

Your personalized Neuroreader[®] flyer

G U I D E



Introduction

We are happy to provide you with this flyer that you can tailor to your specific needs.

The Neuroreader[®] flyer is a customizable one-pager with print on both sides in a 8,5" x 11" letter size format.

The goal of the flyer is to help you promote your practice. You can use it as a hand-out to referring physicians and/ or other relevant customer groups.

We hope you are happy with your personalized flyer.

Kind regards, The Brainreader Team



Earlier detection of neurodegenerative diseases with the **Neuroreader® Report**

Using the **FDA cleared** Neuroreader[®] software as a routine part of your clinical practice is easy. When treating a patient with signs of neurodegenerative diseases, an MRI sequence is analyzed delivering a unique Neuroreader[®] Report indicating if brain structures are abnormal and to what extent.

8 Benefits of Neuroreader®

- Visualizes and quantifies 45 brain structures from Magnetic Resonance Images (MRI) Computes structures of the entire brain in less than 10 minutes

- Measures hippocampal volume and identifies atrophies in 45 brain structures Baseline and follow-up reports can be plotted over time to detect trends
- Minimizes misdiagnosis and healthcare costs

 Reliable and actionable measurements to aid diagnosis and define treatment plans Eliminates bias and subjectivity and gives an answer to the exact degree of atrophy With the scan quality of our [choose 1.5T or 3.0T] MRI, the Neuroreader® Report, and

the expert interpretation by our specialized [choose: neuroradiologists/radiologists/ neurologists or other more relevant to your Clinique/facility], your patients receive

Choose [your name] for expert neurological imaging services

Contact us:

P: (xxx) xxx-xxxx info@nameoffacility.com F: (xxx) xxx-xxxx www.nameoffacility.com

Name Facility 1 Tax ID: xxxxxxxxx NPI: xxxxxxxxx Name Facility 2 Tax ID: xxxxxxxxx NPI: xxxxxxxxx

Name Facility 3 Tax ID: xxxxxxxxx NPI: xxxxxxxxx





Customization

The flyer can be customized to fit your specific needs. You can choose to customize it yourself. We will also be happy to help you create the flyer. The customizable elements are as follows:

- Logo
- Primary and secondary colors
- Text elements
- Images

What we need from you

If you would like us to customize the flyer for you, we will need the following information from you:

- 1. Your logo (preferably in a vector format such as EPS, Al or PDF format.
- 2. Desired colors (you need to choose a base color and a secondary color)
- 3. Wording (fill out the blanks)
- 4. Images for the flyer (you can choose from the photos in our Image Library or provide us with your own images in high resolution – min. 2500 pixel wide).
- 5. Optional: one photo of the team or individual photos of each team member.

In the following pages we will guide you through the different steps and let you know about the different options.

Your logo will be placed at the top of the front page and in the footer on both the front and back page. Your logo will be placed where it looks the best (depending on chosen image/s and colors).



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- Computes structures of the entire brain in less than 10 minutes
 Objectively analyzes by comparing volumes against large and diversified normative datasets



Choose [your name] for expert neurological imaging services

Name Facility 1 Tax ID: XXXXXXXX NPI: XXXXXXXXX Name Facility 2 Tax ID: XXXXXXXX NPI: XXXXXXXXX Name Facility 3 Tax ID: XXXXXXXX NPI: XXXXXXXXX



Primary and secondary colors



Earlier detection of neurodegenerative diseases with the **Neuroreader® Report**

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Choose [your name] for expert neurological imaging services



The secondary color is used to highlight this textblock.

The primary color is used in the footer and for certain highlights in the flyer.



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Images



Earlier detection of neurodegenerative diseases with the **Neuroreader® Report**

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Place

2

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Choose [your name] for expert neurological imaging services



Customizable images: 1. The top banner 2. The circular image 3. The small top banner on the backside

You can choose the images/banners from our Image Library (on p. 7) or you can choose your own images. If you choose from the Image Library, please refer to the numbers on the images.

Personal images:

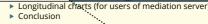
If you wish to include the "Meet our staff/team" section, you will need to send us either individual photos or one group photo of the team.

Neuroreader[®] provides accurate brain volumetric data in as little as 10 minute

vour patient

- Charts with selected brain structures
- Conclusion

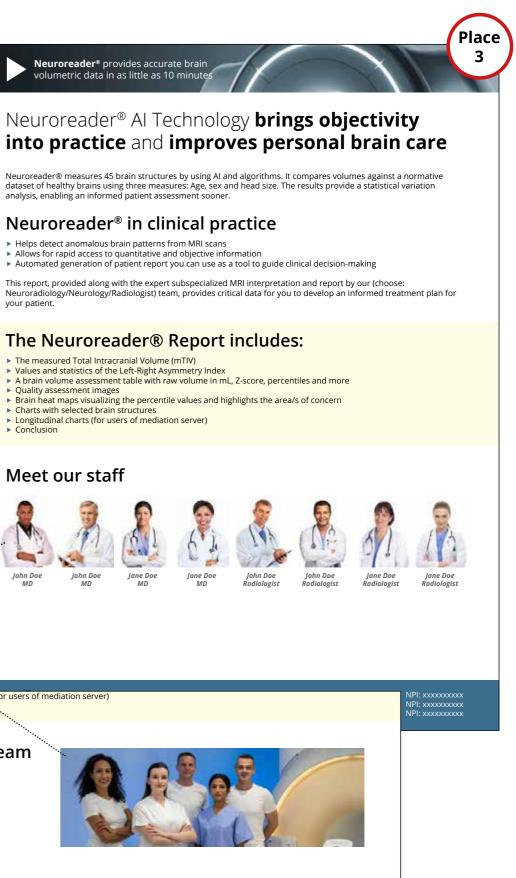
Meet our staff Iohn Doe Iohn Doe



Meet our team

In the front row: Jane Doe 1, MD Jane Doe 2, Radiologist Jane Doe 3, Radiologist

In the back row: John Doe 1, radiologist John Doe 2, MD



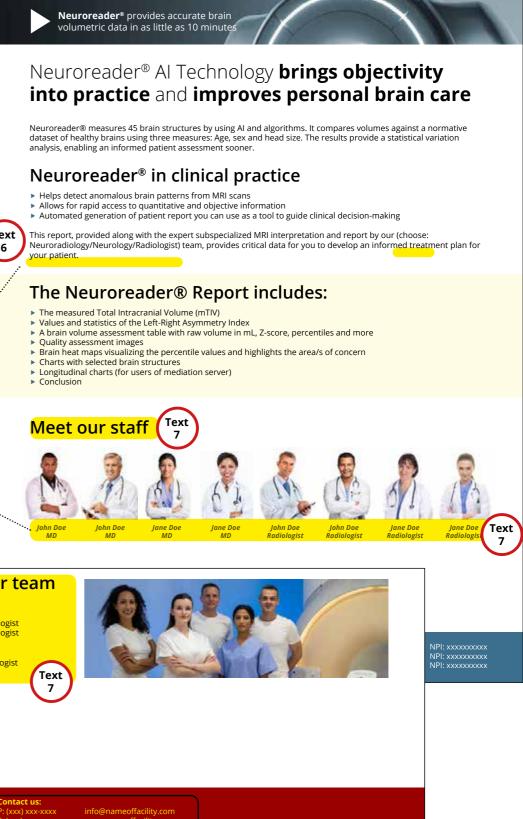


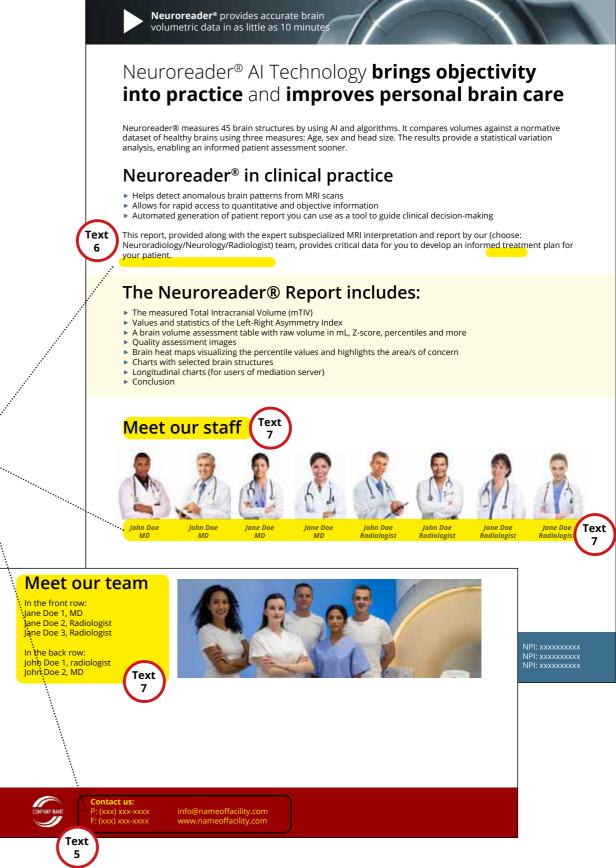


Tailored text elements



your patient.







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Text

4

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Choose [your name] for expert neurological imaging services

Text

3

Text 5

Customizable text elements are shown in the circular boxes. Please use the ordering form, the Word document which is sent along with this guide, to let us know about your choices. The footer on both pages will be identical.

MM010V1.0

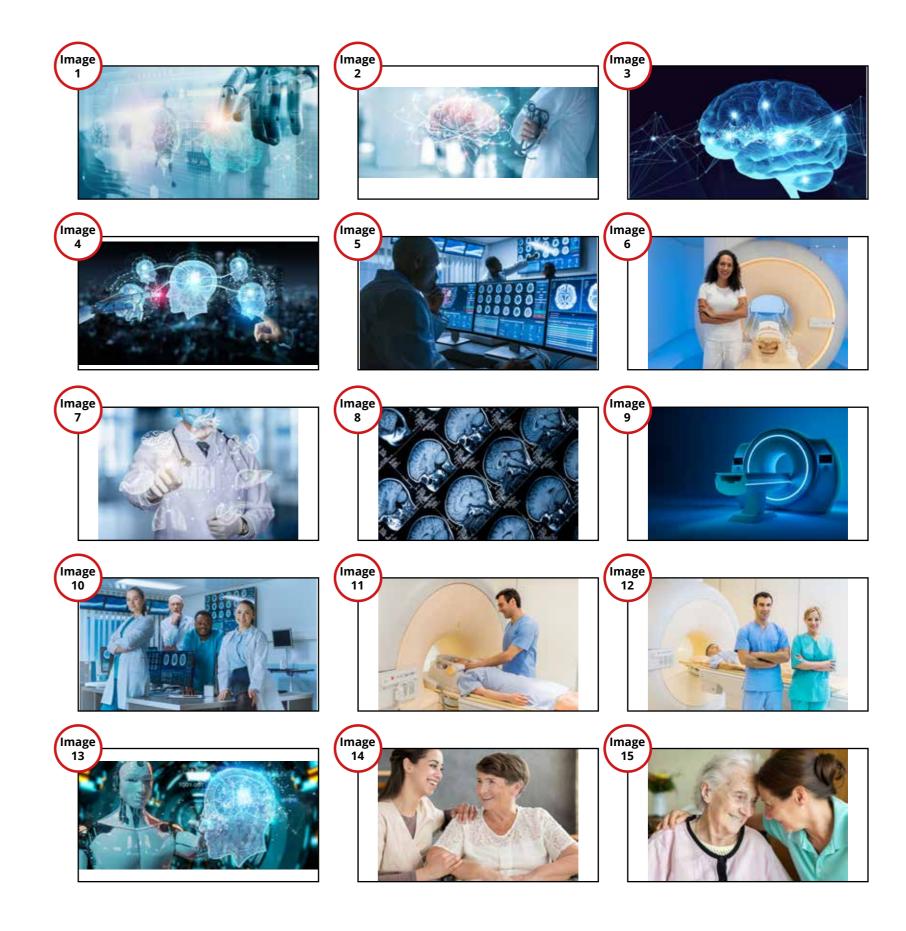
2



Image Library

On this page you can see the images that you can include in the flyer. You may choose to use them in color, black/white or with an overlay, like the one we have used in the sample flyer on the previous pages. (The color used is the **Brainreader logo color**).

Let us know about the image number you wish to use for each customizable section in the ordering form, which is sent together with this guide.





Sample flyers

For inspiration, please see the following sample flyers.

Sample 1



Earlier detection of neurodegenerative diseases with the Neuroreader® Report

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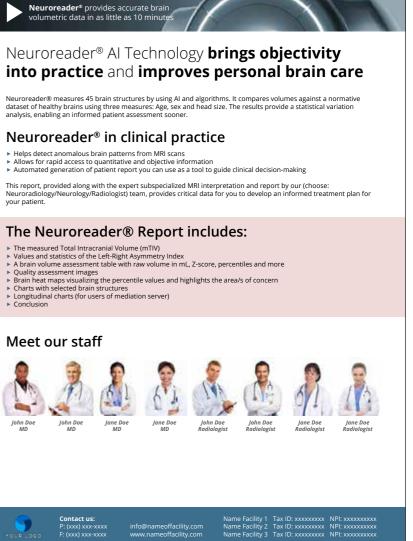
5

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 Name Facility 2
 Tax ID: xxxxxxxxxx

 F: (xxx) xxxxxxxxx
 www.nameoffacility.com
 Name Facility 1
 Tax ID: xxxxxxxxxx
 5







Flyer for inspiration – sample 2



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Contact us:

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Neuroreader[®] AI Technology brings objectivity into practice and improves personal brain care

Neuroreader® measures 45 brain structures by using AI and algorithms. It compares volumes against a normative dataset of healthy brains using three measures: Age, sex and head size. The results provide a statistical variation analysis, enabling an informed patient assessment sooner.

Neuroreader[®] in clinical practice

- Helps detect anomalous brain patterns from MRI scans
- Allows for rapid access to quantitative and objective information

This report, provided along with the expert subspecialized MRI interpretation and report by our (choose: Neuroradiology/Neurology/Radiologist) team, provides critical data for you to develop an informed treatment plan for your patient.

The Neuroreader[®] Report includes:

- The measured Total Intracranial Volume (mTIV)
- Values and statistics of the Left-Right Asymmetry Index
- Quality assessment images

 - Charts with selected brain structures
 - Longitudinal charts (for users of mediation server)
 - Conclusion

Meet our team

In the front row: Jane Doe 1, MD Jane Doe 2, Radiologist Jane Doe 3, Radiologist

John Doe 1, radiologist John Doe 2, MD

In the back row:



Contact us:

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> Automated generation of patient report you can use as a tool to guide clinical decision-making

A brain volume assessment table with raw volume in mL, Z-score, percentiles and more

Brain heat maps visualizing the percentile values and highlights the area/s of concern









Flyer for inspiration with black and white images - sample 3

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Contact us:

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Flyer for inspiration - sample 4



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Meet our staff







P: (xxx) xxx-xxxx

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Iohn Doe Radiologist



Iohn Doe Radiologist



Jane Doe Radiologist



lane Doe

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Flyer for inspiration – sample 5



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MD

YOUR LOGO

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Iohn Doe Radiologist



Iohn Doe Radiologist



Jane Doe Radiologist



lane Doe

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Thank you for reading this guide. Please use the Ordering Form to let us know about your choices.

