

Advanced Movement Disorder Therapies Marketing Update

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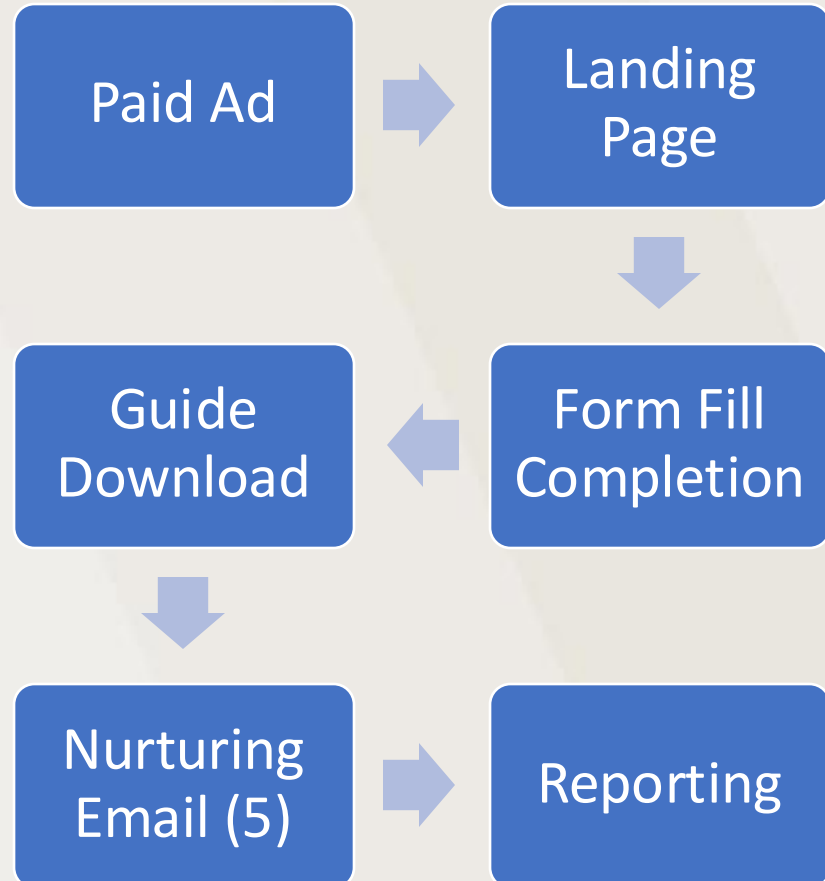
January 24, 2025



Digital Marketing Automation

Campaign Overview

Campaign Summary



Download Your Free Resource

Please fill out the form below. Fields marked with * are required.

First Name: *

Last Name: *

Email Address: *

Zip Code: *

Phone Number: *

Have you been diagnosed with a movement disorder? *

Select...

Yes, sign me up for our healthy living newsletter, My Vanderbilt Health

Submit

Reach us by phone at: (615) 936-0060

Understanding Movement Disorders

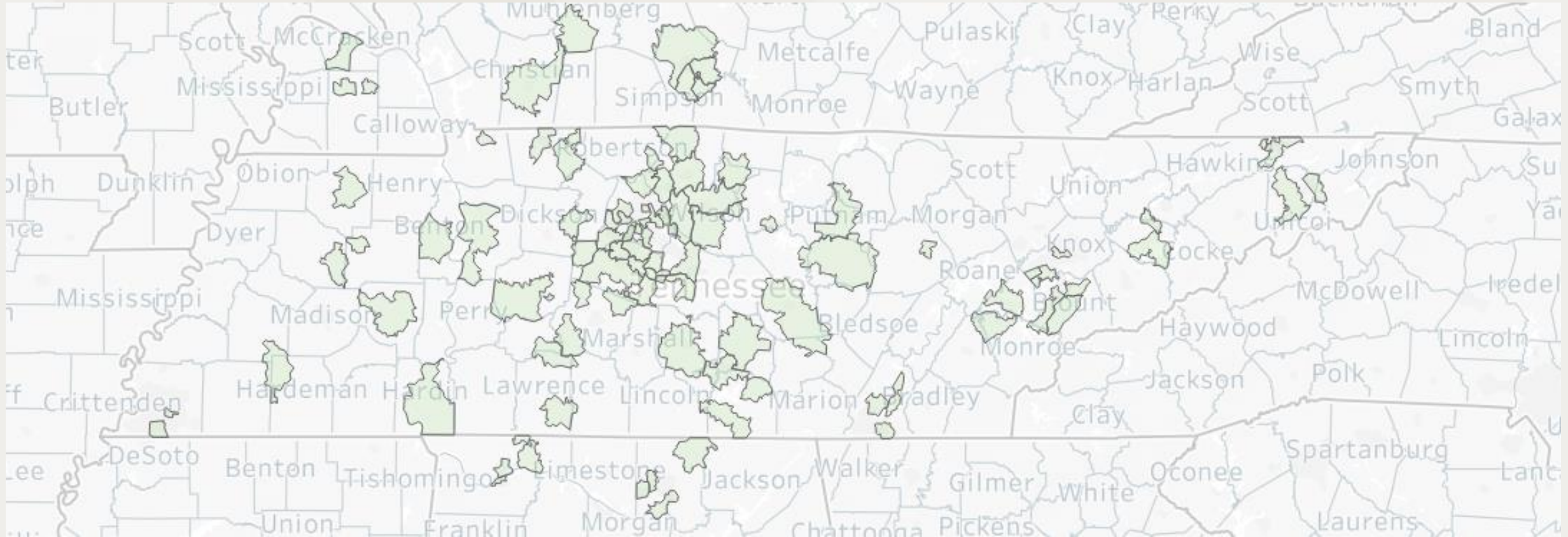
Your Guide to Movement Disorders

Movement disorders — such as Parkinson’s disease, essential tremor and dystonia — are a group of nervous system conditions that affect the ability to control body movement. Being diagnosed with a movement disorder can be full of unknowns, but our doctors have specialized training in the diagnosis and treatment of the full range of conditions. No two movement disorders are the same, so we tailor your treatment plan to meet your individual needs.

By downloading our guide, you’ll learn about:

- Types of movement disorders
- Symptoms of movement disorders
- How movement disorders are diagnosed
- Surgical and nonsurgical treatment options including deep brain stimulation (DBS) and focused ultrasound (FUS)

Patient Location Map



Focused Ultrasound

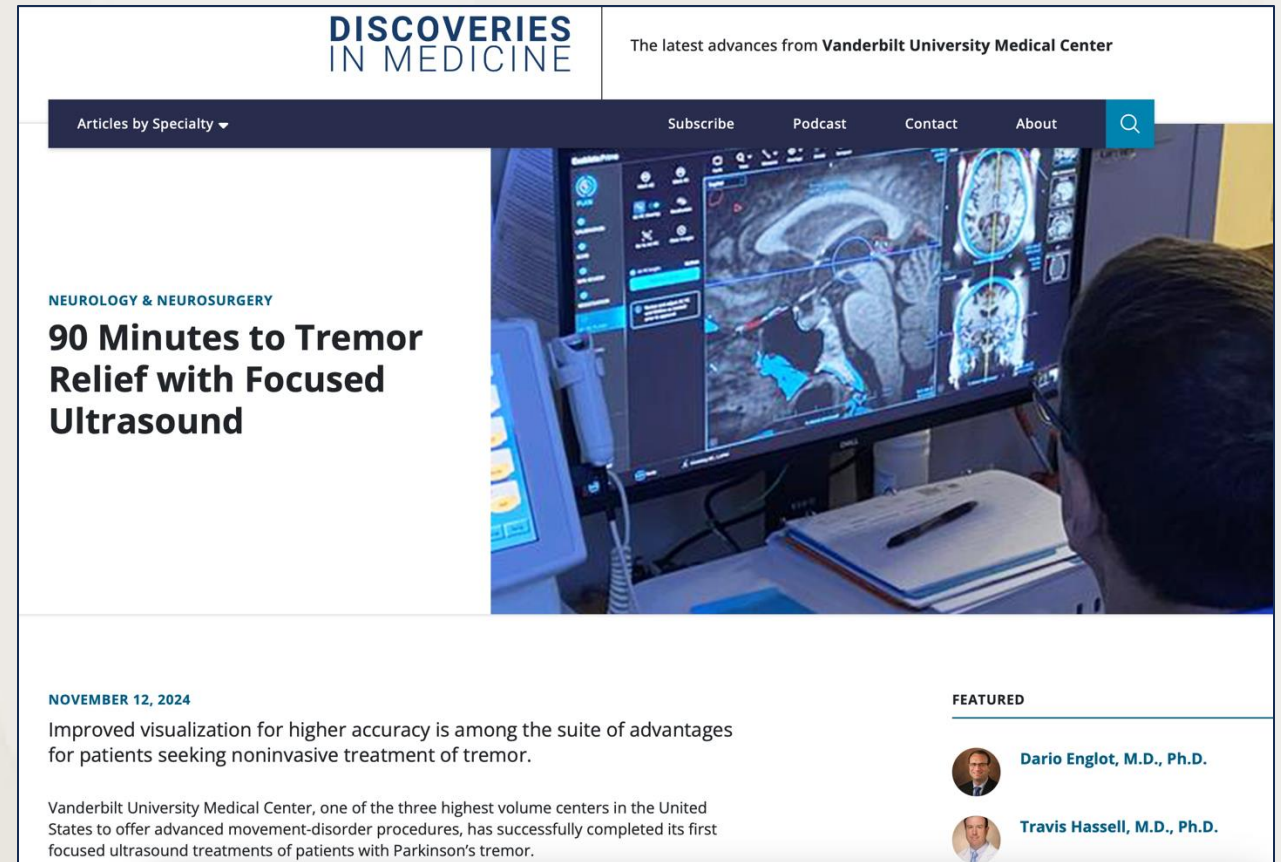
Focused Ultrasound (FUS) Webinar

- Target
 - External FUS candidates
 - Look-a-like audiences
- Promotion
 - Social media, vendor outreach
- January Results
 - Registration: 133
 - Attendance rate: 53%
(Industry average: 30%)
 - Q&A: 19 questions

A dark blue rectangular graphic with white text and a QR code. The text is centered and reads: 'Focused Ultrasound Webinar' in a large font, followed by 'Essential Tremor and Parkinson's Disease' in a smaller font. Below that is a line of text: 'Join the Vanderbilt Advanced Movement Disorder Therapies team for a free educational webinar on how to live better with essential tremor (ET) and Parkinson's disease (PD)'. To the left of the QR code is the date and time: 'Wednesday, Sept. 11 3:30 p.m. - 4:30 p.m.'. To the right of the QR code is the text: 'Click or scan the QR code to register.'. At the bottom, it says 'For questions, contact Meritza Wynn at MovementDisorderTherapies@vumc.org.' and the Vanderbilt Health logo with the tagline 'Making Health Care Personal'.

Other Updates

- Social Media Results (8/24-12/24)
 - Impressions: 1,509,413
 - Clicks: 11,651
 - Click Through Rate (CTR): .77%
 - Industry Average: .8%
 - Engagements: 12,328
- Content
 - Discoveries in Medicine Article
 - Update on Patient Story Options?



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The latest advances from Vanderbilt University Medical Center



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NEUROLOGY & NEUROSURGERY
90 Minutes to Tremor Relief with Focused Ultrasound

NOVEMBER 12, 2024
Improved visualization for higher accuracy is among the suite of advantages for patients seeking noninvasive treatment of tremor.

Vanderbilt University Medical Center, one of the three highest volume centers in the United States to offer advanced movement-disorder procedures, has successfully completed its first focused ultrasound treatments of patients with Parkinson's tremor.

FEATURED

-  **Dario Englot, M.D., Ph.D.**
-  **Travis Hassell, M.D., Ph.D.**

Appendix

Focused Ultrasound Examples

Vanderbilt Neurosciences

Advanced Movement Disorder Therapies

To Refer a Patient:

Email: movementdisordertherapies@vmc.org
Online Referral Form: VanderbiltNeurosurgery.com
615-875-5645 or 615-322-0141

Key Highlights

- We offer a full suite of surgical options for patients living with movement disorders. This allows us to provide a personalized treatment plan that best addresses the unique needs of each patient.
- Vanderbilt offers focused ultrasound (FUS), which is an incisionless procedure approved for the treatment of essential tremor and Parkinson's disease. FUS is performed in an outpatient setting with outstanding results, reduced risk of infection and increased convenience for patients who qualify.
- Vanderbilt has been a national leader in deep brain stimulation and movement disorders for more than 25 years, bringing together a multidisciplinary team of neurosurgeons, movement disorder specialists, neuropsychologists and physical therapists to manage your patient's care.
- Our team has been recognized as a national Parkinson's Foundation Center of Excellence and has received a disease-specific certification for Parkinson's from The Joint Commission.
- Our dedicated program managers coordinate appointments, track patients' progress and facilitate connections between the patient and the care team.

<h3>Conditions Treated</h3> <ul style="list-style-type: none">• Essential tremor• Parkinson's disease• Dystonia• Other neurological and psychiatric disorders	<h3>Treatment Modalities</h3> <ul style="list-style-type: none">• Focused ultrasound (FUS)• Deep brain stimulation (DBS)• Stereotactic radiosurgery (SRS)
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VANDERBILT HEALTH

Focused Ultrasound

Frequently Asked Questions

What is focused ultrasound?

Focused ultrasound (FUS) is an incisionless outpatient procedure approved for the treatment of essential tremor and Parkinson's disease. Thermal ablation of the ventral intermediate nucleus (Vim) of the thalamus or globus pallidus internus (GPI) is done under MR guidance for visualization of patient anatomy, real-time thermometry and immediate confirmation of treatment outcome. During the procedure, patients are awake and responsive to assist in evaluating response including symptom improvement and potential side effects.

<h3>What are the benefits to the patient?</h3> <ul style="list-style-type: none">• Incisionless treatment<ul style="list-style-type: none">- Minimally invasive approach to treat essential tremor and Parkinson's disease symptoms- Treatment available on both sides (staged, unilateral with nine months separation) for ET patients and tremor predominant Parkinson's disease- No general anesthesia required- Little to no risk of infection- Convenient outpatient setting• Tremor Improvement<ul style="list-style-type: none">- Immediate post-procedure tremor improvement- Improved quality of life¹ and functional ability²- Durable tremor improvement• Parkinson's disease symptom improvement<ul style="list-style-type: none">- Improvement in motor symptoms- Reduction in dyskinesias	<h3>Which patients qualify?</h3> <ul style="list-style-type: none">• Diagnosis of essential tremor or Parkinson's disease• Inadequate response to medications• Those able to undergo MRI imaging• Those without certain exclusionary medical conditions <hr/> <p><small>¹ Premarket Approval P150038, CE mark received: www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P150038</small></p> <p><small>² Premarket Approval P150038-S022, CE mark received: www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P150038S022</small></p>
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Phone: 615-875-5645 or 615-322-0141 | Email: movementdisordertherapies@vmc.org

VANDERBILT HEALTH

Focused Ultrasound Examples


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HEALTH TOPICS

Why choose focused ultrasound for essential tremor or Parkinson's disease?

By: [Heather Russ Duggin](#)



July 16, 2024

How MRI-guided focused ultrasound can help treat movement disorders such as essential tremor and Parkinson's.

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Focused Ultrasound Examples

It's been 16 years since sweet-spot brain stimulation slowed Parkinson's progression for Hermitage man

In 2008 at VUMC there were a group of doctors trying something unheard of on a handful of patients who signed up for their study. Half would receive deep brain stimulation (DBS) surgery in attempt to slow the progression of their early-stage Parkinson's disease, and the others would not.



Stephen Purcell

Media Contacts

Craig Boerner

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✉ craig.boerner@vumc.org

Annals of Neurology (journal)

David Charles

deep brain stimulation

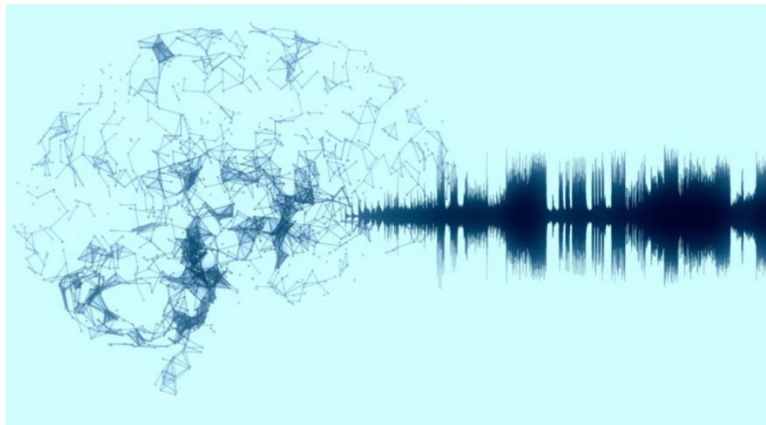
Share: [f](#) [X](#) [in](#) [✉](#) Print: [🖨](#)

Focused Ultrasound Examples

July 23, 2024

VUMC set to debut focused ultrasound treatment for tremors, Parkinson's disease

Focused ultrasound treatment is a minimally invasive procedure for the treatment of tremors or Parkinson's disease performed in an outpatient clinic with MRI as the navigation tool.



(Adobe Stock)

Dario Englot

Department of Neurological
Surgery

Department of Neurology

Parkinson's disease

Travis Hassell