

Major Alabama Medical Insurance Provider Expands TMS Coverage for Depression Patients

Reduces Criteria from four failed medication trials to two

TUSCALOOSA, ALABAMA, Nov. 21, 2022 – [Novus](#), a provider for neurology, transcranial magnetic stimulation (TMS) treatment, and psychiatry, announced a significant expansion in private medical insurance coverage for TMS in Alabama. This change by one of the largest insurers in the state, covering nearly 3 million people, reduces the criteria for severe major depressive disorder (MDD) TMS coverage from four failed medication trials to two.

TMS is a neurostimulation technology that uses a magnetic coil to activate neural networks in target areas of the brain implicated in mental health disorders like depression. [BrainsWay Deep TMS™](#) is the most advanced TMS technology available, activating [deeper and broader](#) brain structures than traditional TMS.

Dr. Timothy Prestley, M.D., Cofounder and Chief Medical Officer of Novus, says, “We have worked extremely hard to advocate for this coverage expansion for our patients in Alabama. Depression patients shouldn’t have to fail four different medications -- and wait weeks or even months -- before they can be treated with TMS. Now, we can offer hope to depression patients with TMS sooner.”

He adds, “We are pleased to offer BrainsWay Deep TMS™ to our patients, providing them with a clinically proven safe and effective treatment option. Deep TMS is a powerful – and noninvasive -- tool in the fight against depression that can greatly improve patients’ lives.”

Deep TMS is FDA cleared to treat major depressive disorder (MDD), anxious depression, obsessive-compulsive disorder (OCD), and smoking addiction.

More information on the policy change can be found here: <http://bit.ly/3V7br8X>

About Novus

Novus provides comprehensive treatments to treat depression and other brain disorders with non-surgical treatments that use neurology, TMS treatment, and psychiatry for the most effective outcomes. Also known as Alpha Neuron and University TMS, Novus treats patients at multiple locations in Alabama. Please visit <https://novusneuro.com/> or (205) 523-5618.

About BrainsWay

BrainsWay is a global leader in advanced noninvasive neurostimulation treatments for mental health disorders. The Company is boldly advancing neuroscience with its proprietary Deep Transcranial Magnetic Stimulation (Deep TMS™) platform technology to improve health and transform lives. BrainsWay is the first and only TMS company to obtain three FDA-cleared indications backed by pivotal clinical studies demonstrating clinically proven efficacy. Current indications include major depressive disorder (including reduction of anxiety symptoms, commonly referred to as anxious depression), obsessive-compulsive disorder, and smoking addiction. The Company is dedicated to leading through superior science and building on its unparalleled body of clinical evidence. Additional clinical trials of Deep TMS in various psychiatric, neurological, and addiction disorders are underway. Founded in 2003, with offices in Burlington, MA and Jerusalem, Israel, BrainsWay is committed to increasing global awareness of and broad access to Deep TMS. For the latest news and information about BrainsWay, please visit www.brainsway.com.

About Major Depressive Disorder and Anxious Depression

Major depressive disorder (MDD) is a common and debilitating form of depression characterized by physiological, emotional, and cognitive symptoms. According to the World Health Organization (WHO), depression affects approximately 264 million people worldwide, and the U.S. National Institute of Mental Health (NIMH) estimates that 21 million adults in the United States suffer from an MDD episode within a given year. Common symptoms of MDD include loss of interest, depressed mood, reduced energy, disturbed sleep, and changes in appetite. 60-90% of depression patients also exhibit comorbid moderate to severe anxiety, a condition commonly referred to as anxious depression. These anxiety symptoms include nervousness, feelings of panic, increased heart rate, rapid breathing, sweating, insomnia, trembling, and difficulty focusing or thinking clearly. The economic burden in the United States for major depressive disorder totaled \$326 billion prior to the recent COVID pandemic.

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