


## **CloudTMS's Mission Statement**



Our Mission Statement is simple and defines who we are as a company:

- *Our mission is to develop new and superior technologies to drive the widespread adoption of TMS therapy.*
- *Our technologies are priced to make treatments available to the general public at an affordable price.*
- *Our devices are designed for everyone to easily and reliably learn how to use them in a short period of time.*

 ***Clinical Functionality.*** *Our equipment and supplies have a high level of clinical acceptance, are FDA approved for their intended purpose and offer easy set up for patients.*

• **A Robust Solution for Intensive Clinical Use**

Neurosoft, our manufacturer, is a pioneer in the development of TMS devices. The company developed its first diagnostic TMS system in 1996. When in the mid 2000s a new market was emerging for therapeutic applications of the technology, Neurosoft decided to develop a new system from scratch, while several competitors decided to adapt their existing solutions, initially developed for research, to the requirements of this new emerging field. CloudTMS was born and received FDA clearance for the 37.5 minutes and 19 minutes patient treatment protocols (K160309 and K173441)

	
Early Neurosoft Diagnostic TMS	Modular CloudTMS System Today

CloudTMS (known as Neuro-MS/D outside the US) has today an installed customer base of over 1500 devices in over 25 countries including Brazil, Europe (Germany, France, Italy, Spain and the Netherlands), USA, China, Australia, and Indonesia.

CloudTMS features several distinctive functional advantages over the competition:

- **Seamless Secure Clinic-to-Clinic Connectivity for Large Practice Networks**

Our CloudTMS HIPAA compliant *Remote Clinic Connectivity* allows for seamless and secure Clinic-to-Clinic treatment protocol sharing nationwide.

When a patient's TMS treatment protocol is setup in one clinic, that protocol can be securely accessed from another clinic in the provider's network for seamless patient follow-up treatments in that other clinic as needed.

Our protocol transmission technology uses current best practices for data-in-transit via HTTPS for which we have received an A+ rating according to SSL Labs, an industry standard benchmark.

- **Intuitive, Staff Friendly Device Operation for Everyday Use**

CloudTMS can be operated directly from an included Touchscreen Laptop, or independently from the device's main unit.

- *When operating from a Laptop*, patient files are stored and treatment protocols set up during the patient's first visit for the remainder of the patient's treatment course.

What this means is that from then on, once the Coil is properly positioned over the patient's head, the Laptop takes over the patient's treatment session unassisted.

Operating from a Laptop is ideal for practices with multiple office locations for sharing patient treatments protocols using our CloudTMS *Remote Clinic Connectivity* technology.

- *When operating independently from the device's main unit*, all the treatment parameters can be easily set up and programmed directly from the CloudTMS main unit's front panel with the push of only four buttons.

- **Customizable Treatment Protocols to Fit the Provider's Practice Needs**

CloudTMS software comes with multiple treatment protocol templates to help the provider customize individual patient treatments with simple copy and paste editing.

Custom templates allow the provider to:

- Set the same treatment protocol for the entire patient's course
- Embed two or more different settings in a single treatment protocol
  - As an example, the provider can set an 80% treatment protocol for the first 1-4 patient sessions, followed by a 100% or 120% treatment protocol for the remainder sessions in a single protocol
- Design customized templates for investigational studies such as continuous or intermittent **Theta burst** stimulation
- Unlike with some of our competitors, no upgrades are needed for this

• **Automated Motor Threshold Detection - No more guessing by observing the patient's thumb twitches**

When combined with our FDA cleared Focus EMG device, CloudTMS allows for easy automated motor threshold (MT) determination using a specially designed algorithm.

The value of the MT is then stored in the patient's record and set up to give automatic reminders for updates when needed.

• **Easy and Precise Coil Positioning**

Our Coil positioning functionality allows for the easy locating and securing of the Coil position over the patient's Hotspot and Dorsolateral Pre-Frontal Cortex (DLPFC).

We use a state of the art arm that securely holds the Coil over these positions using a single control knob.



*CloudTMS arm attachment for precise & secure Coil positioning*

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- **Cooled and Angulated Coil for a Better Fit**

The CloudTMS cooled Coil is angulated to allow for deeper and more focused field penetration of about 5.5 cm, leaving the provider less room for error in positioning it securely when compared with the flat Coils of some of our competitors.

- **Easy and Seamless Interface with Other Neurosoft Devices**

Neurosoft manufactures several FDA cleared devices that can easily and seamlessly interface with CloudTMS - No need for third party hardware or connectivity issues.

These devices include:

- ***The Focus EMG machine.*** Our Focus EMG device is a 2 channel FDA cleared machine that can be connected directly to the CloudTMS Laptop to allow for precise and automated measurement of a patient's Motor Threshold.
- ***The Neuron Spectrum CloudEEG machine.*** More and more practices are now combining EEG recordings to evaluate patients' outcome before, during and after TMS treatment.
- ***Neuro Navigation Systems.*** Neurosoft has partnered with two neuro-navigation pioneers to interface with CloudTMS for the precise location of stimulation targets using sophisticated MRI technology.



### ***Account Support Team.***

Under the direction of Dr. Joe Jabre, a Board Certified Neurologist with extensive neurology and healthcare background, our support team consists of software specialists and TMS trainers nationwide who were trained by Neurosoft engineers and Dr. Joe Jabre.

Because of Dr. Jabre's active involvement in the FDA clearance of CloudTMS and his visits to the Neurosoft Ltd factory and interaction with their engineers, he became intimately familiar with TMS technology and the safe and effective operation of the CloudTMS device.

Clearing the CloudTMS device also required his gaining a detailed understanding of other TMS devices on the market that were used as FDA cleared predicates.



### ***Reliability.***

- **Revolutionary Coil Cooling Technology that Remains Unmatched in the Industry**

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Thermal management and heat dissipation are an ever-present concern with TMS technology. CloudTMS has five temperature control sensors to effectively cope with the heat right where it is generated.

CloudTMS also uses a revolutionary liquid cooling system unmatched in the industry that runs inside the Coil wires not inside the coil cavity (a technique traditionally used in the industry), making overheating a thing of the past.



*CloudTMS Coil with hollow wires inside for cooling liquid circulation*

This system allows CloudTMS to use only 100 ml of liquid inside the coil to keep it cool, while some competitors placing the cooling liquid in the coil cavity require about 1000 ml, making the coil heavier.

Thanks to this cooling system, CloudTMS can handle 12-15 patients a day, with a Coil lifespan of about 5-7 years.

• **Three Modules Design and Remote Diagnostics**

Paramount to a device's reliability is what to do if a system fails, an occurrence that can affect any electronic device.

CloudTMS was designed as a modular device with 3 interconnected modules for rapid in-field swap and replace technology when needed. There is no need to ship the entire machine if one module fails.

The device is first accessed remotely for diagnostics and repaired via a secure connection if software or firmware is an issue.

Hardware issues are resolved with our in-field swap and replace technology.

- **Large Worldwide Installed Base**

With over 1,500 TMS devices in more than 25 countries from the US, South America, Europe, Russia, the Middle East, Indonesia, and China, Neurosoft has an impeccable hardware and software reliability record.

Neurosoft's customer base includes private practices, clinics, academic institutions, hospitals, and research departments.



### ***Cost Per Treatment.***

- Our Clients will never encounter a Cost per Treatment charge with CloudTMS.
- Our CloudTMS price includes all the machine functionalities that match and exceeds existing devices currently on the market.
- Unlike some of our competitors, we have no “optional” upgrades with a higher price tag. Everything is standard.
- Every treatment protocol is included in our basic price including important **Theta burst** investigational protocols that are showing great promise in drug resistant treatments.



### ***Training and Marketing Support.***

**Training** - We have a dedicated team that helps the provider with hands on setup and training support at the customer's office when they first receive the machine. The cost of this training is included in our delivery charge.

**Web Technologies** - We strongly believe in web driven technologies to empower our CloudTMS users (<https://mycloudtms.com/>) and (<https://cloudneuro.com/>) to quickly and seamlessly access a great number of features and resources such as TMS tutorials (<https://tmstutorials.com/>) made available to them on a 24/7 basis on any Internet connected devices.

**Videos** - We also have extensive experience in YouTube educational video channels with hundred of followers worldwide for our CloudTMS and Focus EMG devices (<https://www.youtube.com/user/teleemg/videos>) at no additional cost to our customers.

**Marketing** - We partner with a nationwide TMS company that offers a Multistep Network Outreach Program to our providers at an affordable pricing and would be happy to discuss their services further with your company if interested.

The Program includes:

- Development of a colleague database in the provider's catchment area
- Post card deployments of the provider's TMS services
- Newsletters, template development to match the provider's brand
- Blogs and Email blasts as needed to the provider's community to include consulting sessions on the development of key messages, patient surveys etc..



### ***Purchase Options.***

We partner with Partners Capital Group to offer attractive CloudTMS lease options for our customers. Partners Capital Group offers lease to own or loans for terms between 36-60 months that vary with prevailing interest rates and a customer's credit score. We would be happy to obtain a quote for interested parties.



### ***Delivery.***

Our \$2,000 Delivery to a provider's office in the continental US includes, shipping, assembly, setup and training at the provider's office for the Doctor and their staff.

Unlike our competitors, CloudTMS was cleared with the FDA without a chair. To that end, our competitors need to sell the provider the chair cleared with their device by the FDA, limiting the provider's choice and adding significant markups to their pricing.

With CloudTMS, our providers have been able to select a chair to fit their patients' needs and space requirements from reputable online retailers such as Amazon for under \$3,000. We would be happy to recommend one that many of our practices find suitable.



### ***Machine Portability.***

**Your One person in office move** - CloudTMS is safely and securely positioned on a rolling cart with lockable wheels to make moving from room to room in the Doctor's office a breeze.

No need to call a company's crew at great expense to a provider's practice to relocate the TMS device in the Doctor's office.