



# TMS Therapy



## Salience: What Is Deserving of Our Attention

The **Salience Network** is the part of the brain that determines what matters most. It prioritizes signals, regulates mood, and supports emotional flexibility. It plays a critical role in how we think, feel, and act. It's also deeply tied to quality of life, purpose, and our ability to function under pressure.

## What Happens When The Salience Network is Struggling?

- ▶ Flatness, hopelessness, emotional overload
- ▶ Difficulty starting, poor follow-through
- ▶ Internal chaos, racing thoughts
- ▶ Trouble falling or staying asleep
- ▶ Lack of drive, heaviness, no clarity
- ▶ Fog, indecisiveness, cognitive paralysis

## What is TMS Therapy?

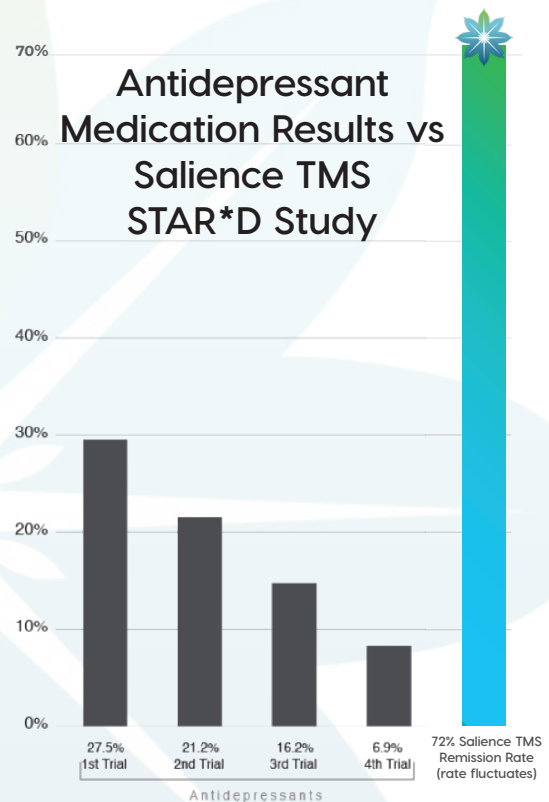
TMS (Transcranial Magnetic Stimulation) Therapy is an FDA-cleared, non-invasive therapy that uses magnetic pulses to stimulate areas of the brain involved in mood, motivation, and cognitive function.

TMS Therapy helps restore communication across key networks in the brain—especially the salience network, which is responsible for regulating attention, emotional state, and decision-making.

Unlike medication, TMS has no long-term side effects. It does not involve drugs or sedation, and patients remain awake and alert during sessions. Each treatment takes around 20 minutes, and most patients complete 30–36 sessions over 6–8 weeks.

**72% of patients reach full remission—a complete return to functional emotional health.**

These results are achieved in under 7 weeks on average, and are among the highest in the country.



**By the fourth antidepressant trial, the chance of remission from medication alone is less than 6.9%.**

Warden, D, Rush, JA, Trivedi, MH, Fava, M, & Wisniewski, SR. (2007). The STAR\*D Project Results: A Comprehensive Review of Findings. Current Psychiatry Report, 9(6), 449-59.

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**Leading Experts in  
TMS Therapy**

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# The Salience Difference



Benefit	Salience Health	Typical TMS Provider
TMS Therapy Leader	<ul style="list-style-type: none"> <li>• <b>900,000 treatments performed</b> since 2011.</li> <li>• <b>37 TMS systems</b> across multiple locations</li> <li>• One of the largest collections of naturalistic TMS data in the world.</li> <li>• Extensive treatment team <b>training program</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited training for TMS technicians.</li> <li>• Limited number of TMS systems.</li> <li>• Little-to-no centralized outcomes tracking.</li> </ul>
Patient Outcomes	<ul style="list-style-type: none"> <li>• <b>72% Remission rate</b> for Depression</li> <li>• &lt;Three percent drop-out rate</li> <li>• Adjoining <b>TMS research center</b> for off-label diagnosis &amp; treatment advancement.</li> </ul>	<ul style="list-style-type: none"> <li>• Often lower remission rates.</li> <li>• High drop-out rate</li> <li>• No research data or initiatives.</li> <li>• Outcomes not consistently measured or shared.</li> </ul>
Care Navigation & Cost Coordination	<ul style="list-style-type: none"> <li>• Extensive treatment education &amp; support.</li> <li>• Dedicated <b>Care Navigator &amp; insurance support</b>.</li> <li>• In-house financing available.</li> </ul>	<ul style="list-style-type: none"> <li>• Little-to-no support in coverage logistics.</li> <li>• Higher &amp; unpredictable out-of-pocket costs.</li> </ul>
Provider Partnership	<ul style="list-style-type: none"> <li>• Patient <b>progress regularly measured, tracked &amp; shared</b> with referring providers throughout treatment.</li> <li>• The treatment team <b>provide ongoing education</b> on sleep, nutrition, &amp; exercise to patients in treatment.</li> </ul>	<ul style="list-style-type: none"> <li>• Little-to-no structured communication to referring provider</li> <li>• Progress tracking is informal or missing.</li> <li>• Little focus on whole-person education during treatment.</li> </ul>
Patient Experience	<ul style="list-style-type: none"> <li>• Patients treat in less than 20 minutes.</li> <li>• <b>Multiple locations across DFW</b>, open availability, &amp; fast scheduling.</li> <li>• <b>Post-treatment education</b> &amp; follow-up (Alumni Program) for 12 months.</li> </ul>	<ul style="list-style-type: none"> <li>• Longer sessions with outdated machines.</li> <li>• Discharged with no follow-up or support.</li> <li>• Less scheduling flexibility &amp; access.</li> </ul>

