

# case study



## **Real world outcomes with Prism™ at the Institute for Advanced Psychiatry in Fort Worth, Texas. Initially PTSD and now expanding to Depression patients.**

At the Institute for Advanced Psychiatry, individuals who are experiencing symptoms following trauma first have a consultation with Dr. Ghelber, a board-certified general psychiatrist serving adult patients at her private practice in Fort Worth, Texas. During the consultation, Dr. Ghelber reviews their history, current condition, and available treatment options to develop a comprehensive care plan.

GrayMatters is the developer of Prism and works together with clinicians to build Prism programs for patient care at their practices.

### **The patient intake process**

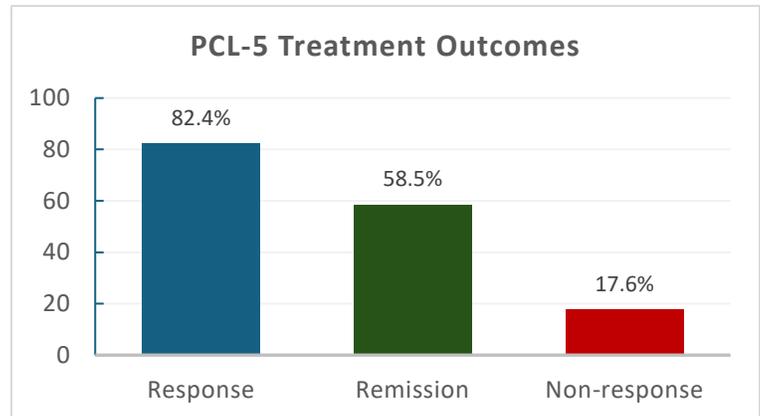
- When Prism is relevant, Dr. Ghelber explains to patients that it is not disruptive to their existing treatments, or to their life. Prism complements psychotherapy and can even support further progress with talk therapy. She then introduces the principle of neuromodulation, discussing expectations and long-term prognosis referring to published clinical data.
- Depending on the patient, Dr. Ghelber may also use an analogy to conditioning theory, such as learning to ride a bike. This helps patients understand how emotional regulation can be learned and practiced until it becomes second nature. With repeated practice, such as with Prism, these skills can be applied spontaneously in real-life situations that would otherwise be triggering, allowing patients to respond more appropriately and effectively.
- Following the consultation, a patient who shows interest or curiosity about Prism is invited to the Prism room. Dr. Ghelber facilitates the introduction to Candace Parsley DAOM, the Prism Coordinator. From there, Candace takes over.
- Using the talk track developed together with GrayMatters Health, Candace goes into more detail about Prism — explaining the room setup and EEG cap, answering any questions, and guiding them through the practical next steps. She then goes on to explain that initial Prism sessions are a discovery phase to build on skills they already have. This leads to a discussion about mental strategies, the core of Prism self-neuromodulation, and how Prism helps patients learn what is effective.

## The outcomes so far

All patients at The Institute for Advanced Psychiatry have taken medications and many patients that come to the clinic are complex and treatment resistant. Current Prism patients are a mix of some who don't want to continue taking medications or are doing EMDR, TMS or Ketamine.

In real-world use (n=17), patients at the clinic show the following improvements, consistent with previously published data:

- 82% response rate (≥10 point reduction PCL-5 score)
- 58.8% remission rate (PCL-5 score <20)



The clinic uses Beck Depression Inventory questionnaire, as well as PHQ, GAD and PCL weekly to monitor symptom relief. PCL is used at the beginning of the first Prism session and will be used at end of treatment to help assess the need for booster sessions. In addition, a Quality-of-Life questionnaire has been added. Improvements have been observed across all measurements for all PTSD patients.

Dr. Ghelber agrees that both objective and subjective assessments are important. For example, she asks patients during the initial consultation what their expectations are to set a patient-defined goal, even though this may be fluid and change over time.

## Expanding to Depression patients

The team is excited that Prism now features a protocol specifically for depression patients. While many patients at the clinic are currently undergoing other interventions for depression, Dr. Ghelber believes that self-neuromodulation has potential to help people with anhedonia and has seen positive results with initial patients.

## Growing awareness for Prism

Direct to patient Marketing efforts began with their existing database and sending out an announcement to their local referring physicians.

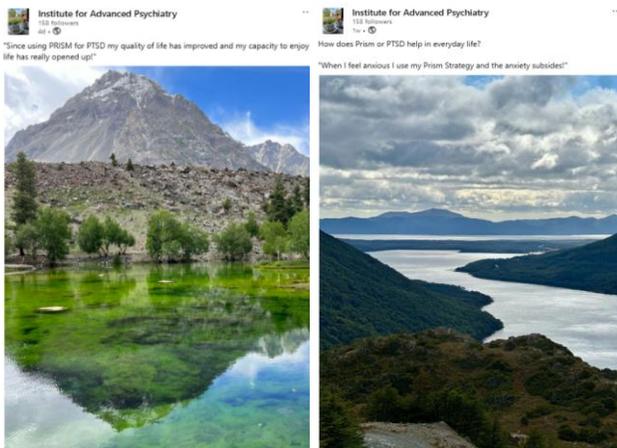
## Case Study: Real-world outcomes with Prism™

Most recently, Candace arranged an Open House to educate clinicians about Prism. Invitations went out to local Psychologists, Family Practice physicians, PA's, NP's, Therapists and Counselors. This was an opportunity to reach out to their community and demonstrate the innovativeness of the clinic. Moreover, as part of the clinic's goals to educate the next generation of providers about modern, non-invasive treatment strategies, medical students from both local medical schools were in attendance.



GrayMatters Account Manager, Jennifer Maike, was on hand to help with the demos so that attendees could experience Prism firsthand or observe a live session. This experiential approach—placing the EEG cap, following simple instructions, and then focusing on a personal mental strategy to get the animated characters to respond —proved highly effective in conveying the Prism experience. People are excited by Prism when they experience it!

Dr. Ghelber also held one-on-one conversations with clinicians about specific patients who might benefit from Prism, fostering deeper referral relationships.



The clinic is actively sharing patient testimonials\* on their social media channels to raise awareness for the services offered. After each case is completed, they speak to the patient about providing a testimonial of their experience with Prism.

Sharing these stories is a powerful way to inform, educate and engage individuals looking for treatment options to improve their mental health.

\*Individual results may vary.

### About the Institute for Advanced Psychiatry

The Institute for Advanced Psychiatry is a private interventional psychiatry practice located in Fort Worth, Texas. Diana Ghelber, MD, a board-certified psychiatrist, owns the practice and specializes in treating patients with depression, especially treatment-resistant major depressive disorder, post-traumatic stress disorder (PTSD), eating disorders, addiction, and insomnia. Their integrative approach to treatment includes Prism self-neuromodulation, transcranial magnetic stimulation (TMS), ketamine infusions, medication, psychotherapy, as well as buprenorphine treatment for opioid addiction.

This clinic's Prism journey from initial inquiry to installation took four months. Since October 2024, the clinic has booked at least two patients per month and for several months they have reached four or more.