A NATIONAL PROVIDER NETWORK FOR
MEDICAL IMAGING & RELATED SERVICES

# Launching NeuroQuant in your Market

PRESENTATION TO MARKETS – 2/9/2016

# What is NeuroQuant?

- NeuroQuant is a post-processing software to provide supportive evidence of volume loss in brain disorders through quantitative data.

- Modality it uses:
  - Brain MRI on either a 1.5T or 3T MRI scanner (GE, Phillips and Siemens only, not Open MRI)
  - Uses 3D T1, non-contrast, sagittal MRI

- Broad Clinical Assessments:
  - Alzheimer's disease
  - Epilepsy
  - Multiple Sclerosis (MS)
  - Traumatic Brain Injury (TBI)
  - Brain Development

# Comprehensive Clinical Assessments

Five reports provide analysis for a broad range of brain structures and clinical indications

| Color | | | | | |
|---|---|---|---|---|---|
| **Report** | Age Related Atrophy | Hippocampal Volume Asymmetry | Multi Structure Atrophy | Triage Brain Atrophy | Brain Development |
| **Clinical Indication** | ▪ Age associated neurodegenerative conditions<br>▪ Alzheimer's disease<br>▪ Frontotemporal dementia<br>▪ Dementia with Lewy bodies<br>▪ Hippocampal sclerosis | ▪ Temporal lobe epilepsy<br>▪ Unilateral degenerative conditions | ▪ Multiple Sclerosis<br>▪ Age associated neurodegenerative conditions | ▪ Age associated neurodegenerative conditions<br>▪ Wide assessment of atrophy in brain regions and structures | ▪ Brain development in children ages 3 and up |

# Why NeuroQuant?

- NeuroQuant, a new product line to drive MR volume.
  - Build a relationship with referring providers we may not already have a strong relationship and enhance relationships we already have
  - Growing population of dementia/Alzheimer's patients

- Targets:
  - **Neurologists**
  - **Geriatric Physicians**
  - **Primary Care Physicians** *(A diagnosis of Alzheimer's disease is most commonly made by an individual's primary care physician. www.alz.org)*
- Additional providers to call on for the other uses of NQ include:
  - Pediatrics
  - DCs/MDs seeing TBI patients

# How does it work?

- A special sequence* taken during an MRI Brain are sent to be post-processed with the NeuroQuant software (PACS server housed at CDI SLP).
    - * T1, non-contrast, sagittal MRI

- It takes approximately 5-7 minutes for the results to be sent back to the technologist. The results provide reliable and objective quantitative measurements and images.

- **Cannot process scans retroactively**, NeuroQuant protocols must be engaged at the time the scan is performed, you cannot apply NeuroQuant to already existing exams.

# NeuroQuant®
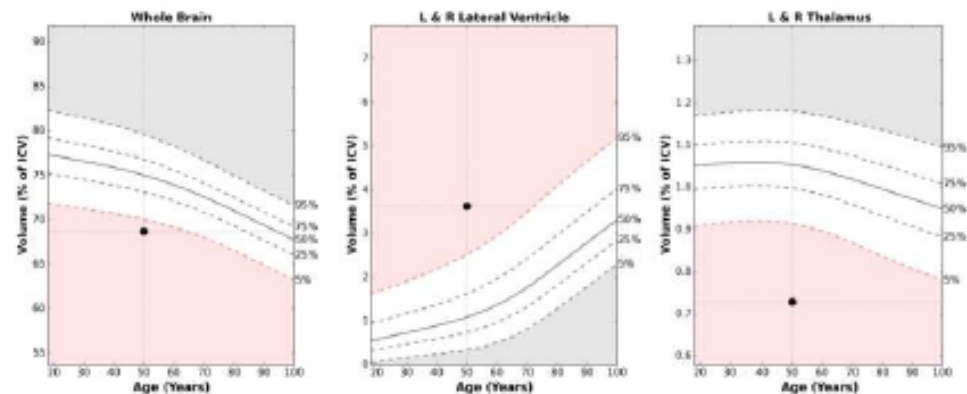## Multi-Structure Atrophy Report

**PATIENT INFORMATION**

| Patient ID: | Patient Name: | Sex: F |
|---|---|---|
| Accession Number: | Referring Physician: . | Exam Date: 2014/02/05 06:13:57 PM |

**MORPHOMETRY RESULTS (1 of 3)**

| Brain Structure | Volume (cm³) | % of ICV (5%-95% Normative Percentile*) | Normative Percentile* |
|---|---|---|---|
| Whole Brain | 1014.30 | 68.67 ( 70.03 - 79.61 ) | <5 |
| Lateral Ventricles | 53.53 | 3.62 ( 0.34 - 2.52 ) | > 86 |
| Thalami | 10.76 | 0.73 ( 0.91 - 1.18 ) | <5 |

**AGE-MATCHED REFERENCE CHARTS***

*Charts and normative values are provided for reference purposes only. Their use for diagnostic purposes has not been approved by any regulatory body.

# Ordering NeuroQuant

- Referring providers need to add "NeuroQuant" to the order. This is being added to our script pads as a box to check in the MRI area.
  - CPT 70551 (MR Brain w/o Contrast)
  - CPT 76377 (3D volumetric image post-processing) – Currently NOT billed for due to CDI's billing standards

**Appointment Information**

☐ Call patient to schedule MRI appointment.
☐ Is there previous MRI study information? Date _____ Location _____

*Please read the back of this page for directions to the MRI center.*

| HEAD | MRA/MRV | SPINE | OTHER |
|---|---|---|---|
| ☐ Brain | MR ANGIOGRAPHY | ☐ Cervical | ☐ Brain |
| | ☐ Head | ☐ Thoracic | ☐ Brain/Orbits |
| SCAN TYPE | ☐ Neck | ☐ Lumbar | ☐ Orbits |
| ☐ Headache | | ☐ Lumbosacral Plexus | ☐ IAC/Brain |
| ☐ Hydrocephalus/NPH | MR VENOGRAPHY | | ☐ IAC |
| ☐ Memory Loss | ☐ Head | | ☐ Sella/Pituitary |
| ☐ MS (rule out) | ☐ Other _____ | | ☐ Sella/Pituitary/Brain |
| ☐ Seizure | | | ☐ Brachial Plexus  ☐ L  ☐ R |
| ☐ Stroke | | | |
| ☐ Trauma | | | ☐ NeuroQuant® - What are you looking to measure? |
| ☐ Tumor (rule out) | | | _____ |
| ☐ Other _____ | | | ☐ Fibertracking - What are you looking to measure? |
| | | | _____ |

# Billing for NeuroQuant

- For the MR portion of the exam, we can and do bill. We would expect payment as long as it meets medical necessity.

- In order to bill the 3D reconstruction codes, there has to be radiologist involvement. *With NeuroQuant, this is automated reconstructions and the requirements driven by the 3D CPT code are not being met and/or documented, thus, not we feel the CPT code is not billable.*

- The current negotiated post processing NeuroQuant fee that CDI/Insight must absorb. ($30/scan for the first report, $15/scan for the second report)

- Reports are purchased in bulk by corporate, and are allocated back to the markets. Accounting reconciles the actual procedural volumes from central reporting to confirm accuracy

# Other things to know about NeuroQuant

- No capital is required to provide this exam, however:
  - **Radiologist champion is key with this service as with any new service.**
    - CoreTechs provides training webinars for the Radiologists, Technologists and Sales team.

  - There is work from an operations and systems perspective to get this up and running. Subsequent slides detail these steps:
    - Equipment must be verified
    - New protocols are required for each individual exam
    - Staff must be trained
    - Systems must be connected to streamline results delivery

# NeuroQuant Due Diligence

1. Identify a Radiologist champion

2. Is there a need within the referring community?
   Start discussing with customer targets: ROI potential?

3. Collaborate with your Operations, RSDs and Marketing partners.

4. Have discussions with Markets that have launched the product line.
   Northern California, Arizona & Puget Sound (Launching Nov 2015)

5. Engage the Product Implementation Team.

# Steps to Add NeuroQuant in your Market

1. **Complete New Product Implementation Form**
   - Submit to Regional Marketing Manager who will bring it to the Product Implementation (bi-monthly meetings)
   - Product Implementation Team will review your request. Once approved, a representative from the team communicate to move forward

2. **Contact Shelly Adams at CorTechs Labs to arrange training the radiologists:**

   Shelly Adams, VP Sales and Marketing
   CorTechs Labs, Inc
   *Tel* 858-459-9704; *Cell* 619-840-2467
   *Email* sadams@cortechslabs.com

   Include Janice Lund in all meetings, jlund@cdirad.com

3. **Determine which reports your radiologists want to offer (see slide 3)**
   - This is required for route configuration and marketing approach

# Steps to Add NeuroQuant in your Market

4. **Connect with Regional Marketing Manager to begin marketing tools**
   - This will include specifics on which reports you are offering (different marketing content for different reports_
   - Allow at least 4 weeks for tools to be finalized, printed and delivered to your team

4. **Establish the modality set up**
   - Arrange for your local Field Service Engineer to work behind the scenes to make sure the scanners are set up to send them images to NeuroQuant
   - If you don't have FSE, work with your scanner vendor
   - There are routes specific to the type of NeuroQuant scan being ordered which processes a report specific to the physicians order.
   - CorTechs Labs will provide guidance for this step
   - Once the routes are established, Janie Lund will coordinate testing, working in collaboration with Image Services

5. **Arrange for CorTechs to train your techs**
   - Who will access the NeuroQuant system to print reports

6. **Configure PACS Routing**
   – CorTechs Labs will work with Janice Lund to configure NeuroQuant system to make sure the report is being sent to the appropriate PACs viewer for the reading rad

7. **Arrange for CorTech Labs to train your sales team**

# Discussion

- What questions do you have about NeuroQuant?