

Yostra

India

60 _ decibels

March 2021



Credit: Yostra

Yostra Performance Summary

Here is a snapshot of our findings from the study of 50 NEURO TOUCH users conducted in February – March 2021.

Who is Yostra Reaching?

- 28%** Users from towns and villages (likely Tier 2 / Tier 3 centers or below)
- 74%** Accessing product like NEURO TOUCH for the first time
- 74%** Could not find a good alternative to NEURO TOUCH

What Impact is Yostra Having?

- 90%** Doctors better able to describe peripheral neuropathy to patients
- 87%** Doctors reported reduction in diagnosis time
- 87%** Doctors reported patients' lifestyles have improved
- 90%** All users reported that the quality of patient care improved. Top reasons for improvement included:
 - Improved patient experience and comfort (28%)
 - Time saving method of testing (22%)
 - Ability to conduct multiple tests using a single device (18%)

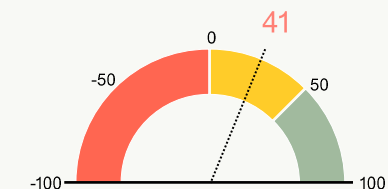
What Experience are Users Having?

- 90%** Rated the level of diagnostic accuracy of NEURO TOUCH as good
- 86%** Found it easy to use NEURO TOUCH in their daily work
- 38%** Would be disappointed if they could no longer use NEURO TOUCH

How Satisfied Are Users?

- 70%** Report no challenges with NEURO TOUCH.
- The top reported challenges are:
 - Hot and cold perception test not functioning as expected (5 users)
 - User interface challenges (4 users)
 - Device parts not working well (3 users)

Net Promoter Score



Operators NPS: **50**
Doctors NPS: **35**

User Motivation

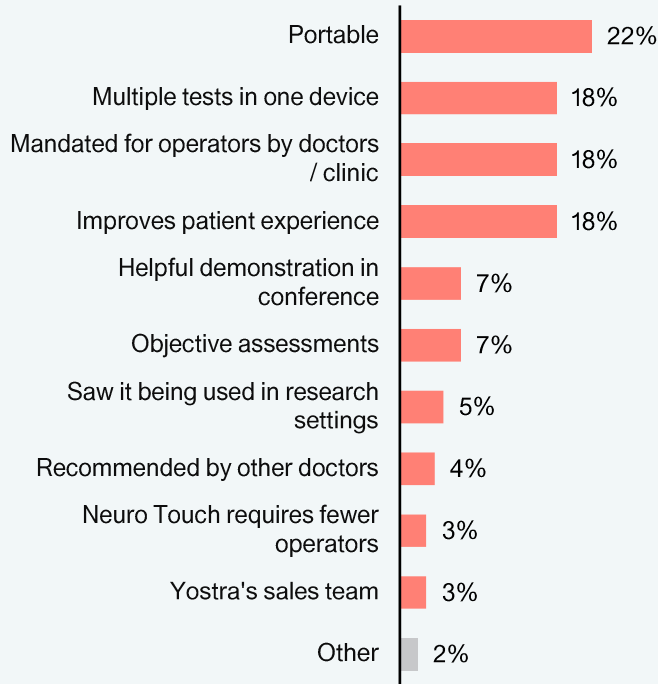
Users were motivated to use NEURO TOUCH because of its portability and multi-functionality.

User motivations varied between doctors and operators. 41% doctors reported portability and 35% doctors reported the ability to conduct multiple tests using one device as the motivator for using NEURO TOUCH.

Top motivators among operators were the mandated use by their clinics or doctors (stated by 47% of all operators) and ability to provide better patient care (stated by 26% of all operators).

Motivation to Start Using Product

Q: What motivated you to start using NEURO TOUCH? (n = 50). Open ended, coded by 60 Decibels.



“I first saw this at a conference I attended. It's portability and handiness was the best feature in my opinion.”
- Doctor, 37

“I started using it since I was at a center that did validation of NEURO TOUCH in Manipal. My professor was there and I was a Research Assistant. Now it's a part of routine clinical practice.”
- Operator, 35

“It reduces the number of people required to give diagnostic tests.”
- Operator

Diagnostic Accuracy

9 in 10 users report the diagnostic accuracy of NEURO TOUCH as either 'very good' or 'good'.

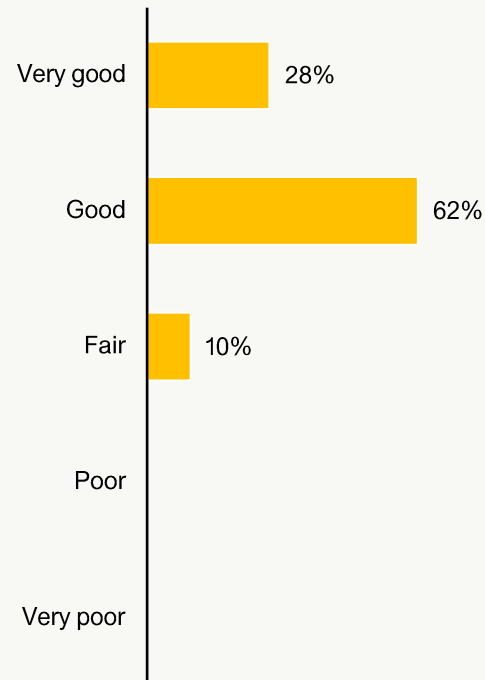
To better understand the efficacy of NEURO TOUCH, we asked users to rate the level of diagnostic accuracy of the product.

Doctors who report 'very good' were more likely to 'strongly agree' that the product allowed them to diagnose peripheral neuropathy in their patients sooner than usual.

Those who experienced a challenge with NEURO TOUCH were less likely to say its accuracy is 'very good' compared to those who did not face a challenge (13% vs. 34%).

Diagnostic Accuracy

Q: How do you rate the level of diagnostic accuracy of the NEURO TOUCH? (n = 50)



"The machine is handy and results are accurate and fast. It measures temperature and pulse rates much more accurately than others." - Doctor, 50

"How does this hot and cold temperature test work? What is the baseline against which it is measuring? How am I supposed to know what 'normal' levels are?" - Doctor, Age not disclosed

"The readings are very important and we can't compromise on them, so they should be accurate always." - Doctor, 44

Impact Performance: Quality of Care

To gauge depth of impact, users were asked to reflect on whether the quality of care provided has changed since using NEURO TOUCH.

In total, 90% reported improved quality of care, with 32% of all users reporting it had ‘very much improved’.

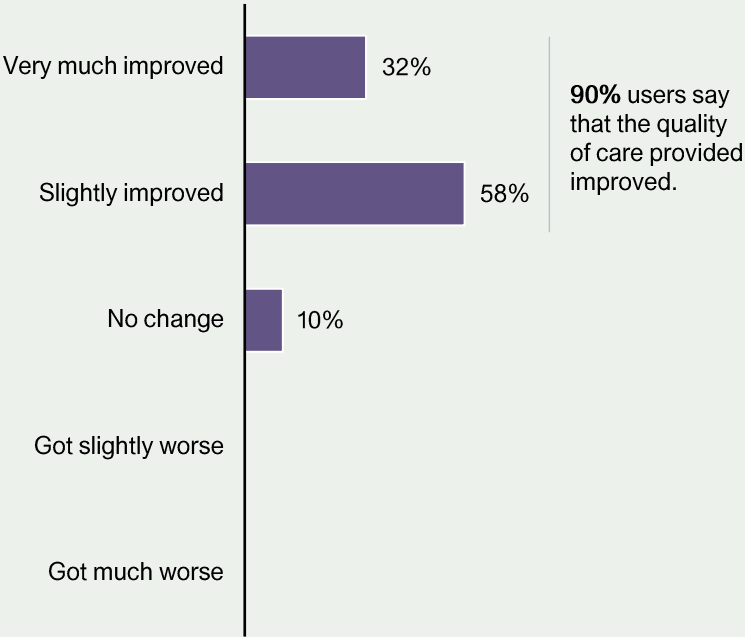
A larger share of doctors report ‘very much improved’ quality of care compared to operators.

Doctors who report ‘very much improved’ quality of care are more likely to report that their patient’s lifestyle and precautions they take have ‘very much improved’ because of Yostra’s NEURO TOUCH report.

9 in 10 users reported improvement in the quality of care provided to patients with diabetic foot conditions due to NEURO TOUCH.

Perceived Quality of Care

Q: Has the quality of care you provide to diabetic foot conditions or peripheral neuropathy patients changed because of Yostra’s product? (n = 50)



Very much improved:

“I am able to detect neuropathy in its early stage due to this machine, and also I can do multiple tests in one go.” – Doctor, 43

Slightly improved:

“The patients get their results faster and that way I can recommend them medication and precaution timely.” – Doctor, Age not disclosed

No change:

“It's been only 6 months. I didn't use it much.” – Operator, 39

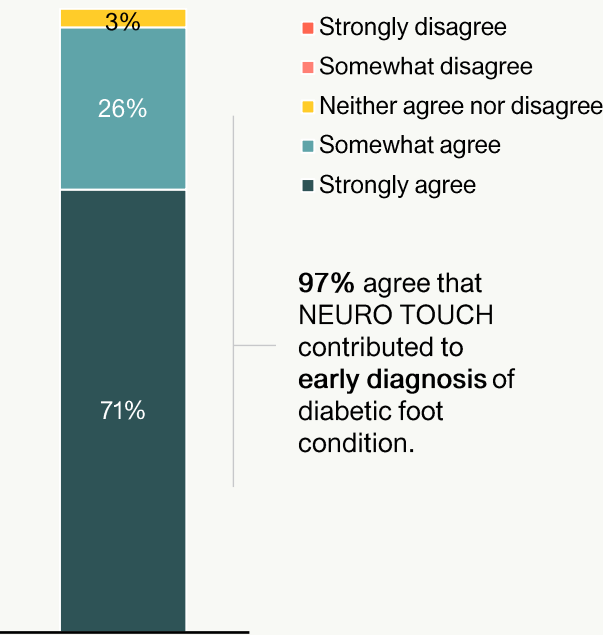
Impact on Doctors' Work

(1/3)

Nearly all doctors say that NEURO TOUCH plays a role in early diagnosis of peripheral neuropathy, and 2 in 3 doctors say the device gives their clinic a competitive edge.

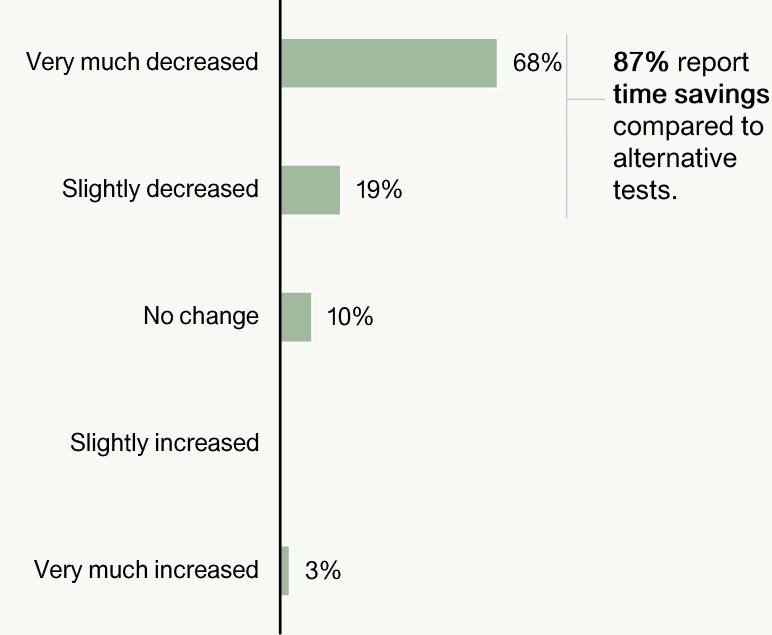
Early Diagnosis

Q: To what extent do you agree with the following statement: "My patients have been diagnosed with peripheral neuropathy sooner than usual because of NEURO TOUCH." (n = 31)



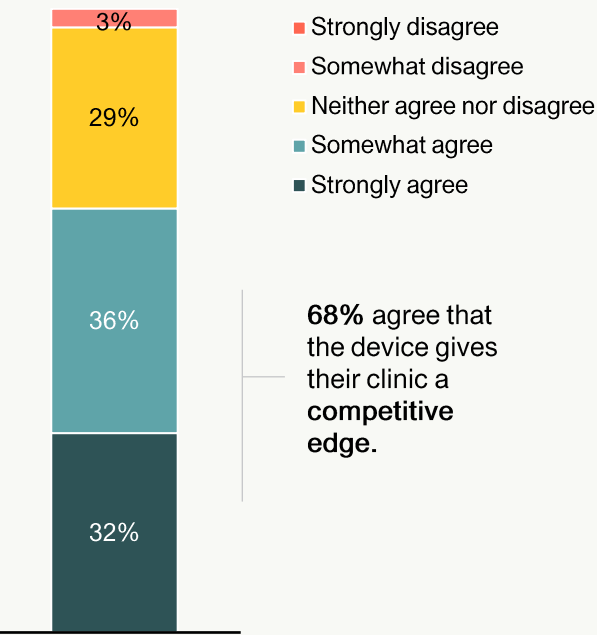
Time Taken to Diagnose Peripheral Neuropathy

Q: Compared to Biothesiometer and hot and cold perception test, how has the overall time taken to peripheral neuropathy changed because of NEURO TOUCH report? (n = 31)



Specialization of Services

Q: To what extent do you agree with the following statement: "NEURO TOUCH has given my clinic a competitive advantage over other clinics in my area." (n = 31)



Impact on Doctors' Work (2/3)

9 in 10 doctors are better able to explain peripheral neuropathy to their patients, and say their patients lifestyle has improved, both because of NEURO TOUCH.

Most doctors report that NEURO TOUCH has not only made it easier for them to explain the condition to patients, but also improve their lifestyle following diagnosis.

Informing Patients About Peripheral Neuropathy

Q: Have the following changed because of NEURO TOUCH's report? (n = 31)

