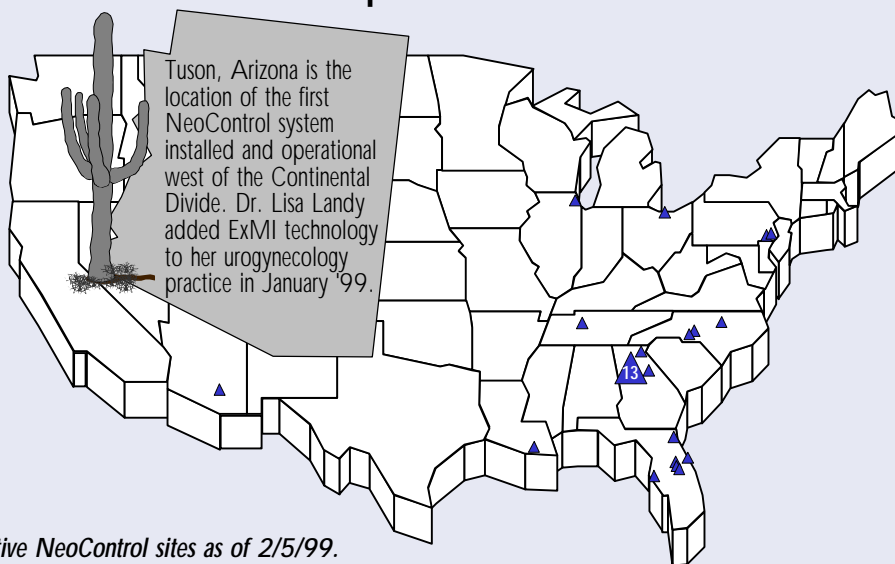


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## Marketing News

### Westward Expansion for NeoControl



*Active NeoControl sites as of 2/5/99.*

## Four More Paye Reimburse for ExMI January '99

NEOTONUS is pleased to report payers reimbursed for ExMI therapy January. Aetna/US Healthcare, Pri General American and State Merit Gerogia have all now paid for urine treatments with NeoControl. brings the total number that have p seven. NEOTONUS is currently v with 15 additional organizations to reimbursement for ExMI.

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### Satellite Symposium Held for Continence Nurses

*Austin, TX* - Neotonus held a satellite symposium entitled **Extracorporeal Magnetic Innervation - Clinical Applications for Urinary Incontinence** as an adjunct to the bi-annual Continence Conference of the Wound, Ostomy and Continence Nurses (WOCN), in Austin, TX, February 6. Over 35 nurses and other continence professionals attended this event, which included an introduction to ExMI theory, the technology as applied to continence care, a review of clinical outcomes and clinical care guidelines.

### Pelvic Muscle Rehabilitation Rated #1 for Helping Urinary Incontinence

*Spartanburg, South Carolina* - In a survey of its more than 130,000 members, National Association For Continence has revealed that respondents (both men & women) found pelvic muscle rehabilitation to have been the "most helpful" treatment had undergone in the past five years. The survey summed all non-surgical and non-pharmacological therapies available for treating incontinence. The survey was conducted in 1998. Source: NAFC News Release, January 25, 1999.

### ExMI™ Geriatric Study Launched (CONTINUED FROM PAGE 1)

patient group. Dr. Ouslander is the principal investigator for the study, which starting this Spring in assisted living facilities around metro Atlanta and will include males and females. The first facility to participate in the study is Sunrise of East Atlanta in northwest Atlanta. If you would like more information regarding study design and enrollment please contact Ms. Angie Wissing at NEOTONUS. ☎

### Important Points in History

(CONTINUED FROM PAGE 1)

discovery is now known as Faraday's Law of Magnetic Induction. This principle is the basis for a revolutionary new non-invasive treatment for incontinence discovered more than 150 years later - ExMI, 1997. ☎

*(Drawing of Faraday by George Richmond, 1852,*

### Neotonus Sales Force Expands

To keep pace with the increasing demand for ExMI technology nationally, Neotonus is implementing an aggressive sales force expansion. By June of this year, the national sales force will consist of 23 representatives with regional managers in Los Angeles, Chicago, Baltimore, Atlanta, Cleveland, New York and Texas. The sales force consists of both sales representatives and account managers, enabling Neotonus to meet the demand for new systems and to support local patient marketing for established users.

**Editor's Note:** INSIGHTS IN INNERVATION is produced monthly as a service to NeoControl users

