

Media Contact:
Julie Whorton
CoActive Public Relations
Ph: 415-621-6626
jwhorton@coactivepr.com



The International Neuromodulation Society Reports Record Growth in Professional Membership and Attendance at World Congress

– *Society's Milestones Parallel Major Progress in the Field of Neuromodulation* –

SAN FRANCISCO, (February 20, 2008) – The International Neuromodulation Society (INS) announced today that it now represents a professional association of more than 1200 members worldwide, approximately twice as many members as recorded at the close of 2006. With a presence in 33 countries internationally, the INS also welcomed five new national chapters last year: Brazil, Canada, China, France and Korea. The Society's burgeoning growth mirrors the expected growth of the neurotechnology market, which is projected to reach \$8.8 billion by 2012.¹

Neuromodulation is the alteration—or modulation— of nerve activity through the delivery of electrical stimulation or chemical agents to targeted sites of the body.

“Our surge in membership reflects not only the tremendous progress that is taking place in the neuromodulation industry, but also an increased appreciation for the International Neuromodulation Society's dedication to its members and representation of the industry worldwide,” said Elliot S. Krames, MD, President of the INS and Editor-in-Chief of the journal *Neuromodulation*. “The role of the INS is three-fold: to increase awareness and understanding of neuromodulation, to accelerate physician and patient access to therapies and to provide a forum for researchers, physicians, engineers and other key contributors to foster education for this fastest growing segment in medicine today.”

Analysts predict a 27 percent annual growth rate in the neuromodulation industry between 2008 and 2012. As regulators approve new treatments for such ailments as psychiatric disorders, epilepsy and traumatic brain injury using deep brain stimulation, the market for this branch of neuromodulation is projected to reach \$461 million in 2008 and \$1.36 billion by 2012. It is also projected that sales of neuromodulation devices for treatment of obesity-related disorders will reach \$479 million by 2012.¹ Neuromodulation treatments also address conditions such as chronic pain, incontinence, overactive bladder, hearing disorders, Parkinson disease, essential tremor and dystonia. Treatments for blindness, tinnitus and gastrointestinal disorders are currently in development.

“Neuromodulation has now reached a level of commercial and scientific maturity that is producing enormous benefits to patients and profits to investors,” said James Cavuoto, Editor and Publisher of *Neurotech Reports*. “As the epicenter for neuromodulation, the INS is positioned to have a unique and profound role in the continued growth of this industry.”

- more -

In addition to reporting its highest achievement in membership, the biennial INS World Congress in Acapulco, Mexico last December marked the Society's largest conference to date. Nearly 700 individuals representing 30 countries attended the five-day conference, and more than 260 poster and oral presentations covered the latest developments in neuromodulation. The 2009 World Congress is scheduled to take place in South Korea.

Also in 2007, the INS was named the Most Valuable Nonprofit Society by *Neurotech Reports* and was awarded the Golden Electrode Award at the 2007 Neurotech Leaders Forum. Additionally, the INS was a recipient of a grant from the National Institute of Neurological Disorders and Stroke (NINDS), a branch of the National Institute of Health (NIH), in support of its scientific meetings.

About the International Neuromodulation Society

The International Neuromodulation Society (INS) is a non-profit group of clinicians, scientists and engineers dedicated to the scientific development and awareness of neuromodulation – the alteration of nerve activity through the delivery of electrical stimulation or chemical agents to targeted sites of the body. Founded in 1989 and based in San Francisco, CA, the INS educates and promotes the field through meetings, its journal *Neuromodulation* and chapter websites. For more information, please visit www.neuromodulation.com.

###

¹ *Neurotech Reports*. "Neurotech Reports Releases Market Projections through 2012." December 2007.
<http://www.neurotechreports.com/pages/marketprojections12.html>