

First Six Months with ExMI Exceeds Expectations

Concord, NC - It has been six months since we started using NeoControl for the treatment of urinary incontinence. After sitting on "the chair" for the first time at last year's American Urological Association meeting, I was very enthusiastic about the role it could play in treating incontinence, but had some concerns. Would patients accept this form of therapy? Would NeoControl decrease my surgical volume? Would colleagues in the medical community think this was too far "out on the edge"? Would patients and/or insurance carriers pay for the treatments?

Now, after six months, my questions have been answered and my initial enthusiasm was, indeed, justified. We have now treated over 80 patients with many wonderful success stories. I decided to place the NeoControl unit in our continence center to make it easily accessible to our patients. Many patients who would not have otherwise sought treatment have been "magnetized" by the chair. While our complete success rate has been about 60-70%, many additional patients have

experienced substantial improvements and most all perceive it as a good value for the money. Reimbursement is better than expected with six insurance carriers in North Carolina now covering the therapy.

After some initial skepticism, my medical colleagues in the community are now referring patients for treatment and are equally as enthusiastic. It is my experience the patients who benefit the most are those with mild to moderate incontinence. These are women who may leak when they exercise, walk, etc., but are usually not severe enough for surgery. Instead of instructing patients on yet another round of Kegel exercises (which most women do incorrectly), we can now offer an effective, non-invasive treatment. My surgical volume has not been negatively impacted as a result of adding NeoControl to my practice.



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NEOTONUS, Inc. recently implemented systems that will allow it to achieve ISO 9001 certification by August 1999.

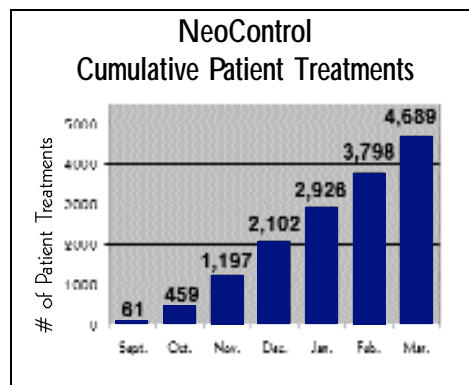
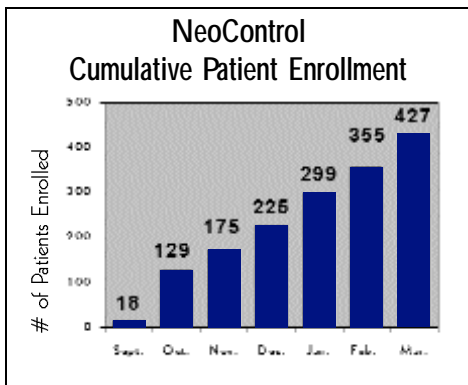
ISO 9001 is a comprehensive quality standard that originated in Europe and is now being implemented worldwide. It provides a tried and tested framework for a systematic approach to managing business processes which results in products or services that conform to customer expectations. This means consistently satisfied customers.

The NEOTONUS, Inc. Quality Policy:
"All employees of NEOTONUS, Inc. are committed to provide products and services that meet or exceed our customer's expectations, through continually improving our products and systems."

The employees of NEOTONUS believe ISO 9001 standards will provide the foundation necessary to supply consistently superior products and services as the business grows. 🌐

ExMI Treatments Break 5,000!

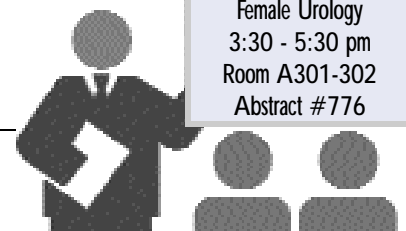
By mid-April press time, the total number of ExMI treatments completed outside of clinical trials has now exceeded 5,000. These graphs, representing the total patients enrolled and cumulative treatments through the end of March '99, show steady strong growth in clinical utilization through the first 7 months since the technology's introduction.



ExMI Clinical Outcomes Featured at AUA '99

For the first time, attendees at AUA in Dallas will be able to learn about and discuss the role of ExMI in the treatment of urinary incontinence. Niall Galloway, MD, will present six month outcomes data from the multi-center trial.

Monday, May 3
Female Urology
3:30 - 5:30 pm
Room A301-302
Abstract #776



ExMI Depression Trials Receive National Attention



ExMI technology is currently being evaluated for its effect on severely depressed patients. In this arena, the technique is known as rTMS (repetitive transcranial magnetic stimulation). Early results have been very exciting, particularly as patients enrolled in the double blinded, placebo controlled, randomized, prospective trial are refractory to conventional therapies.

Recently, depression and the toll its taking on an increasing number of Americans was a *US News and World Report* cover story. The March 8, 1999 article featured the NEOTONUS technology, a clinical trial patient and the impressive early results. On April 14, clinical researchers using rTMS at Emory University in Atlanta were interviewed on Good Morning America, highlighting the benefits and early results.

The advent of this new technique, without the side effects of drugs or electric shock therapy is offering physicians a new approach for many difficult patients.

Health Fairs Prove Successful for Practices with NeoControl

Southeast, USA - Many NeoControl users have discovered the high profile impact a non-invasive incontinence therapy can have at community health fairs. Recently, in a Dayton Beach shopping mall, NeoControl was the hit of the health fair as attendees lined up to feel the power of ExMI for themselves. Jointly sponsored by an area physician, Dr. C. Stein and NEOTONUS, NeoControl was featured on local radio station WNDB, as they broadcast a live interview with Dr. Stein from the fair.

Additionally, Health Fairs in Memphis, TN and Clearwater, FL were great successes. These were sponsored jointly by NEOTONUS and Urology Centers of the South and Morton Plant Mease, respectively. Morton Plant's offer of a free incontinence screening during the fair helped to bring attendees into their continence care program after the event. 🌞

Payer Support of ExMI Expands

Today's reimbursement arena for new technologies is at best a moving target. This makes the recent successes for NeoControl particularly rewarding. NEOTONUS continues to work with payers to secure reimbursement for ExMI therapy. The list of payers that have reimbursed for ExMI therapy has expanded to 20.

Aetna Managed Choice	Humana	Principal Health
BC/BS of IL	Jefferson Pilot	Prucare
Cigna	Mamsi	Prudential
Employer's Mutual	MedCost	The Guardian
FCN	NY Lifecare	UHC of Georgia
GEHA (Southcare)	Principal Financial (Southcare)	Unicare
General American		Wausau

NeoControl Availability Expands 37 Installations in 13 States



*Installations as of 4/22/99

Editor's Note: INSIGHTS IN INNERVATION (ISSN 1523-8180) is produced bimonthly as a service to NeoControl users. If you have additions, corrections or would like to contribute to a future issue, please contact Stan Miller at smiller@neotonus.com, (770) 428-7356 or (800) 895-4298.

ExMI Exceeds Expectations

David Lipsitz, MD, FACS

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My ABC's for a Successful NeoControl Program

Appointments. Have flexible times (evenings, etc.) available for therapy.

Be educational. Inform patients how the technology works and what to expect. Conduct seminars for local physician groups.

Creativity. Use consumer oriented marketing and public relations efforts (such as local news media) to let the community know that NeoControl is now available in their area.

Don't be afraid to explain to patients that insurance may not cover the expense of treatment and that they may have to pay out-of-pocket. Offer payment options, credit cards, etc. 🌞