

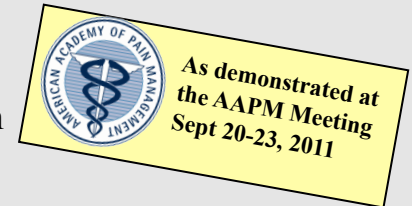
Do Your Patients Suffer From Chronic Pain?

Pulse Stimulation Therapy (P-STIM):

A New and Highly Effective Approach to Non-narcotic Pain Relief

P-STIM: A New Approach to An Established Science

- Invented by Jozef C Szeles, MD of the University of Vienna in Austria, the P-STIM applies electrical stimulation to the ear (auricular therapy) over several days.^{1,2}
- Unlike other CES technologies which apply electrical stimulation for only several hours, Dr. Szeles discovered that a “wearable” P-STIM, with continuous pulses of low-level current applied over several days (and repeated over several weeks), is more effective at treatment.
- Since 2002, Dr. Szeles has administered over 16,000 treatments; the majority of patients have experienced almost complete relief from pain and related symptoms (anxiety, depression and insomnia).



Cranial Electrotherapy Stimulation (CES)³: The Science Behind P-STIM

- Well researched since the 1960s, CES involves applying a low-level electrical current to the ear.
- CES has proved to stimulate a number of neuro-chemical and physiological conditions that are known to relieve pain and depression.
 - Release of opiates such as endorphins
 - Promotes sympathovagal balance of the ANS
 - Reduces central sensitization
 - Increases peripheral artery blood flow



The P-STIM Device

Proven Highly Effective for a Wide Range of Chronic Conditions

- Arthritis & Joint Pain
- Cancer Pain
- Cervical and Lumbar Pain
- Cranial Facial Pain & TMP
- Depression
- Fibromyalgia
- IVF Oocyte Aspiration
- Insomnia
- Migraines
- Neuropathic Pain
- Sciatica
- Shingles (VAV)
- Vascular Insufficiency
- Wound Care

And More!



1. Sator-Katzenschlager, SM, Szeles, JC et al. Electrical Stimulation of Auricular Acupuncture Points is More Effective than Conventional Manual Auricular Acupuncture in Chronic Cervical Pain: A Pilot Study. *Anesth Analg* 2003;97: 1469-7, 3.
2. Sator-Katzenschlager, SM, et al. The short- and long-Term Benefit in Chronic Low Back Pain Through Adjuvant Electrical versus Manual Auricular Acupuncture. *Anesth Analg* 2004;98:1359-64.
3. Kirsch, DL. *The Textbook of the American Academy of Pain Management. A practical Guide for Clinicians.* CRC Press, Boca Raton, FL. 2001

A Simple Procedure Brings a Lifetime of Relief!

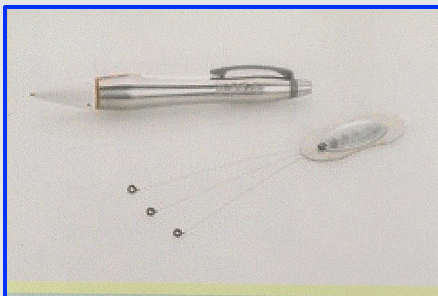
The Chronic Pain Relief Solution: P-STIM and HRV Testing

- Minimally invasive procedure takes only 30 minutes.
- P-STIM is placed behind the ear with an adhesive electrode.
- Pulses are transmitted via stimulation needles to the nerve endings in the ear.
- Patient's heart rate variability (HRV) is monitored continuously using the ANSiscope. This is to optimize P-STIM placement.
- P-STIM is worn by the patient continuously 4 days on and 3 days off.
- Procedure is repeated with a new P-STIM every week for ~9-12 weeks.
- As treatment progresses, the patient's level of autonomic dysfunction will improve by moving towards the parasympathetic. Using the ANSiscope, quantitative, autonomic dysfunction levels are measured at the first and third visits.



The P-STIM and HRV Test are Reimbursable

- **P-STIM:** FDA cleared, reimbursable using CPT code 64555
- **ANSiscope® HRV:** FDA cleared, reimbursable using CPT code 95921
- **More than fifty diagnosis ICD-9 codes** associated with measuring the autonomic nervous system



The P-STIM and nerve location stylus

- **FDA Cleared**
- **Reimbursable**
- **Easy-to-Use**
- **Fast Results**
- **Portable**



The ANSiscope HRV Device