

Clinicians Support Guide

Helping you deliver exceptional results.

Welcome!

Welcome to our Connect Clinician Guide. We're here to support you integrating Nerva into your clinic so you can deliver a positive experience for your clients.

Inside you'll find information and best practices on how to share the Nerva program with your audience via your marketing channels that will position you as a holistic gut-health expert and help you grow your business.

We've also included some tips on how to support your patients integrating Nerva into their life so they can get the best results from the program.

Contents

1. About Irritable Bowel Syndrome
2. About Nerva
3. About the program
4. Benefits
5. Tips for patients
6. Connect Marketing Guide

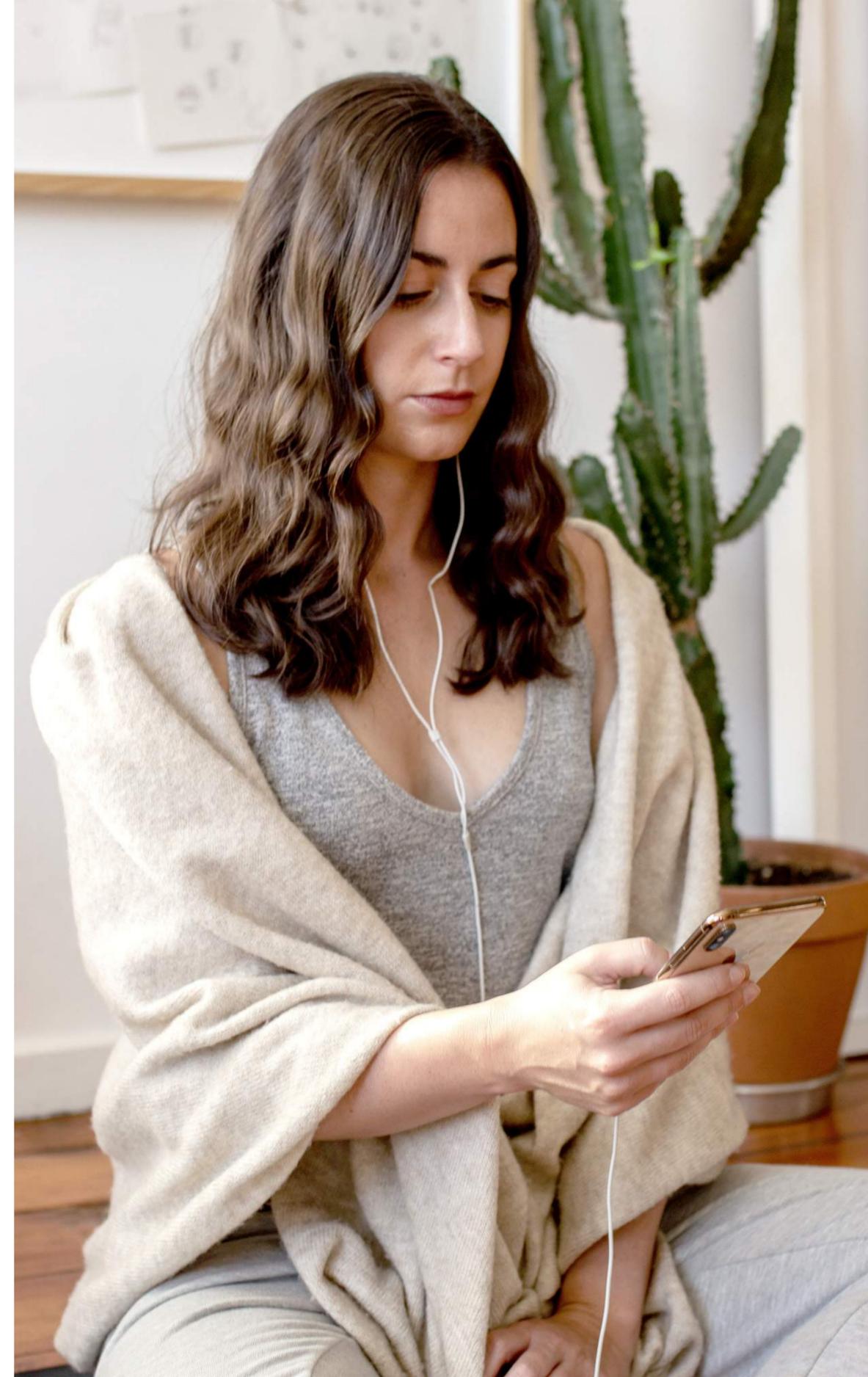
1 . About Irritable Bowel Syndrome

Irritable bowel syndrome is defined as recurrent symptoms of abdominal pain and changes in stool consistency. Some people with IBS experience diarrhea (IBS-D), others have constipation (IBS-C), and some (rather unlucky) people have to manage both symptoms on an ongoing basis (IBS-M).

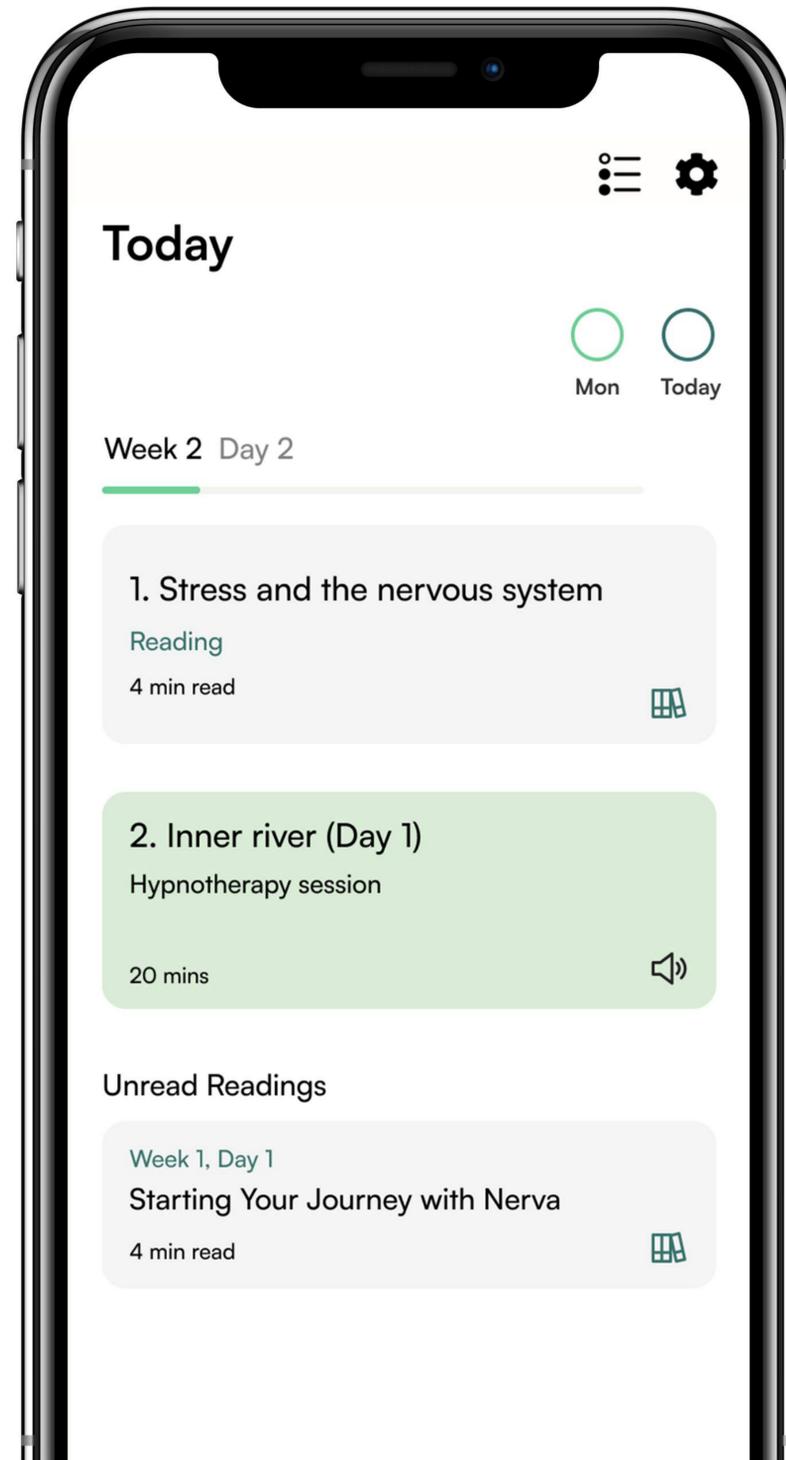
While some foods may trigger a flare-up of gut symptoms, IBS is not thought to be caused by food intolerances. Other common symptoms can include abdominal bloating, excessive wind, and nausea. For some people, these symptoms are mildly irritating, whereas, for others, they are debilitating and can last anywhere from hours to days, or even weeks.

It's also not uncommon for people to describe symptoms outside of the gastrointestinal tract. This can include symptoms of fatigue, sleep disturbances, foggy-headedness, poor concentration, irritability, or even anxiety and depression.

The most frequently used approaches to manage symptoms associated with IBS include medication, dietary therapies, and psychological treatments. Hypnotherapy is a very successful tool against IBS and is proven to work for four out of five people.



2 . About Nerva



Manage IBS with the mind

Nerva helps users self-manage their IBS symptoms through science-backed gut-directed hypnotherapy via a handy app that provides a structured six-week program, followed by a maintenance plan.

Nerva is designed by world-leading Psychophysiologicalist and Gut-Directed Hypnotherapist, Dr. Simone Peters.

3 . About the program

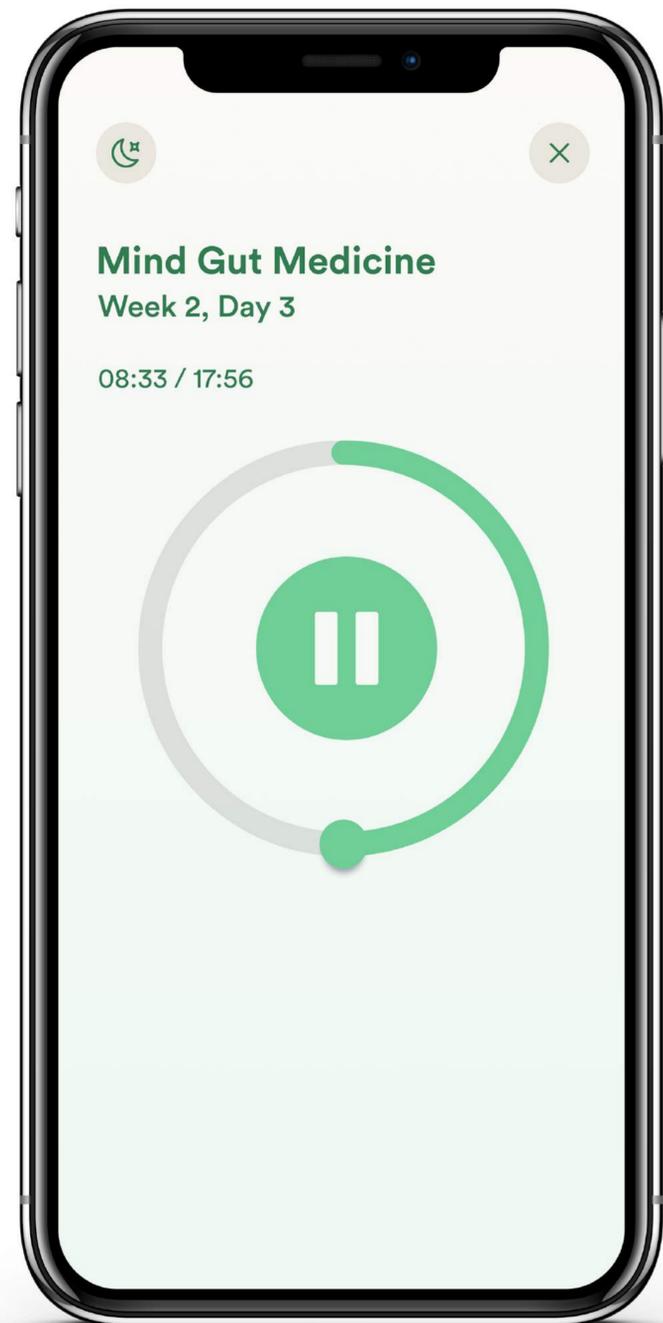


Nerva app

Users are guided through a six-week program of daily sessions of gut-directed hypnotherapy. They are also given daily educational readings and breathing exercises.

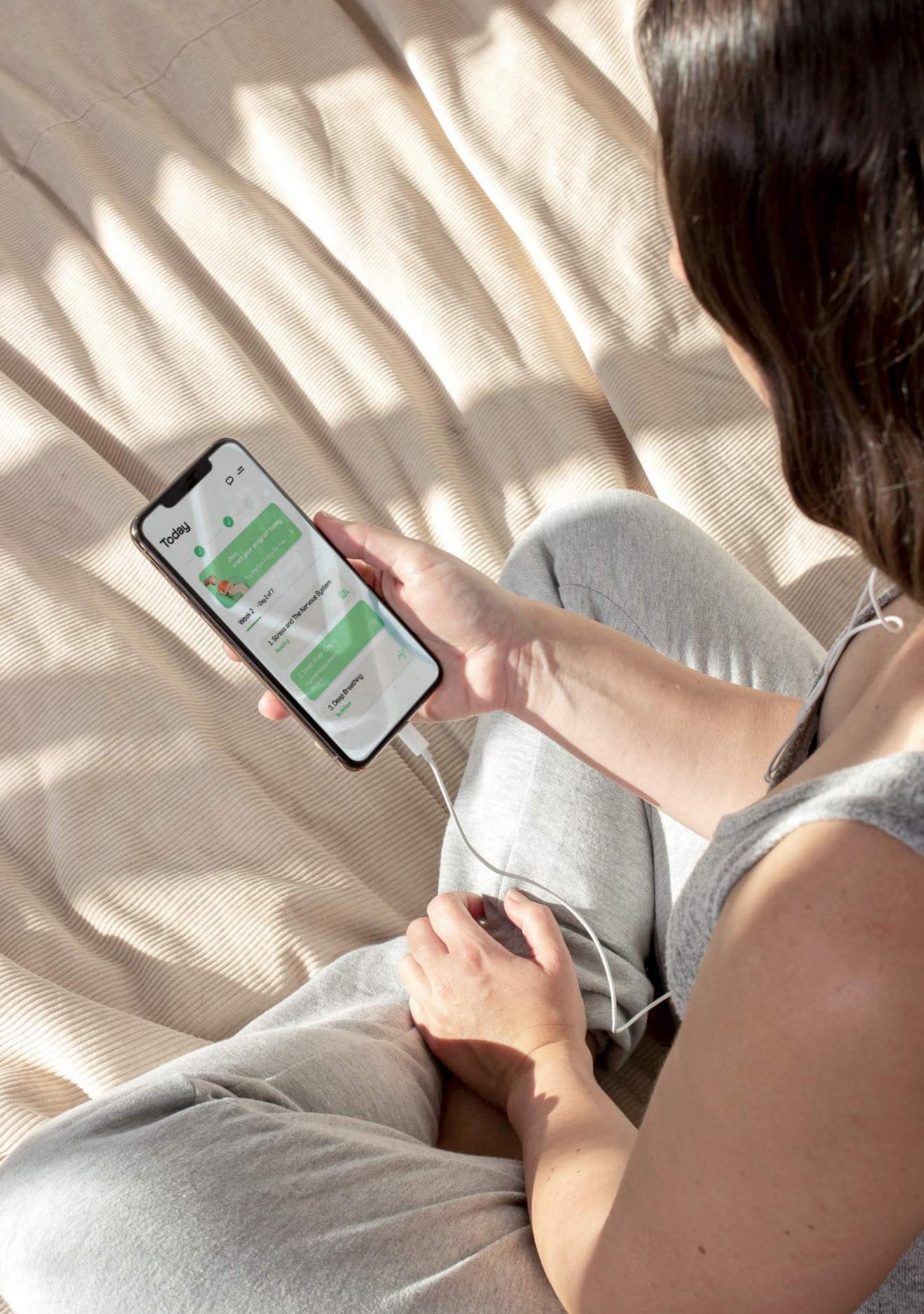
Each day they open the app, they're shown their tasks for the day, which are ticked off as they're completed. They'll be asked to record their symptom progress at points along the way.

The maintenance plan allows users who have completed the six-week course to continue practicing their skills and managing their symptoms in a more flexible format.



How it Works

- 1** Things like stress and food trigger IBS symptoms due to a miscommunication between the gut and brain.
- 2** Gut-directed hypnotherapy can help users learn how to calm down their gut-brain connection subconsciously.
- 3** A calmer gut and mind can help people reduce their symptoms.



Nerva is:

Evidence-based

We partner with world leading clinical psychologists and doctors.

Natural

Non-invasive self-care psychology program. No restrictive diets or drug side effects.

At-home management

Get personalized support 24/7, from the comfort of your own home.

Relaxing

Each hypnotherapy session brings users into a state of relaxation where they will be guided to relax both the mind and gut through visualizations.

4. Benefits

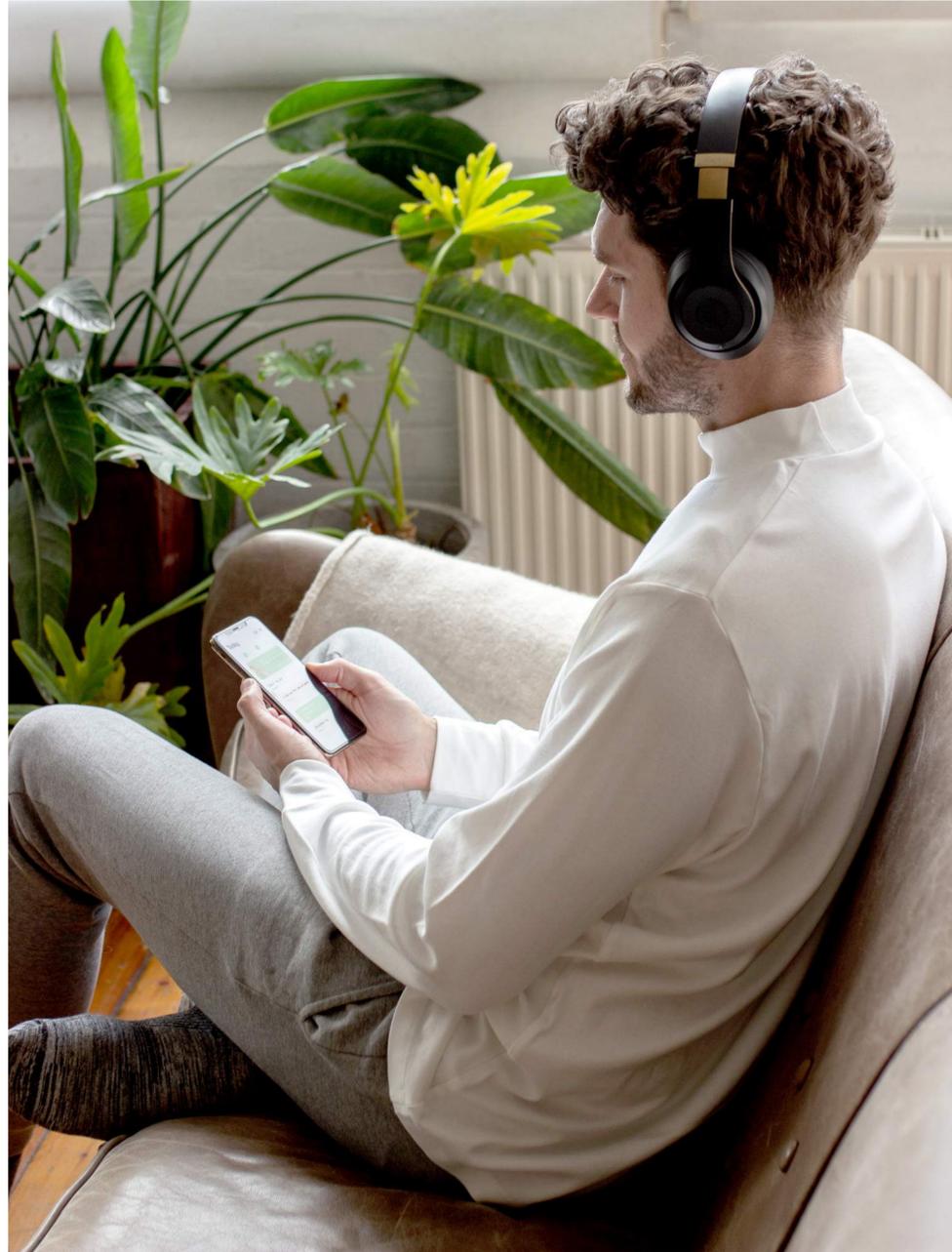
Benefits of using Nerva

- Nerva is a cost-effective way to access a gut-directed hypnotherapy program developed by world-leading psychophysiologicalist and gut-directed hypnotherapist, Dr Simone Peters.
- The Nerva program is based on research Dr Peters conducted at Monash University, which found that gut-directed hypnotherapy worked just as well as the Low FODMAP diet.
- 89% of Nerva users report better managed gut symptoms after six weeks.
- Nerva can help users learn to self-manage their symptoms long-term.
- Nerva can be seamlessly integrated into existing wellness programs and sit alongside other IBS tools.
- With Nerva, there are no side-effects; no drugs; no restrictive diets, just less IBS stress.

How patients can get the most out of Nerva

- People often assume that hypnotherapy works like a magic pill and that after one session they will be completely symptom-free.
- Regular, consistent practice of hypnotherapy is needed to see results - this is likened to building a new muscle that is strengthened over time.
- Just like people who want to build a six-pack of abs won't receive these results after one gym session. However, with consistency, over time they will see results.
- While some people may experience benefits after one session of hypnotherapy, generally they will need anywhere from 3-6 weeks with the program to create lasting change.
- Consistency is key in achieving results with hypnotherapy. It is a daily practice of retraining the brain to create new neural pathways that will enable the patient to achieve long-term results.
- There is a level of commitment required from the patient in order to see the long lasting benefits that hypnotherapy can provide.

5. Tips for patients



How patients can integrate Nerva into their life

- Create a habit: do the sessions at the same time each day to create a habit e.g. when they first wake up in the mornings; or in their lunch break.
- Habit stacking: pair daily Nerva sessions with another habit to create a positive and strong association e.g. a session after brushing their teeth / after their workout.
- Make it enjoyable / something they look forward to: this can be done by creating a mood around their Nerva sessions e.g. lighting a candle; getting comfortable in their favorite place or cuddling their pet.

6. Marketing messaging guide

When it comes to marketing, we have to be very careful about the kinds of claims we make in our copy. This is because Nerva — and our other hypnotherapy products — **are not FDA certified medical devices**, and as such, we can't make certain claims about our product from a legal standpoint.

As there is the potential that FDA may view any claim that suggests that Nerva reduces the severity of IBS symptoms as being an **actively regulated treatment claim** — we can't make outright claims of "symptom reduction/improvement"

Only use approved product claims:

 **Correct:**
Manage IBS with Nerva

 **Incorrect:**
Treat IBS with Nerva

NERVA DISCLAIMER:

Nerva is a self-management tool intended to help users live well with IBS. It should not replace any medical or professional care, diagnosis, or treatment. Nerva is not intended as a treatment for IBS and does not replace care by your provider and IBS treatments you may be using. Nerva is not a substitute for any medications. You should continue to take your medications as directed by your healthcare provider.