

CONSIDERATIONS FOR

Engaging With Your Patient Community



Patients rely on your treatment center to be a source of knowledge and reassurance. Communicating and engaging with patients are important parts of the SPRAVATO® treatment experience.

There may be appropriate patients in your community and in your practice who may benefit from being made aware that SPRAVATO® is now available in your treatment center. Consider proactively reaching out to appropriate patients with more information.

Patients in Your Community



Determine appropriate communication channels that align with the preferences and needs of both potential and current patients.



Leverage the resources available in the Communicating About SPRAVATO® section of the Treatment Center Communications Toolkit to start communication. Tailor these resources to create a personalized and informative patient engagement experience.

Patients in Your Practice



Keep appropriate patients informed about SPRAVATO® treatment availability, treatment center updates, and any changes or updates related to their treatment plans.

Refer to the Patient Communications Template for an email template to notify patients about the availability of SPRAVATO® at your treatment center.

Planning Patient Communications

Patient communications should be:



Personalized

Leverage existing content that may resonate with potential or current patients, including educational materials.

Ensure content that is specific to TRD or MDSI is **shared with the appropriate patients**.



Supportive

Provide **educational resources** that empower patients to make informed decisions about their treatment with SPRAVATO®.

Recognize the emotional journey of patients and provide a **compassionate and understanding environment** that is reflected in your communications.

Once you have created a framework for planning patient communications, refer to the [Communications FAQs](#) for more information.

MDSI=major depressive disorder with suicidal ideation; TRD=treatment-resistant depression.



Please see [Indications and Important Safety Information](#), full [Prescribing Information](#), including Boxed WARNINGS, and [Medication Guide](#) for SPRAVATO®.