

NeuroMetrix Launches the LivingQuell Blog, a New Platform for Exploring Perspectives on Chronic Pain

Blog to serve as a resource on issues and topics related to chronic pain, such as digital medicine and alternative treatments

WALTHAM, Mass.--(BUSINESS WIRE)-- [NeuroMetrix, Inc.](#) (Nasdaq: NURO) today announced the launch of [LivingQuell](#), a blog that will serve as an online resource for people affected by chronic pain - as well as the rapidly growing user base of the company's Quell[®] Wearable Pain Relief Technology[™].

With an estimated one in three Americans living with chronic pain, NeuroMetrix aims to create an online space to share new ideas and content, and bring together all who are impacted. LivingQuell will cover a variety of topics for those living with pain, their loved ones, caregivers, clinicians and beyond. It will also include perspectives on industry news, viewpoints from pain management and sleep healthcare professionals, and real stories from Quell users. Blog readers can also expect to learn about alternative treatments to opioids and emerging drug-free therapies, which are becoming more essential to managing chronic pain.

"Over the last 20 years at NeuroMetrix, we've maintained the practice of being customer-centric. We listen to our users and make improvements to our products in response to their feedback," said Shai N. Gozani, M.D., Ph.D., President and CEO of NeuroMetrix. "A blog that supports our customers in new ways with content from their peers as well as experts was a logical next step in our mission. Our hope is for LivingQuell to bring greater awareness, insight and education to the broader chronic pain conversation and to Quell users."

Alongside the launch of the LivingQuell blog, NeuroMetrix is also introducing a Quell Ambassador program. "We regularly connect with our users and chronic pain influencers, and they all have unique experiences and perspectives to share," said Frank McGillin, Senior Vice President and Chief Commercial Officer at NeuroMetrix. "Our Ambassador program offers a new way for them to participate in important conversations and share their personal stories about chronic pain. This also allows users whose lives have been impacted by Quell to influence future decisions about product innovation."

Recently, NeuroMetrix welcomed a group of 30 users local to its Waltham, Mass. headquarters to "meet the makers," learn about upcoming Quell product features and share their stories and feedback on the product. Quell users were able to learn more about product development directly from Dr. Gozani, and connect with peers and NeuroMetrix's customer care, engineering and marketing teams. Through the Quell Ambassador program, NeuroMetrix intends to host more of these events.

LivingQuell is now live at blog.quellrelief.com. Quell users interested in joining the Ambassador program can sign up by visiting <https://www.quellrelief.com/ambassador/>.

About Quell

Quell is designed for millions of people suffering from chronic pain. The advanced wearable device is lightweight and can be worn during the day while active, and at night while sleeping. It has been cleared by the FDA for treatment of chronic pain without a prescription. In a recent study, 81% of Quell users reported an improvement in their chronic pain. Quell users can personalize and manage therapy discreetly via the Quell Relief app. Quell also offers advanced health tracking relevant to chronic pain sufferers including pain, sleep, activity, and gait. Quell was the winner of the 2016 SXSW (South by Southwest) Innovation Award for Best Wearable Technology. Quell is available at select healthcare professionals and retailers. Visit QuellRelief.com for more information.

About NeuroMetrix

NeuroMetrix is a commercial stage, innovation driven healthcare company combining bioelectrical and digital medicine to address chronic health conditions including chronic pain, sleep disorders, and diabetes. The company's lead product is Quell, an over-the-counter wearable therapeutic device for chronic pain. Quell is integrated into a digital health platform that helps patients optimize their therapy and decrease the impact of chronic pain on their quality of life. The company also markets DPNCheck[®], a rapid point-of-care test for diabetic neuropathy, which is the most common long-term complication of Type 2 diabetes. The company maintains an active research effort and has several pipeline programs. The company is located in Waltham, Massachusetts and was founded as a spinoff from the Harvard-MIT Division of Health Sciences and Technology in 1996. For more information, please visit NeuroMetrix.com.

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