



## NeuroMetrix PR Campaign Wins Gold at the Publicity Club of New England 2018 Bell Ringer Awards

June 28, 2018

**“Moving Beyond Opioids: How Technological Innovations Can Impact Chronic Pain” earns top award in healthcare publicity campaign category**

WALTHAM, Mass., June 28, 2018 (GLOBE NEWSWIRE) -- NeuroMetrix, Inc. (Nasdaq:NURO) in conjunction with its public relations firm, InkHouse, received two prestigious awards at the 50<sup>th</sup> annual [Bell Ringer Awards](#) gala on Wednesday, June 13<sup>th</sup> hosted by [The Publicity Club of New England](#), the region's leading communications trade organization.

Quell<sup>®</sup> by NeuroMetrix, in partnership with InkHouse, won the Gold Award for the campaign launched in 2017: “Moving Beyond Opioids: How Technological Innovations Can Impact Chronic Pain,” addressing drug free alternatives for chronic pain. Also, NeuroMetrix and InkHouse received a Silver Award in the owned media category for the [LivingQuell blog](#).

“We are proud that the Quell PR campaign has been recognized by industry leaders,” said Frank McGillin, Senior Vice President and Chief Commercial Officer of NeuroMetrix. “With growing concerns over opioid use, it is important to build awareness of new technologies for patient care to improve pain management and make a positive impact on quality of life.”

### **About Quell**

Quell is an advanced, wearable technology for treating chronic pain. It can be worn during the day while active and at night while sleeping. Quell is drug-free and has been cleared by the FDA for treatment of chronic pain without a prescription. Quell users can personalize and manage therapy discreetly via the Quell app. Quell also offers health tracking relevant to chronic pain sufferers including pain, sleep, activity, and gait. Quell users can synchronize their data with the Quell Health Cloud, which provides customized feedback and powers one of the world's largest chronic pain databases. Quell is available online and through select retailers. Visit [QuellRelief.com](#) for more information.

### **About NeuroMetrix**

NeuroMetrix is an innovation driven healthcare company combining neurostimulation 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. The company also markets DPNCheck<sup>®</sup>, a rapid point-of-care test for diabetic neuropathy, which is the most common long-term complication of Type 2 diabetes. For more information, please visit [NeuroMetrix.com](#).

### **About the Publicity Club of New England**

Founded in 1948, The Publicity Club of New England strives to promote and encourage involvement in the communications industry and specifically the professions of public relations, promotions, and marketing. Get additional information about monthly Publicity Club programs, social and networking events, the “Bell Ringer” blog, and the Bell Ringer Awards Ceremony at [www.pubclub.org](#). Follow us on Twitter @[PubClubofNE](#) ([#pcne](#)).

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