



# Your personalized Neuroreader<sup>®</sup> 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

**YOUR LOGO**

## 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
- ▶ Objectively analyzes by comparing volumes against large and diversified normative datasets
- ▶ 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 accurate answers at [Your facility/MRI center].

**Choose [your name] for expert neurological imaging services**

**YOUR LOGO**

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

Name Facility 1	Tax ID: xxxxxxxx	NPI: xxxxxxxxxx
Name Facility 2	Tax ID: xxxxxxxx	NPI: xxxxxxxxxx
Name Facility 3	Tax ID: xxxxxxxx	NPI: xxxxxxxxxx



## 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, AI 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).

The flyer template features a top header with a blue circular logo placeholder labeled "YOUR LOGO" and a background image of a robotic hand interacting with a brain scan. The main title is "Earlier detection of neurodegenerative diseases with the **Neuroreader® Report**". Below this is a paragraph explaining the use of FDA cleared software for MRI analysis. A section titled "8 Benefits of Neuroreader®" lists key features such as quick brain structure quantification and objective analysis. A circular inset image shows a person's face. A call-to-action button reads "Choose [your name] for expert neurological imaging services". The footer contains contact information for the facility, including phone, fax, email, and website, along with facility names and identification numbers.

**YOUR LOGO**

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**Choose [your name] for expert neurological imaging services**

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# Primary and secondary colors



**YOUR LOGO**

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

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The **secondary color** is used to highlight this text-block.

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



**Neuroreader®** provides accurate brain volumetric data in as little as 10 minutes

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

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
- ▶ A brain volume assessment table with raw volume in mL, Z-score, percentiles and more
- ▶ Quality assessment images
- ▶ Brain heat maps visualizing the percentile values and highlights the area/s of concern
- ▶ Charts with selected brain structures
- ▶ Longitudinal charts (for users of mediation server)
- ▶ Conclusion

### Meet our staff



John Doe MD   John Doe MD   Jane Doe MD   Jane Doe MD   John Doe Radiologist   John Doe Radiologist   Jane Doe Radiologist   Jane Doe Radiologist

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# Images



Place 1

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Place 2

Choose [your name] for expert neurological imaging services

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 Name Facility 3    Tax ID: xxxxxxxx    NPI: xxxxxxxxxx

### 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.

Place 3

▶ Neuroreader® provides accurate brain volumetric data in as little as 10 minutes

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- ▶ Conclusion

### Meet our staff



- ▶ Longitudinal charts (for users of mediation server)
- ▶ Conclusion

NPI: xxxxxxxxxx  
 NPI: xxxxxxxxxx  
 NPI: xxxxxxxxxx

### 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 LOGO**

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## 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

**YOUR LOGO**

## 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
- ▶ Objectively analyzes by comparing volumes against large and diversified normative datasets
- ▶ 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 accurate answers at [Your facility/MRI center].

**Choose [your name] for expert neurological imaging services**

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**▶ Neuroreader® provides accurate brain volumetric data in as little as 10 minutes**

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

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
- ▶ A brain volume assessment table with raw volume in mL, Z-score, percentiles and more
- ▶ Quality assessment images
- ▶ Brain heat maps visualizing the percentile values and highlights the area/s of concern
- ▶ Charts with selected brain structures
- ▶ Longitudinal charts (for users of mediation server)
- ▶ Conclusion

### Meet our staff

John Doe MD, John Doe MD, Jane Doe MD, Jane Doe MD, John Doe Radiologist, John Doe Radiologist, Jane Doe Radiologist, Jane Doe Radiologist

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Flyer for inspiration - sample 2



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

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### 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



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Flyer for inspiration with black and white images - sample 3



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### 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



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Flyer for inspiration - sample 4



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### Meet our staff



John Doe MD   John Doe MD   Jane Doe MD   Jane Doe MD   John Doe Radiologist   John Doe Radiologist   Jane Doe Radiologist   Jane Doe Radiologist



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Flyer for inspiration – sample 5



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### Meet our staff



John Doe MD

John Doe MD

Jane Doe MD

Jane Doe MD

John Doe Radiologist

John Doe Radiologist

Jane Doe Radiologist

Jane Doe Radiologist



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Thank you for reading this guide.

Please use the Ordering Form to let us know about your choices.

