

# Implanter Media Kit

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## Welcome to the Nalu family!

We are excited your practice is now able to offer the Nalu Neurostimulation System, employing an extremely small battery-free implantable pulse generator (micro-IPG), to patients with difficult-to-treat pain. Cleared by the FDA for both Spinal Cord Stimulation (SCS) and Peripheral Nerve Stimulation (PNS) and indicated for mitigating intractable chronic pain, the Nalu Neurostimulation System may help you serve more patients who may not have had the opportunity to benefit from PNS or were not ideal candidates for traditional large implanted-battery SCS systems.

To assist you in updating your service offerings on a website or to inform your referral network of your advanced offerings with Nalu, the enclosed tools and resources are available to you.

Assets available to you today include the following:

- Product benefits list
- Product imagery and video content
- Sample website copy for SCS and PNS
- Sample referral letters
- Therapy awareness events
- Social media guidance and sample posts

We will continually update and add to the tools available to you as you progress with Nalu technology and help more and more patients suffering from pain.

We are here to support you. If you need assistance or have questions or comments, please contact us at [marketing@nalumed.com](mailto:marketing@nalumed.com). Your feedback is welcome and appreciated!



*"Today I used groundbreaking technology from Nalu to treat a patient with CRPS of the leg and knee. ... The new pulse generator is SMALLER THAN MY FINGERTIP. ... I want to thank Nalu for their years of research bringing this new technology to the market and their incredible vision and service to the chronic pain community." – Dr. Paul Lynch\*, Scottsdale, AZ*

## Background copy on Nalu Medical

### Reinventing neurostimulation from the patient's perspective

The Nalu micro-IPG leverages proprietary advanced microelectronics to produce a pain management system that effectively reduces chronic intractable pain while minimizing interference with the patient's life. Utilizing an external battery and a micro-IPG with the smallest footprint among commercially available IPGs may mitigate some of the most troublesome aspects of implantable neurostimulation therapy. It is truly engineered to be more<sup>TM</sup>:

#### durable

- Nalu micro-IPG has the longest service life among commercially available IPGs in the US—18 years
- Eliminates battery-replacement surgeries
- Highly configurable microchip enables upgrade of system capabilities when approved



#### livable

- Designed to fit patient's lifestyle
- Wearable power and control disc is easy to manage
- Therapy Disc is easily changed for optimum flexibility
- Smartphone control permits discreet system management
- Patients report the system is easy to use<sup>1</sup>



#### comfortable

- Rated comfortable by patients<sup>1-3</sup>
- Patients describe the Therapy Disc as virtually unnoticeable<sup>1</sup>
- Nalu micro-IPG allows a minimally invasive procedure
- Small size may mitigate chronic pocket pain<sup>2,4,5</sup>



#### manageable

- Extensive menu of therapy options
- Patient discreetly controls system from smartphone
- No need for separate device for patient remote control
- Integrated power and control disc helps simplify system management
- Feedback-controlled energy transfer provides consistent therapy output



#### upgradeable

- Flexible nPower<sup>TM</sup> architecture redefines system upgradeability
- System capabilities can be expanded by routine software updates
- External components can be upgraded as technology evolves



#### adaptable

- FDA cleared for both SCS and PNS indications
- Nalu micro-IPG provides more surgical options
- Wide range of therapeutic options
- Advanced control from familiar smartphone



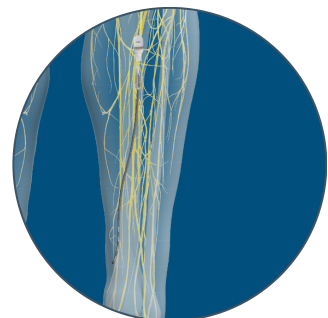
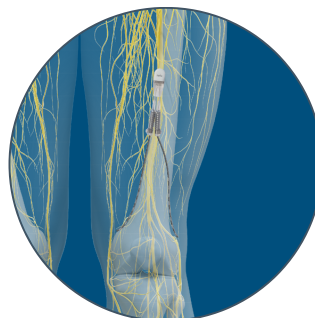
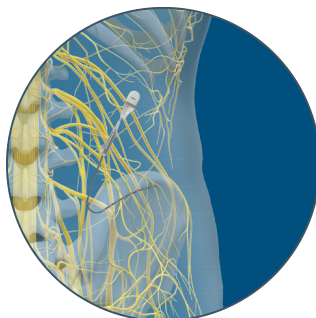
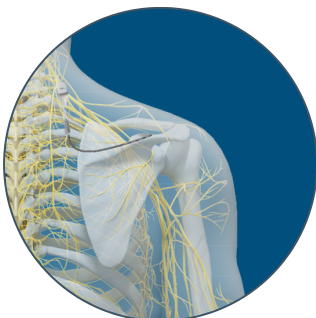
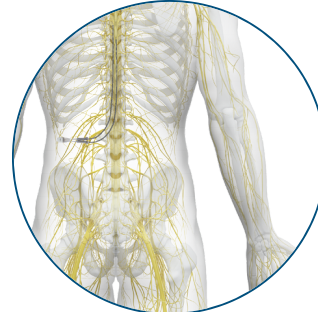
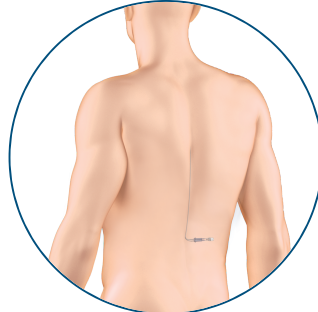
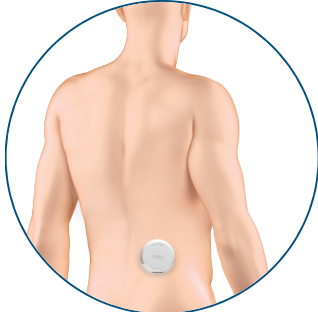


## Nalu Imagery

The following graphic content can be used on your website, social media and other marketing materials.

[Download image and video content here](#)

Below are sample images. The most current images can be accessed via the above link.



## Nalu Video Content

The following graphic content can be used on your website, social media and other marketing materials.

[Download image and video content here](#)

Below are sample images. The most current images can be accessed via the above link.



How PNS Works: Patient Education Animation



How SCS Works: Patient Education Animation



Neurostimulation Therapy Overview video by an APP



Patient Testimonial Montage Video

## Website Content

The following are text/content excerpts that can be added to your website and other marketing campaigns.

### Start of Section 1: Nalu Spinal Cord Stimulation

Novel neurostimulation technology may offer a long-term solution for your chronic back and leg pain

How can the Nalu Neurostimulation System relieve your chronic pain? Chronic pain is pain that lasts more than a few months. It can be present all the time, or it may come and go. This type of pain can be caused by many factors, including aging of bones and joints, injuries that have not healed properly, and various diseases. If conservative treatment options have failed, nerve stimulation may provide the relief you and your physician are searching for. The Nalu Neurostimulation System may be able to reduce the pain by blocking the pain signals on the nerves that carry those signals to your brain. Your physician will work with you to determine if neurostimulation is a promising therapy for your individual pain. Should it be an option, you can try it before you fully commit to the system.

What is neurostimulation?

Neurostimulation is a proven drug-free pain management approach that uses mild electrical impulses to interrupt pain signals before they get to your brain. A small device called an implantable pulse generator (IPG) is placed underneath the skin and generates mild electrical pulses that are delivered through thin insulated wires called leads. These pulses may be delivered to nerves within your spinal cord or to a peripheral nerve that is associated with your pain. The pulses stimulate the targeted nerves and interrupt the body's pain signals as they travel to the brain.

How does it work?

You can think of each of your nerves as a single-line telephone that can only carry one conversation at a time. Since the leads are already sending a signal to the brain through the nerves that normally carry the pain signal, the line is busy, and the pain signal does not get to the brain. As long as the stimulation signal is on the line, the pain signal cannot get through.

## Start of Section 2: Nalu Peripheral Nerve Stimulation

### Nalu Peripheral Nerve Stimulation may finally offer a long-term solution for your chronic pain

#### How can the Nalu Neurostimulation System relieve your chronic pain?

Chronic pain is pain that lasts more than a few months. It can be present all the time or may come and go. This type of pain can be caused by many factors, including aging of bones and joints, injuries that have not healed properly, and peripheral nerve injury or inflammation. If conservative treatment options have failed, peripheral nerve stimulation may provide the relief you and your physician are searching for. The Nalu Neurostimulation System may be able to reduce the pain by blocking the pain signals on the nerve that carries those signals to your brain. Nalu Peripheral Nerve Stimulation may help reduce chronic pain in your shoulder, back, arm, leg, foot, or ankle. Your physician will work with you to determine if neurostimulation is a promising therapy for your individual pain. Should it be an option, you can try it before you fully commit to the system.

#### This may be the relief you've been looking for

If you suffer from chronic pain, you've probably tried a variety of pain relief options, including physical therapy, radiofrequency ablation, various surgical procedures, and over-the-counter and prescription drugs. You may also have tried other neurostimulation systems. If these options have not delivered the pain relief you need or have interfered too much with your life, there is finally new hope. The novel Nalu Neurostimulation System may provide pain relief where other treatments have failed.

#### What is peripheral nerve stimulation?

Peripheral nerve stimulation is a drug-free pain management approach that uses mild electrical impulses to block pain signals from various parts of your body before they get to your brain. With the Nalu System, most patients will not be aware of these electrical impulses. A small percentage of patients may feel a gentle tingling sensation called paresthesia. Thin wires, called leads, are placed under the skin near the nerves that are associated with the pain, and an implantable pulse generator (IPG) is placed under the skin and connected to the leads to provide the electrical impulses.

#### How does it work?

You can think of each of your nerves as a single-line telephone that can only carry one conversation at a time. Since the leads are already sending a signal to the brain through the nerves that normally carry the pain signal, the line is busy, and the pain signal does not get to the brain. As long as the stimulation signal is on the line, the pain signal cannot get through.



## Start of Section 3: Nalu Process Overview

You can “test-drive” the system before you commit.

Once your physician decides that Nalu Neurostimulation may be right for you, you can “test-drive” the system to see if it delivers the relief you need.

### Step 1: wear experience

The purpose of the wear experience is to make sure you are comfortable with Nalu wearables and can feel what it would be like to live with the system on a daily basis. During this assessment period, you will wear an adhesive clip and nonfunctioning Therapy Disc in various positions for up to 14 days to determine the best location of the Therapy Disc and IPG for your anatomy and lifestyle.

### Step 2: therapy trial

To begin the trial, you will undergo a small surgical procedure to place thin wires (leads) near the nerve(s) identified by your physician and connect them to an external stimulator. During the therapy trial period, you and your physician will evaluate the amount of your pain relief and improvements in sleep and daily activities. After the therapy trial, the wires will be removed, and you and your physician will decide if Nalu Neurostimulation is appropriate for you.

### Step 3: permanent implant

If Steps 1 and 2 are successful, your physician will perform a minimally invasive surgical procedure to place permanent leads (one or two) and the Nalu micro-IPG in the optimal location for your specific pain. Your physician’s prescribed therapy will be programmed into the Nalu System, and you will be trained on how to control it through the remote control app on your smartphone.

### Step 4: life resumed

You will work with your physician and the Nalu support team to optimize your neurostimulation and manage your chronic pain. With pain relief, you may be able to resume activities (work, family, travel, etc.) that were previously too painful to enjoy.

## Start of Section 4: Nalu Product Details

### The Nalu Neurostimulation System

#### Tiny IPG

One part of the system that gets implanted in your body is called an implantable pulse generator (IPG). The tiny size of the unique Nalu micro-IPG means your physician has more flexibility to put the IPG in the appropriate place to treat your chronic pain.

#### Thin lead

The other part of the system that gets implanted in your body is called a lead. The lead carries the pulse generated by the IPG to the affected nerve to block the pain signal. This will be placed near the nerve your physician determines to be the one most likely to resolve or lessen your chronic pain.

#### Wearable battery and control disc

A battery and a control system are both contained in a small Therapy Disc that you wear in a comfortable Adhesive Clip over the implanted IPG. The system comes with two Therapy Discs. You can wear one while the other one is charging, then just switch them when the one you are wearing needs to be recharged.

#### No repeat surgeries for battery replacement

Because the battery is outside your body, you will never have to undergo another surgery to replace it. You will also never have to waste time connected to a charger, because the batteries are charged remotely, and you can swap the one you're wearing for the one in the charger in less than 60 seconds.

#### Removable implant you can "test-drive"

With Nalu, you can try the system on a temporary basis to determine if the therapy helps resolve your pain before the actual components are implanted. Should you find it works, a minimally invasive procedure is performed to place the permanent system.

#### You control when you wear the battery

You can remove the Therapy Disc and Adhesive Clip anytime you don't need active stimulation or whenever you want to wear a swimsuit or tight-fitting clothing.

#### Smartphone control

You can control the intensity of your therapy and change the kind of therapy delivered by your system from an iPhone or Android smartphone.



## Section 4 Continued: Nalu Product Details

### Novel Nalu technology may make all the difference

#### Longest IPG service life

It is unlikely the micro-IPG will need to be replaced for 18 years. And you will never need surgery to replace the battery, because with the Nalu Neurostimulation System, the battery is outside your body.

#### Easy to update

The operating software of the Nalu Neurostimulation System can be updated as easily as updating the programs on your smartphone. This means you will always have the latest version of the Nalu System software.

#### Easy to live with

Since the Nalu micro-IPG is very small, it isn't very noticeable under your skin. You can remove the Therapy Disc and adhesive clip anytime you don't need active stimulation or whenever you want to wear a swimsuit or tight-fitting clothing. And you're never tied down to a charging device, because the batteries are charged remotely and can be switched in less than 60 seconds.

## Referral outreach letter examples

The following examples can be used to engage with your physician referral community.

### Referral outreach letter: Nalu Spinal Cord Stimulation

[your practice name and logo]

[addressee name]

[addressee address]

[date]

[heading] **Revolutionary SCS Technology May Help More Back and Leg Patients**

Dear Dr. [last name],

For many years, spinal cord stimulation (SCS) has been a reliable therapy for patients with back and leg pain. However, it has not been available to some patients for a variety of reasons, including surgical risk, concern about an implanted battery, and healing issues. Our practice now offers technology from Nalu Medical that eliminates many of the previous drawbacks of SCS.

The Nalu Spinal Cord Stimulation System incorporates an extremely small battery-free implantable pulse generator (IPG) that requires only a minimally invasive procedure. It is cleared by the FDA for an unsurpassed 18-year service life, so patients can avoid the additional surgeries for battery replacement typical of conventional SCS systems.

The Nalu SCS System also utilizes a unique pulsed stimulation pattern (PSP) waveform that leverages six mechanisms of action (MOAs) simultaneously rather than only one MOA, like other SCS systems. Therefore, the Nalu SCS System provides six times the likelihood of capturing a patient's unique stimulation requirement for pain relief. And because all six MOAs are continually active in the waveform, long-term therapy without loss of efficacy may be more attainable.

(Insert appropriate option: [I] [We]) would be pleased to share more information about the Nalu SCS System and how it might help your patients for whom conventional SCS therapy has not been an option. If you are interested or have a specific patient for whom you think Nalu Neurostimulation may be appropriate, please reach out to (insert one: [me] [us]) at (insert one or both: [email address] [telephone number]).

Sincerely,

[first name, last name], M.D.

## Referral outreach letter examples continued

The following examples can be used to engage with your physician referral community.

### Referral outreach letter: Nalu Peripheral Nerve Stimulation

[practice name and logo]

[addressee name]

[addressee address]

[date]

[heading] **Exciting New Technology is Available for your Peripheral Pain Patients**

Dear Dr. [last name],

Although peripheral nerve stimulation (PNS) for chronic pain has been available for many years, the technology never seemed to live up to the promise. Until now. (Select appropriate option [I have] [Our practice has]) recently incorporated a new technology from Nalu Medical that has made PNS an ideal option for many patients suffering from chronic peripheral pain.

The new Nalu Peripheral Nerve Stimulation System uses advanced microelectronics to create an extremely small, battery-free, micro-sized implantable pulse generator (IPG). Due to the small size of the IPG and the adaptability of the external components, the system allows a great deal of flexibility in targeting specific nerves. This means your patients with challenging pain of the (select appropriate target(s) [shoulder], [low back], [knee], [leg], [foot and ankle]) may finally have an option for sustained pain reduction or relief.

Fortunately, your patients can try the Nalu PNS System on a temporary basis before committing to a permanent system. If it doesn't work, the system can be removed with a simple procedure.

(Select appropriate option [I] [We]) would be pleased to share more information about the Nalu PNS System and how it might help your patients for whom pain relief has been elusive. If you are interested or have a specific patient for whom you think this therapy may be beneficial, please reach out to us via (insert one or both [email address] [telephone number]).

Sincerely,

[first name, last name], M.D.



## Patient Therapy Awareness Events

### Hosting a Live Event

Live therapy education events are very effective in qualifying potential neurostimulation candidates and providing the necessary information for them to make an appointment for evaluation. The event should last approximately 45 minutes (20 minutes for the presentation and at least 20 for Q&A). The presentation should be given by the Nalu physician provider. It is recommended that an Advanced Practice Provider familiar with PNS and Nalu technology also be on hand to answer questions.

Events are best held on weekday evenings or late afternoons. Depending upon the anticipated size of the group, the event can be held in the waiting room of the practice after office hours or in a meeting room at a hospital, hotel, or office building. Providing refreshments such as soft drinks and pastries is optional but can help create a welcoming environment in which attendees feel more comfortable asking questions. Patient education materials are available from Nalu.

### Sample Invitation Letter for Live Event

Dear [Patient Name],

We are reaching out to patients who may have unresolved issues with chronic peripheral pain to make sure you are aware of the latest treatment options. Because we are dedicated to providing the best possible care for all of our patients, we keep up with advancing pain management technology and alert our patients when new solutions become available.

The Nalu Neurostimulation system is a new, highly advanced treatment option for peripheral nerve pain that has not responded to other therapies. The system delivers gentle stimulation impulses to the nerves that are generating pain signals and blocks those signals before they get to your brain.

One of the most remarkable features of the Nalu system is that the Implantable Pulse Generator (IPG)—the part that is implanted under your skin—is so small they call it a micro-IPG. And the battery that provides power to the system stays outside your body. This advanced technology allows the system to be placed in locations that may not be accessible with conventional systems and treat peripheral pain that may not have responded to other therapies.

If you are experiencing persistent chronic pain in your knees, shoulders, or feet and other therapies are not providing adequate relief, you may want to learn more about the Nalu Neurostimulation System.

Join us for a free educational event at our practice on [Month, Day] at [Time] to learn more about the Nalu system and how it may help you manage your peripheral pain. If you are unable to attend the event, call [(000) 000-0000] to schedule an appointment.

Sincerely,

Dr. \_\_\_\_\_ and team

## Patient Therapy Awareness Events Continued

### Hosting a Webinar

Webinars allow the event to be broadcast live to an online audience during which participating viewers can submit questions and comments. Nalu recommends Zoom as the preferred provider of webinar services.

Webinars can require pre-registration before the event or alternatively can be an open event accessed by a link. The advantage of events requiring pre-registration is that contact information can be collected that will facilitate follow-up. Webinars that do not require pre-registration typically require attendees to enter their name and email address upon joining the event.

Invitations to a webinar can be via letter or email. Guidelines for each follow.

### Sample Invitation Letter for Webinar

Dear [Patient Name],

Sometimes chronic peripheral pain does not respond to traditional therapy. If you have unresolved pain in your knees, shoulders, or feet, you may want to learn about a new pain management technology from Nalu.

The Nalu Neurostimulation system is a highly advanced treatment option for peripheral nerve pain that has not responded to other therapies. The system delivers gentle stimulation impulses to the nerves that are generating pain signals and blocks those signals before they get to your brain.

One of the most remarkable features of the Nalu system is that the Implantable Pulse Generator (IPG)—the part that is implanted under your skin—is so small they call it a micro-IPG. And the battery that provides power to the system stays outside your body. This advanced technology allows the system to be placed in locations that may not be accessible with conventional systems and treat peripheral pain that may not have responded to other therapies.

Please plan to attend our free webinar to learn more about the Nalu Neurostimulation system. You can access it at [<https://www.XXXXXXXXXX>] on [Month, Day] at [Time]. If you are unable to attend the webinar, call [(000) 000-0000] to schedule an appointment with our staff for a thorough briefing.

Sincerely,

Dr. \_\_\_\_\_ and team

## Patient Therapy Awareness Events Continued

### Promoting a Webinar via Email

Several services are available to simplify an email campaign promoting the event and help manage mailing lists. One such service is Mailchimp, which offers an easy-to-use, automated platform to promote events across email, social media, landing pages, ads, websites, etc.

It is generally considered best practice to send five pre-event emails followed by a post-event email. While there are different approaches, the goal of the email sequence is to remind attendees about the webinar. All pre-event emails should include the date, time, and URL of the event. Some webinar providers have email confirmation and reminder systems built in. Those specific settings and customizations would need to be activated.

- Email #1: Webinar registration confirmation (Immediate)
- Email #2: 24-hour reminder
- Email #3: Today reminder (to be sent first thing in the morning)
- Email #4: One-hour reminder
- Email #5: Starting now (include time and URL)
- Email #6: Thank you: the last email is a thank you for attending; but should also contain information on how to speak with someone about his/her condition or make an appointment.

### Hint: Always Do a Dress Rehearsal

One critical aspect of a successful webinar is to prepare by doing a full-scale dress rehearsal. This means you must use all the tools that will be in operation the day of the actual webinar.

You need to make sure the equipment is working properly, the slides are in order, and the speakers know what they will be doing and saying.

You must practice using the Internet connection that you are going to use the day of the webinar. You need to use the same machines, computers, and support staff. The environment needs to match the situation exactly like you plan to implement it.

### Sample Promotional Material

Specialized promotional material templates for your outreach program are available from Nalu. Please reach out to your sales representative for information and assistance in acquiring and utilizing these materials.



## Social Media Overview

Social media can be used to grow your professional brand by interacting with your peers, strengthening referral sources and spreading the word to new patients on new therapies.

Nalu has put together some tips to assist with:

- Creating social media content
- Best practices for posting
- Image and video specificifications
- Post content creation

## Why is social media important?

A recent Expert Opinion featured in the [Journal of Pain Research](#) noted that interventional pain physicians are using social media to "build their personal brand, highlight their competitive advantage to patients, and disseminate medical literature." [Click here to read further.](#)

The use of social media in medicine has increased dramatically in recent years. While only 5% of American adults had an active social media account in 2005, that number had risen to 72% by 2021.

Social media use is even more prevalent among healthcare professionals, with nearly 90% of all physicians maintaining a social media presence.

While initially used for personal reasons, there is a large and growing community of physicians utilizing social media for professional purposes.

## What to post?

Of course, your posts should be something the reader would be interested in and not overly commercial or self-serving. A simple guideline such as the following is recommended:

- Use a short headline to capture attention
- Describe the situation
- Describe the action or intervention to address the situation
- Describe the results
- Include images to make it more interesting

## Navigating Social Media

Navigating which channels to use, and when to post can be overwhelming.

Consistency is important while building your social media. LinkedIn can be effective in interacting with our peers and developing referral sources, while many pain patients can be targeted on Facebook.

Platform	Best time to post	How often to post	Best forms of content	Number of hashtags
LinkedIn	<ul style="list-style-type: none"> <li>Wednesday between 8-10am &amp; at 12pm</li> <li>Thursday at 9am &amp; between 1-2pm</li> </ul>	Once per day	Long-form updates and blog posts, high-quality images	1-5
Facebook	<ul style="list-style-type: none"> <li>Wednesday at 11am &amp; between 1-2pm</li> </ul>	Once per day	Video and posts that are approximately 40-80 characters	2-3
Instagram	<ul style="list-style-type: none"> <li>Wednesday at 11am</li> <li>Friday between 10-11am</li> </ul>	2-3 times per week	Photo or video content, with video gaining better engagement	3-5
Twitter	<ul style="list-style-type: none"> <li>Tuesday at 9am</li> <li>Wednesday at 9am</li> </ul>	1-2 times per day	Text between 240-259 characters, with image or video	1-2

## Increasing your reach by tagging users and adding hashtags

You can tag other users in your posts by using the @-mention feature either in your caption or in the comments below your post. This encourages them to engage with your post and can increase visibility. Consider tagging other healthcare professionals, colleagues, industry representatives, product manufacturers, organizations or societies. In addition to tagging, hashtags are another great way to improve social reach. Hashtags can be added to your post using the # symbol, followed by the intended topic. Examples shown below.

Suggested Hashtags	<p>#ChronicPain #PainManagement #Neurostimulation #Neurostimulator                  #PeripheralNerveStimulation #PNS #SpinalCordStimulation #SCS #NervePain                  #Neuropathy #PainTreatment #ChronicPainAwareness #PainDoctor</p>
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## Image and Video Specifications

Visual storytelling is an important part of using social media effectively, especially on platforms like Facebook and Instagram. Every channel has different sizing requirements, and not following the correct guidance can hurt your brand image. Follow the specifications below to ensure you look the part.

Platform	Specifications (Subject to change with platform updates)
LinkedIn	<ul style="list-style-type: none"> <li>• Profile Photo: Minimum 400 x 400px</li> <li>• Company Logo: 300 x 300px</li> <li>• Background Photo: 1584 x 396px</li> <li>• Post Image: 1200 x 627</li> <li>• Hero Image: 1128 x 376px</li> <li>• Business Banner Image: 1128 x 191px</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>• Profile Photo: Minimum 180 x 180px</li> <li>• Cover Photo: 820 x 312px</li> <li>• Video: Minimum Width: 600px</li> <li>• Shared Image: 1200 x 630px</li> <li>• Link Preview Image: 1200 x 628</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>• Profile Image: 320 x 320px</li> <li>• Photo Posts: 1080 x 1080px</li> <li>• Landscape Posts: 1080 x 566px</li> <li>• Portrait Posts: 1080 x 1350px</li> <li>• Stories: 1080 x 1920px</li> <li>• Landscape Video: Minimum 600 x 600px, max length 1 minute</li> <li>• Vertical Video: Minimum 600 x 750px, max length 1 minute</li> <li>• Videos for Stories: Minimum resolution 600 x 1067px, max length 15 seconds</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>• Profile Photo: 400 x 400px</li> <li>• Cover Photo: 1500 x 500px</li> <li>• Image Post: 1200 x 600px</li> <li>• Link Preview Image: 800 x 320px</li> <li>• Multi-Image Tweet: 1200 x 600px</li> <li>• Videos &amp; Sponsored Video Ads: Max file size 512MB, max length 2 min 20 seconds</li> </ul>

## Filming testimonials or interviews

With advancements in cell phone capabilities, you can manage most everything from your phone, without additional equipment. When managing this yourself, here are some things to consider:

### Audio:

- Sound clarity is a major concern for filming. Loud background noise can be problematic, so find a closed room without any outside noise.
- If you are in a quiet place and the subject is relatively close to the phone, and iPhone microphone will work just fine. To improve sound quality, another option is to invest in a clip-on microphone.

### Light:

- Try to open the shades or blinds to let in natural light. If this is not an option, turn on all lights available or invest in a light designated for this type of work. Avoid shadows on the subject.

### Background:

- The background should be neutral and not draw attention away from the subject. Objects in the background can appear awkward behind the subject. Avoid backgrounds with posters, charts, files, sinks, equipment, office branding, medical company branding, etc. Plain is better.

### Positioning:

- 'The rule of thirds' is a composition guideline that places your subject in the left or right third of the frame, while leaving the other two thirds more open.
- Make sure the subject is well framed. For example, if they are to the left of the frame, have them looking slightly towards the right. The camera should be set at eye level, with the subject looking slightly to the left or right of the camera (at the interviewer) and not at the camera.

### Filming:

- If filming is done on a phone, always position the phone horizontal for a landscape view. Use a tripod or tabletop tripod to ensure stability of the camera.

## Social Media Post Examples

### How To Use These Posts

We've developed a variety of sample posts that can guide and inspire your own social media post creation about the use of SCS and PNS therapies in your practice. Use the following sample posts as you see fit, customizing as needed to add your own stories, viewpoints, and experiences, and then posting to your own social media accounts. Please tag Nalu Medical in your posts in order for us to potentially reshare.

### Provider focused post ideas:

#### PNS Sample Post #1

[Intro with a short case history about a patient you've recently treated, discussing severity of pain and/or location, and how it impacted their life. Next, describe the action or intervention you took to treat the pain. Include details the reader may find interesting such as the approach, lead placement, electrode positioning, anatomic landmarks and imaging technique. Conclude with description of the result(s).]

The Nalu Neurostimulation System is often a good fit for my patients suffering from pain in the [nerve/region]. For this particular individual, neurostimulation allowed for pain relief through [insert notes on clinical presentation, pain severity, etc].

When performing this procedure, I [add notes on nerve targets and approach, and why you chose them].

As a result, this patient was able to [add some notes on outcome for patient].

#### PNS Post #2

In my practice I've increasingly used the Nalu PNS System as a long-term pain management therapy for patients - with a service life of 18 years. This year, peripheral nerve stimulation allowed me to [add a brief overview on the types of patients, indications, etc that you were able to treat with Nalu this year].

With PNS, these patients are now [note any outcomes you've seen in your practice, whether it's getting back to daily activities, avoiding future surgeries, or significantly reducing pain].

## Provider focused post ideas continued

### SCS Sample Post #1

I recently treated a patient who was suffering from pain in the [nerve/region] with the Nalu Neurostimulation System for SCS. Spinal cord stimulation was a good fit for this patient because [insert notes on clinical presentation, pain severity, etc].

When performing this procedure, [add notes on nerve targets and approach, and why you chose them].

The results of this procedure for the patient were [add some notes on outcome for patient].

### SCS Sample Post #2

Back pain is difficult for patients to live with, especially since it can prevent them from activities or exercise that supports their overall health. That's why treating pain at the source is so important. It's also why I chose the Nalu Neurostimulation System for SCS for a recent patient.

Spinal cord stimulation was a good fit for this patient because [insert notes on clinical presentation, pain severity, etc].

When performing this procedure, [add notes on nerve targets and approach, and why you chose them].

The results of this procedure for the patient were [add some notes on outcome for patient].



## Social Media Post Examples Continued

### Patient focused post ideas:

#### Sample Patient Post #1

If you've struggled to find a long-term option for managing your [identify location: back, leg, shoulder, etc.], [insert indication SCS or PNS] could be the solution.

[Insert indication - Spinal cord stimulation or peripheral nerve stimulation] works by targeting the nerves that carry pain signals to your brain. An implantable pulse generator (IPG) is placed underneath the skin that generates mild electrical pulses. These pulses are delivered through thin insulated wires (called leads) to nerves [within your spinal cord - if referring to SCS] that are associated with your pain. This stimulation can block pain signals from traveling to the brain, which means the pain signal cannot get through.

Contact our office today to see if this therapy is the right fit for you [insert method to contact - link, email or phone number]

#### Sample Patient Post #2

If you have chronic nerve pain, peripheral nerve stimulation (PNS) is a proven drug-free treatment option that may provide the long-term pain relief you've been looking for.

[Insert method to contact office] Contact us to explore how this therapy works, and how it could help with your nerve-related pain.

#### Sample Patient Post #3

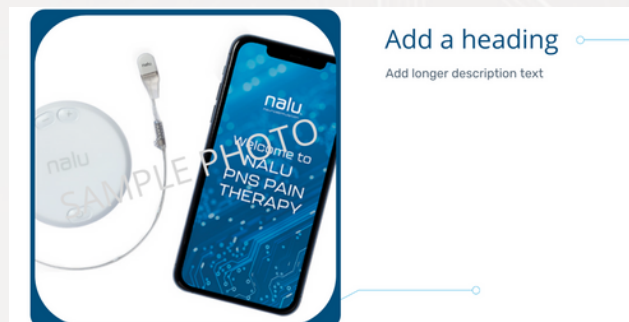
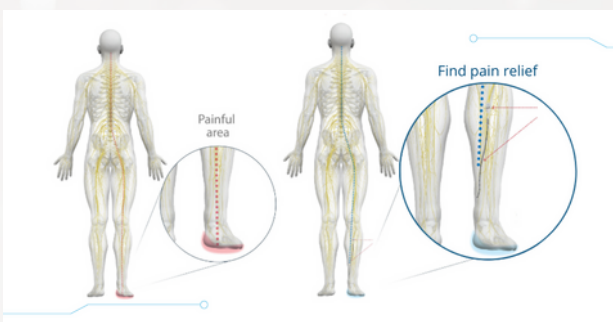
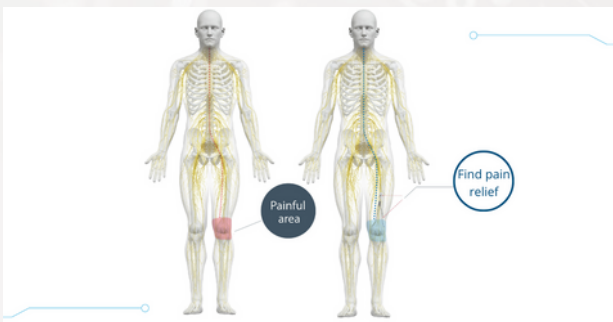
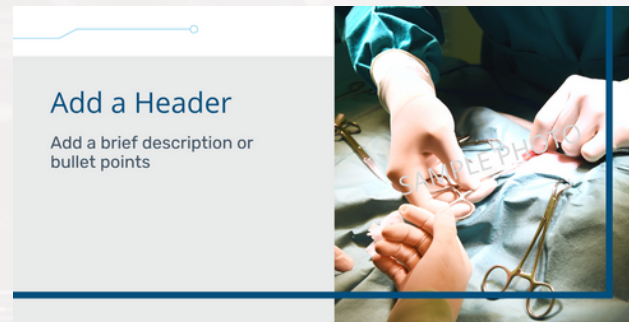
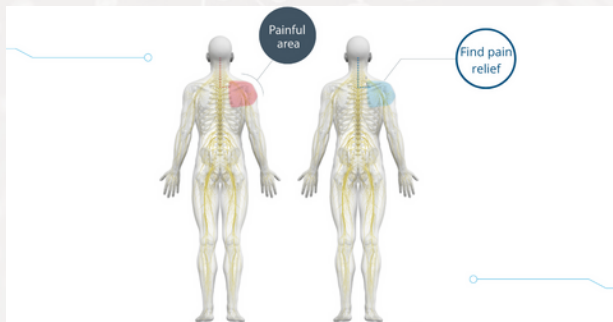
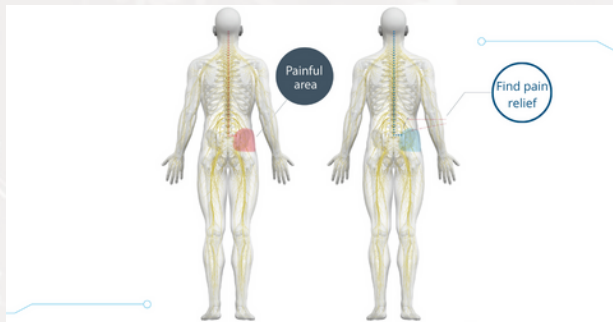
If chronic pain is keeping you from the activities you love, [peripheral nerve stimulation or spinal cord stimulation] could provide new hope. The #Nalu micro-IPG leverages advanced technology to reduce chronic pain without medication while minimizing interference with your life. You can even control the device and therapy settings using your smartphone.

#### Sample Patient Post #4

Unlike most spinal cord stimulation systems with an implanted battery, we are offering a unique micro-IPG that is powered with a wearable Therapy Disc and the therapy is controlled on your smart phone.

This eliminates the need for battery replacement surgeries that can be disruptive and costly.

## Social Media Image Examples



## **Nalu Media Kit Disclaimer**

The content and messaging within this Nalu Media Kit are intended to be used in the context of their defined sections. Alterations and/or adaptations of the content, excluding the customization fields denoted by brackets (“[XXX]”), is outside of the quality and compliance reviews of Nalu Medical, Inc. The information set forth herein does not purport to be complete or to contain all relevant information. Statements contained herein are made as of the date of this Media Kit unless stated otherwise.

1. Staats P, Hartley L, Mishra LN, et al. Human Comfort and Feasibility Data from a New, Miniaturized SCS System. presented at: North American Neuromodulation Society (NANS) Meeting; January 17-January 20 2019; Las Vegas.
2. Amirdelfan K, Levy R, Poree L, Staats P. Evaluation of a New, Battery-Free Microstimulator SCS System: Comfort and Ease-of-Use Data (nPower™ study). presented at: North American Neuromodulation Society (NANS) Meeting; January 23-January 26 2020; Las Vegas.
3. Amirdelfan K, Levy R, Poree L, et al. Evaluation Of a New, Battery-Free Micro-Implantable Pulse Generator SCS System: Patient Choice, Comfort and Ease-of-Use Data. presented at: North American Neuromodulation Society (NANS) Meeting; January 23-January 26 2020; Las Vegas.
4. Dietvorst S, Decramer T, Lemmens R, Morlion B, Nuttin B, Theys T. Pocket Pain and Neuromodulation: Negligible or Neglected? Neuromodulation. Aug 2017;20(6):600-605. doi:10.1111/ner.12637
5. Deer TR, Mekhail N, Provenzano D, et al. The appropriate use of neurostimulation: avoidance and treatment of complications of neurostimulation therapies for the treatment of chronic pain. Neuromodulation Appropriateness Consensus Committee. Neuromodulation. Aug 2014;17(6):571-97; discussion 597-8. doi:10.1111/ner.12206

## Product Safety Information - Brief Summary

Prior to using these devices, please review the latest Instructions for Use for a complete listing of indications, contraindications, warnings, precautions, potential adverse events, and directions for use.

### Indications for use:

**Spinal Cord Stimulation** - The Nalu Neurostimulation System is indicated as the sole mitigating agent, or as an adjunct to other modes of therapy used in a multidisciplinary approach for chronic, intractable pain of the trunk and/or limbs, including unilateral or bilateral pain. The trial devices are solely used for trial stimulation (no longer than 30 days) to determine efficacy before recommendation for a permanent (long term) device.

**Peripheral Nerve Stimulation** - The Nalu Neurostimulation System is indicated for pain management in adults who have severe intractable chronic pain of peripheral nerve origin, as the sole mitigating agent, or as an adjunct to other modes of therapy used in a multidisciplinary approach. The Nalu Neurostimulation System is not intended to treat pain in the craniofacial region. The trial devices are solely used for trial stimulation (no longer than 30 days) to determine efficacy before recommendation for a permanent (long term) device.

**Contraindications:** Patients contraindicated for this therapy are those who are unable to operate the system, have failed trial stimulation by failing to receive effective pain relief, are poor surgical risks, and/or are pregnant.

**Warnings/Precautions:** Occupational exposure to high levels of non-ionizing radiation, electromagnetic interference (EMI), electromagnetic equipment/ environments, machinery or heavy equipment, theft detectors and metal screening devices, implanted cardiac or other neurostimulation systems, diathermy, magnetic resonance imaging (MRI), computed tomography (CT) scanning, radiofrequency (RF) ablation, psychotherapeutic procedures, other medical procedures, and tampering could result in system damage, inappropriate therapy, injury, unexpected stimulation, or painful stimulation. Prescribing clinicians should be experienced in the diagnosis and treatment of chronic intractable pain and should be familiar with using the Nalu Neurostimulation System. Implanting clinicians should be experienced in implantable medical devices and should review the procedures described in the Instructions for Use.

**Adverse Events:** Undesirable changes in stimulation sensation and/or location with or without patient movement. Inadequate pain relief or increase in pain following system implantation. Surgical risks. Instructions for Use must be reviewed for detailed disclosure.

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