

NeuroMetrix Announces Collaboration with Premera Blue Cross to Pilot Quell Wearable Pain Relief Technology

WALTHAM, Mass--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO) announced today that Premera Blue Cross, a leading health plan in the Pacific Northwest, will pilot the Quell® Wearable Pain Relief device within their organization. Through this innovative collaboration, Premera will provide Quell devices to selected employees with chronic pain. The pilot will assess employees' response to the technology and its impact on their pain and quality of life. The pilot will also analyze numerous objective data points including device utilization and sleep metrics that are automatically captured via Quell's smartphone app.

"We are excited to partner with a major health plan on this pilot," said Shai N. Gozani, M.D., Ph.D., President and CEO of NeuroMetrix. "We believe that this initiative could show the value of providing this drug-free, cost effective technology for employees suffering from chronic pain conditions that affect their quality of life and productivity."

"The Healthcare Incubation Lab at Premera is committed to supporting health innovation and we are excited to learn how this might help our employees better manage chronic pain," said Katy Greve, Premera's Director of Strategic Innovation. "Quell's connectivity provides a unique opportunity to leverage data that we hope will help us assess how wearable devices could improve the lives of our employees and customers" she added.

About Quell

Quell utilizes NeuroMetrix's proprietary neurostimulation technology to provide widespread relief 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. In a recent study, 81% of Quell users reported an improvement in their chronic pain. Quell includes a smartphone app that tracks and personalizes pain therapy. For more information, please visit QuellRelief.com.

About Premera Blue Cross

Premera Blue Cross is a leading health plan in the Pacific Northwest, providing comprehensive health benefits and tailored services to approximately 1.9 million people, from individuals to Fortune 100 companies. The company offers innovative health and wellness solutions focused on quality outcomes for patients and controlling costs. Premera Blue Cross, which has operated in Washington since 1933, is a not-for-profit, independent licensee of the Blue Cross Blue Shield Association.

Premera Blue Cross is a member of a family of companies based in Mountlake Terrace, Wash., providing health, life, vision, dental, stop-loss, disability, workforce wellness, and other related products and services. The family of companies employs over 3,600 people and provides healthcare coverage and related services to over 2.1 million members.

About NeuroMetrix

NeuroMetrix is an innovative health-care company that develops wearable medical technology and point-of-care tests that help patients and physicians better manage chronic pain, nerve diseases, and sleep disorders. 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 www.NeuroMetrix.com.

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NeuroMetrix, Inc.
Thomas T. Higgins, 781-314-2761
SVP and Chief Financial Officer
neurometrix.ir@neurometrix.com

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