



NO RISK TMS. Put a NeuroMed franchise in your office or facility.

NeuroMed offers a unique partnership to psychiatrists and behavioral health facilities to bring TMS to your patients without the financial risks.

Market Opportunity

As of January 2015, 90 percent of commercial carriers have activated policies covering TMS and now provide preauthorization for services of the treatment. This breakthrough in coverage, along with Medicare's inclusion of TMS treatment reimbursement 2 years ago have set the conditions for NeuroMed to dominate this market.

Before NeuroMed no one has marketed TMS services directly to patients as a reimbursable treatment.

Because there has been no 3rd party payment, TMS services were previously considered too expensive for the majority of patients in need. The costs of TMS ranges greatly from \$10,000 to \$25,000 for a full course of treatment.

Most importantly, there is now competition in the TMS equipment manufacturing market. This serves to lower the price of the devices, especially for large volume purchasers like NeuroMed.

About NeuroMed

NeuroMed TMS Centers, LLC. was founded in 2015 by Dr. Charles Ihrig and Dr. Daniel Barton. Dr. Ihrig has a long history of program development in the behavioral health industry and owns one of the largest private practices operating in Tennessee. Dr. Barton was an early adopter of TMS technology in his private practice. He found that the market for TMS was limited with the lack of insurance coverage. These two colleagues and friends joined forces last year to offer TMS on a large scale and a generous and savvy group of investors helped NeuroMed on its way. NeuroMed is now in the midst of a large scale capital campaign with the support of two separate venture capital firms. Five Stone Partners a proven venture capital and development group has also joined with NeuroMed to pursue a national development strategy.

The NeuroMed Market Approach

NeuroMed's approach is to effectively brand, develop and establish a company that will serve as a direct resource for current and future TMS and associated neurological interventions. The concept includes both, standalone storefront services and franchise-like partnerships offered to existing psychiatric practices.

Advantages to the NeuroMed Model for the Practitioner or Behavioral Facility

TMS is very costly to practitioners and often works in a model that is not consistent with existing practices. Most psychiatric outpatient services are provided directly by the psychiatrist and do not require pre-authorizations. These services have low overhead and low costs. There is very little financial risk involved in the practice of traditional outpatient psychiatry. This is NOT the case for TMS.

TMS devices range from \$80,000 to \$250,000 plus utilization fees and maintenance fees. Additional employees are needed to provide the treatment, market the service, and provide billing, insurance, and clerical support. Annualized Costs which include the device, employees, lease space, marketing, utilities, and billing range from \$280,000 to \$750,000. This does not include: legal fees, accounting fees, insurance (equipment, general liability, worker compensation, and director/executive) and most importantly, **YOUR TIME**.

How can NeuroMed make these numbers work?

NeuroMed has been able to negotiate special partnerships and exclusive pricing with TMS manufacturers by making bulk purchases of devices. We are able to reduce billing, scheduling, and preauthorization costs with a centralized call and administration center. With nationalized branding efforts, we are able to dramatically reduce the costs of marketing and branding efforts.

What Does a NeuroMed Partnership Look Like?

You will have none of the above annualized costs as these are covered by NeuroMed. You are paid for use of your existing facilities and for your direct services provided. Your reimbursement is typically higher than your normal revenue generated from your services. NeuroMed has developed a unique patient program called "NeuroMed Pathways" which enhances the patient experience and is designed to maximize efficacy. NeuroMed brings nationally branded marketing and well-honed policies and procedures with enhanced coordinator training. We handle all calls, scheduling, billing, and pre-authorizations through a centralized call center. Your facility is well staffed with coordinators, a backup team, and in-person marketing to your treatment community.

Best of all, there is opportunity for passive income with NeuroMed partnerships.

Partnering opportunities are based on in depth analysis of the regional market. The right fit for NeuroMed is a psychiatrist with an entrepreneurial spirit and a positive attitude.

Please, call (615)861-1000 or email NeuroMedTMS@gmail.com today to find out more.