



NOVALIS CERTIFIED

INDEPENDENT ACCREDITATION PROGRAM

Novalis Certified™ is an independent accreditation program that promotes the delivery of cranial and body radiosurgery at a level of efficacy and safety commensurate with the highest standards of clinical practice.

Facilities that offer Novalis Certified provide a strong message to patients, their families and referring physicians who are searching for treatment options. Certification conveys a dedicated investment in the highest quality treatment protocols and end-to-end review of implementation of those protocols.

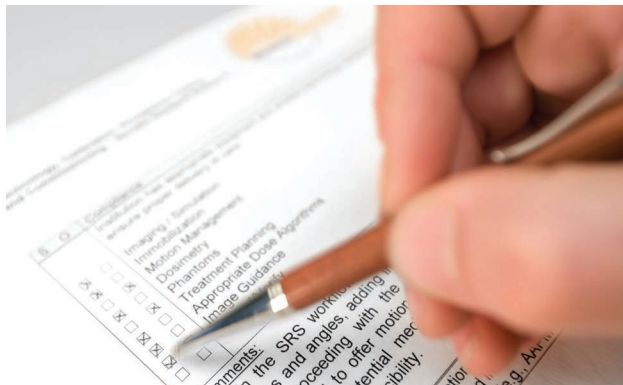
An experienced, renowned panel of experts review and evaluate each facility's program. Novalis Certified is built upon the guidance from this Novalis Expert Group and aims to guide facilities in attaining excellence in stereotactic radiosurgery (SRS) and stereotactic body radiotherapy (SBRT).

Novalis Certified Radiosurgery Centers join a community of hospitals that have demonstrated the requisite clinical capabilities and highest standards in treatment delivery.

ONSITE PROGRAM REVIEW

- ▶ Integration of Novalis®-specific procedures and specialized workflows, fostering a collaborative approach to treatment delivery
- ▶ Confidential program review and consultation to assess current practices
- ▶ In-depth analysis of the major areas of quality and safety focused on continual self-assessment and quality improvement
- ▶ Comprehensive review of staff training and qualifications, policies and procedures, quality assurance, physics calibration, commissioning and clinical protocols
- ▶ Expert recommendations for key areas of improvement and procedural enhancements and implementation

Novalis Certified centers have access to a secure online forum where they can discuss clinical cases as well as participate in new clinical best practice protocols via Novalis Circle.



A rigorous external audit promotes highest standards in SRS/SBRT



Independent certification of premium technical configuration

COMPREHENSIVE MARKETING

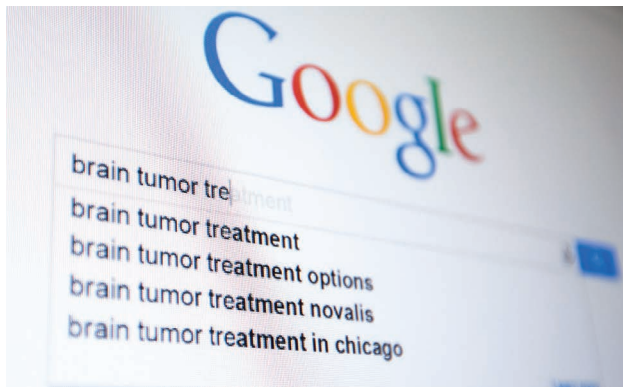
Promoting this exceptional commitment to safety and quality in the treatment of cancers and other indications with radiosurgery and SBRT gives consumers and referring physicians the information they need to make informed decisions.

Novalis Certified Radiosurgery Centers can take advantage of a comprehensive program designed to help promote their radiosurgery center of excellence to both professional and patient/consumer audiences and promote Novalis® Radiosurgery clinical benefits.

The program includes online and offline marketing content to advertise the clinical benefits and investment in advanced medical technology.

TARGET PATIENTS AND REFERRING PHYSICIANS

- ▶ Extensive digital patient referral marketing package and communications tools designed to increase website ranking, traffic, visibility and outreach among both professional and patient groups
- ▶ Digital marketing essentials including customized landing pages, Google Analytics and detailed reporting
- ▶ Geographical adaptation that directly engages patients and their families in each community while increasing physician referrals
- ▶ Optional launch event to announce investment in the community, to engage patients and their families and increase physician awareness and referrals
- ▶ Comprehensive, proven, cost-effective, customizable campaign that includes access to a national advertising campaign, informative marketing materials to educate patients, public relations templates and added promotion through the Novalis Radiosurgery hospital locator



Comprehensive online and offline marketing with optimized keywords



Dedicated landing page improves regional patient referral patterns