REMS-Certified SPRAVATO Treatment Center Communications Toolkit

Overview

Communicating About Your REMS-Certified SPRAVATO Treatment Center

Communicating About SPRAVATO and the Patient Experience

Additional Resources

Visit SPRAVATOHCP.com or contact your local SPRAVATO representative for more information.

About the Toolkit

The Treatment Center Communications Toolkit helps to educate the referral community and patients about the availability of SPRAVATO at your treatment center and what to expect from SPRAVATO treatment.

What is in the toolkit

Communicating About Your REMS-Certified SPRAVATO Treatment Center

The resources in this section are intended to help you introduce the availability of SPRAVATO through your treatment center to referring HCPs and patients.

You may use these resources to communicate only about your treatment center's SPRAVATO-related services.

Communicating About SPRAVATO and the Patient Experience

The resources in this section are intended to help you stay connected with your referral network and educate patients and HCPs.

Additional Resources

The resources in this section may be useful to have on hand when communicating about SPRAVATO. Resources include the product logo, Prescribing Information, and Important Safety Information. Please follow all compliance reminders when using these resources.

Please note: This toolkit and its materials are being provided for your conditional use, subject to agreement with these terms. The information in this toolkit is meant to be educational to help inform your communications. Your use of these materials is not an endorsement by Johnson & Johnson of your treatment center. In no event is Johnson & Johnson responsible for your use of this material. Modifications are prohibited and Johnson & Johnson has no liability for any modifications made. Your use of this material does not provide you with any right or license to any of Johnson & Johnson's intellectual property, including, without limitation, any Johnson & Johnson logos, trademarks or images. Johnson & Johnson reserves all rights under law with respect to its intellectual property. SPRAVATO is a registered trademark of Johnson & Johnson and its affiliated companies.

HCP=healthcare provider; REMS=Risk Evaluation and Mitigation Strategy.

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28 mg nasal spray

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HCPs

When communicating with HCPs about your treatment center, consider using these resources to help plan your HCP engagements, whether they are in person or via email.

Communications Template for Healthcare Providers

An email template introducing your treatment center to potential referring HCPs

Planning and Hosting Community Engagement Events

A resource to assist with planning and hosting engagement events at your treatment center

Engaging With Your Referring HCP Community

A resource to help plan communications and outreach to your referral community

Patients

When communicating with patients about your treatment center, consider using these resources to help guide your communications to be comprehensive and patient-friendly.

Communications Template for Patients

An email template introducing your treatment center to potential patients

Engaging With Your Patient Community

A resource to help plan patient communications and outreach

SHARE Patient Onboarding

An educational resource to help onboard patients to the SHARE patient story volunteer program

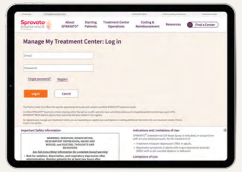
Community

When engaging with your community, you may use these resources to help build awareness of the availability of SPRAVATO at your treatment center.

Communications FAQ

A resource to answer questions about treatment center communications, including guidance on the development of videos, social media content, and promotional materials

Find a Center Profile



Manage your profile to ensure your treatment center information in the Find a Center Tool is up to date

HCP=healthcare provider.

Please see Indications and Important Safety Information, full Prescribing Information, including Boxed WARNINGS, and Medication Guide for SPRAVATO.

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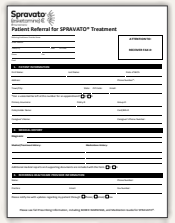
HCPs

Patient Referral for SPRAVATO Treatment Form



A form for HCPs to refer patients to your treatment center

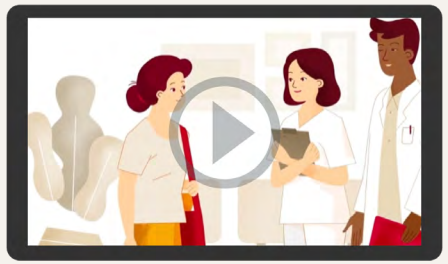
Treatment Center Patient Treatment Progress Form

A form for your treatment center to stay in communication with your referring HCPs

Patients

The following resources may assist you in introducing SPRAVATO to patients in your community. By educating patients about SPRAVATO, you may help them learn more about what their experience in your treatment center might be like. These resources may also be shared with HCPs for their use with patients.

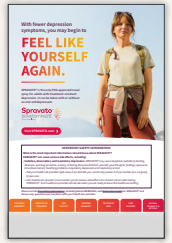
SPRAVATO Patient Video Gallery



SPRAVATO YouTube Page

Access patient stories and patient educational videos at the Patient Video Gallery or via YouTube.

In-Office Patient Brochure



HCP=healthcare provider; TRD=treatment-resistant depression.

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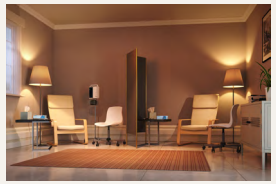
Additional resources

You may use the following resources when communicating about SPRAVATO. Including the product logo, product image, and description will help ensure that communications about SPRAVATO are compliant. When communicating about SPRAVATO, it is important to always include the Healthcare Professional version of the Indications and Important Safety Information (ISI) for internal communications and the Consumer Indications and ISI for external communications.

Photos



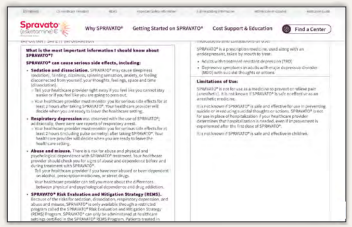
Product Image

Product Logos

Prescribing Information

Healthcare Professional Important Safety Information

Consumer Important Safety Information



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Photos

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