



# Provider Toolkit

# Welcome

Thank you for being a valued customer

**This toolkit will provide you with the following materials to market your practice as you onboard our innovative technology.**

It includes the following:

## General information

- ➔ Support resources
- ➔ Qbtech fact sheet
- ➔ Testing fact sheet

## Templates

- Pre-test patient education letter
- Clinician referral letter
- Press release template

## Marketing

- Rethinking ADHD
- Useful marketing tips
- Social media post templates
- Qbtech brand

# Support resources

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## Invoicing support

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[billing.us@qbtech.com](mailto:billing.us@qbtech.com)

For invoicing questions, please contact our billing department.

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## Clinical support

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For clinical questions, contact your Qbtech representative.

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## Technical support

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[technical.support@qbtech.com](mailto:technical.support@qbtech.com)

The Qbtech team try to respond as fast as possible to all inquiries. Please allow up to 24 hours for response before reaching out to a clinical advisor for support. If urgent support is required, please CC your clinical advisor on the email.

# Qbtech fact sheet

## About

Founded in 2002, Qbtech provides in-office and telehealth ADHD testing and is transforming ADHD care through a technology-first approach. Qbtech developed the first FDA-cleared objective tests for ADHD evaluation and treatment monitoring. These objective tests streamline the ADHD assessment process and help clinicians, patients and their families to gain a better understanding of core ADHD symptoms.

Qbtech measures symptoms by combining a computer-based task with motion capture cameras, bringing more objectivity to evaluation and treatment. The company provides clinicians with industry-leading technology to clearly measure ADHD symptoms and tools and training for more confident decisions.

## QbCheck

- Test that can be done in-office or via telehealth from anywhere with computer access, available on both PCs and Macs
- FDA-cleared for diagnosis and treatment evaluation
- Measures core ADHD symptoms: activity, attention, impulsivity
- Takes 15-20 minutes to complete
- Results delivered in a visual report, comparing the patient's results to others in their age range and gender without ADHD.



## Benefit

According to published data from the [AQUA Study](#), clinicians were statistically more confident when they had results from Qbtech's tests available than when these results were withheld or unavailable during the evaluation process.

The benefits of Qbtech products in practice are substantial, both for healthcare providers and patients:

- Improved access to care
- Elevated clinician confidence in diagnosis
- 50% better identification of treatment effects than self-report rating scales (ASRS)
- Standardization of care across multiple disciplines.

For patients, we know that seeking an evaluation can be quite intimidating and you may have a lot of questions, you aren't sure where to turn. We have added in this type of objective testing because we have heard from patients that:

- it is easy to do, yes it is boring, but because it doesn't involve things like language, reading or math, it is not intellectually difficult
- patients get a better understanding of what their levels of activity, impulse control and attention looks like during the testing period and also being able to visually compare themselves to someone of their same age and gender at birth
- being able to measure how your treatment is working in a short, yet objective manner can lead to improved discussions with your clinician.

Qbtech products have been adopted across 44 states in the U.S. and at the national level by organizations such as the NHS in England in over 120 sites. They have been documented in more than 35 independent studies in diagnosis and treatment optimization, showing benefits across the patient care pathway. In March 2022, Qbtech received the Best in Mental Health Partnership Award for work with the AHSN National Program in the NHS of England.

# Testing fact sheet

## QbCheck

Regulatory: QbCheck is FDA cleared, CE marked and widely used objective test that measures core ADHD symptoms - activity, inattention and impulsivity. A typical test lasts no more than 15-20 minutes. Cleared for ages 6-60. FDA Clearance includes the ability to be used as an aid in diagnostic decisions, and aid in treatment monitoring of ADHD.

## Reporting

The test results are instantly analyzed and presented in a report that compares a patient's results with a group of people of the same age and sex without ADHD. A single, 2-page report is available to providers which includes 5 normative comparisons and a DSM-V rating scale.

## Equipment

Used via PC or Mac with web camera. Must have an internet connection and accessed via Google Chrome or Microsoft Edge browser.

## Details

QbCheck offers a portable version of objective testing with easy integration with clinical practices. QbCheck uses motion tracking gathered via the device's webcam using facial recognition technology.

## Security

QbCheck meets high security standards:

- End-to-end encryption
- Two-factor authentication
- ISO 27001 certified.

Qbtech is backed by more than 35 studies, demonstrating its ability to perform. Qbtech looks for and identifies things that cannot be found with subjective interviews and questionnaires on their own and helps reduce bias from the evaluation process.

[Additional clinical documentation](#)

# Pre-test patient education letter

ADHD Testing with **[INSERT PRACTICE NAME]**

Dear **[PATIENT FIRST NAME LAST NAME]**

**[INTRODUCE YOUR CLINIC, YOUR PHILOSOPHY ON DIAGNOSING AND TREATING ADHD, AND OPTIONAL: YOUR BACKGROUND]**

Our practice uses Qbtech's ADHD testing, an FDA-cleared medical device that provides objective data for diagnosing and treating ADHD for patients ages 6-60. This evidence-based testing allows us to gather more information on your symptoms to better understand your unique needs.

Three reasons testing is important:

- 1. Avoiding bias due to age and sex differences.
  - **ADHD presents very differently, depending one's age/sex.**
  - **Qbtech's test results include data from age/sex-matched normative groups to ensure better comparisons of your symptom severity.**
- 2. Symptoms of ADHD can overlap with other disorders.
  - **Qbtech's objective testing provides data to better understand if symptoms fit the presentation we expect with ADHD or not.**
- 3. Ensuring optimal outcomes
  - **Finding the right treatment takes some trial-and-error, and determining treatment efficacy can be difficult.**
  - **Qbtech's testing allows us to measure response to treatment to ensure you are receiving optimal results in a streamlined way.**

What you can expect:

- Testing involves a 15 to 20 minute, nonverbal, computer-based task.
- The task measures your attention level and impulse control.
- While taking the task, movements are measured to determine if hyperactivity is present.
- Results are compared to an age and sex matched group.
- With the information from your clinical interview and rating scale(s), your clinician will interpret results to determine if you qualify for an ADHD diagnosis.
- If an ADHD diagnosis is indicated, our practice may then conduct Qbtech's testing after treatment is initiated to measure your response to treatment.

Please feel free to reach out if you would like to receive a summary of research around Qbtech's testing, view sample reports, or learn more about how we are working to improve our patients' outcomes and create a better view of ADHD.

**[INSERT SIGNATURE]**

[Click here to download the template](#)

Disclaimer: This document has sample language that can be provided to a patient to help them understand the services they are receiving. The areas in GREEN should be customized to your individual clinic.

# Clinician referral letter

ADHD Testing with **[INSERT PRACTICE NAME]**

Dear **[PRACTICE OR CLINICIAN NAME]**

**[INTRODUCE YOUR CLINIC, YOUR PHILOSOPHY ON DIAGNOSING AND TREATING ADHD, AND OPTIONAL: YOUR BACKGROUND]**

I am writing to create a referral relationship with you to improve the clinical outcomes for your ADHD patients. Our practice uses Qbtech’s ADHD testing, an FDA-cleared medical device that provides objective data for diagnosing and treating ADHD in patients ages 6-60. This evidence-based testing allows us to provide more thorough assessments for ADHD by viewing the patient’s symptoms objectively, and in the context of age and sex match norms.

The testing we use has high clinical validity and has shown significant results in more than 35 independent research publications. Current procedures for medical diagnostic assessment of ADHD have been highly subjective with the use of clinical interview and rating scales alone resulting in under, over and misdiagnosis of patients.

With your referral, and patient consent, your practice will receive a report that quantifies the severity of symptoms for your patient, through both visual and statistical graphs. Measurements include hyperactivity data, alongside information on the patient’s ability to sustain attention and control impulses. If an ADHD diagnosis is established, our testing can be used to help monitor the patient’s response to treatment in an effort to achieve optimization for your patient.

Our goal is to collaborate with local clinicians to help bring more objective measures to the process of diagnosing and treating those with ADHD in our community. Please feel free to reach out to me if you would like to view sample reports, clinical documentation, or learn more about how we can help your patients. I look forward to working with you to improve our patients’ outcomes in ADHD.

Sincerely,

**[INSERT SIGNATURE AND CLINIC CONTACT INFORMATION]**

[Click here to download the template](#)

Disclaimer: This document has sample language that can be provided to clinicians in your community to help them understand the services your clinic offers. The areas in GREEN, and subsequent sections that describe how the clinic will utilize the test, should be customized to your individual clinic.

# Press release template

Here is an example of a press release. Before issuing, please share a copy with our marketing team: [marketing@qbtech.com](mailto:marketing@qbtech.com)

**[COMPANY NAME] Announces Use of Objective ADHD Testing Technology for Diagnosis and Treatment**

*Test Aims to Give Providers Increased Clinical Confidence Through Objective Data*

City, State [DATE] – [COMPANY NAME] today announces its adoption of Qbtech's objective ADHD tests, providing clinicians with actionable data for unbiased decision-making and support. These tests, created by the global leader in ADHD testing, Qbtech, are the first FDA-cleared solution to aid clinicians when diagnosing and treating ADHD in children, adolescents and adults.

Qbtech offers both in-clinic and telehealth testing capabilities, which are conducted with a healthcare provider. Using a medical device administered on a computer, the in-clinic assessment uses an infrared tracking camera and head sensor to measure core ADHD symptoms – activity, inattention, and impulsivity – through a 15-20-minute computer-based test. Results are instantly analyzed and presented in a report that compares a patient's results with a group of people of the same age and sex at birth without ADHD.

**[CUSTOMER QUOTE]** "We are excited to onboard a revolutionary technology to help our clinicians better understand core ADHD symptoms" says [name]. "Tests from Qbtech provide an opportunity to improve our care model for patients struggling with ADHD by providing objective, tangible results for a more comprehensive ADHD evaluation and treatment management program."

The data can be utilized to enable clinicians to determine treatment effects more accurately and efficiently. This gives patients access to tailored treatment faster – an outcome that can increase the quality of life for patients.

"Qbtech prides itself on providing our clinicians with industry-leading technology to treat their patients," said Tony Doyle, Commercial Director at Qbtech. "ADHD has a significant role in the current mental health crisis, and incorporating objective data into the standard treatment of care is critical for patients to be treated effectively and efficiently."

[COMPANY NAME] joins the growing list of nearly 10,000 clinicians globally adopting objective measures to more accurately rule in or rule out ADHD for their patients. Qbtech has administered more than 1 million tests, 120,000 conducted via telehealth.

The test will be offered at [COMPANY NAME] starting [INSERT DATE] and implemented for all patients struggling with ADHD. For more information visit [www.qbtech.com](http://www.qbtech.com).

**About Qbtech**  
 Founded in 2002, Qbtech is a privately-owned Swedish company that has developed leading solutions and products for improving the diagnosis, treatment and follow-up of patients living with ADHD. Qbtech has operations in 14 countries and has offices in Stockholm, Houston, and London. Qbtech is an award-winning company recognized for their innovation, most recently winning the 2022 HSJ Partnership Award for the 'Best Mental Health Partnership with the NHS'. [www.qbtech.com](http://www.qbtech.com)

[INSERT COMPANY BOILER PLATE]

Media Contact:  
[\[ADD COMPANY'S MEDIA CONTACT\]](#)

[Click here to download the template](#)

# Rethinking ADHD

## Areas to think about in creating a marketing plan for your clinic

Ensure all staff understand how Qbtech’s ADHD testing fits into your pathway and why it is important.

### Outline your service offerings and where your office might partner with the following:

- PCPs / Pediatricians
- Psychologists, Psychiatrists
- Schools / Universities
- Counselors / Therapists
- Coaches
- Parent groups
- Adult ADHS groups
- Company health fairs

### Inform your community:

- Tests from Qbtech are one of the widest FDA-cleared objective tests for both the diagnosis and treatment management of ADHD. FDA clearance is important in assuring referring physicians that testing can discern ADHD patients from non-ADHD patients to a level deemed appropriate by the FDA.
- Compares a patient to the age and sex-at-birth matched normative group.
- Used in the initial assessment and follow up treatment process, including measuring patient response to treatment, treatment optimization ,and monitoring changes in symptoms over time.
- Can be submitted for reimbursement as a neuropsychological test.\*
- Highlight that it provides improved conversation between schools and referral partners, as it gives a visual picture of the patient's symptoms as well as an objective comparison to normative groups.
- Discuss, if working with referral partners, what your process is and how it may vary based on clinician and patient expectations / request.

### Other marketing items to consider:

- Identify media outlets that might be interested in knowing you’ve added unique clinical services to the community. (Local Newspapers / TV Stations & Contact Email for Editors for press release)
- Update your online profiles: Doximity, WebMD, CHADD, Vitals, Wellness, Healthcare.com, Healthgrades.com, ucomparehealth, ratemds, superpages, thirdage, sharecare.
- Broadcast via Social Media: LinkedIn, Meta/ Facebook, Instagram, X/Twitter, TikTok, etc.
- Look at ADHD specific groups and resources to be sure you are listed as someone who assesses for ADHD: ADDitude, ADDA, CHADD, etc.

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# Useful marketing tips

## Apart from utilizing our webkit, here are some helpful tips to best inform your market of your integration of this new technology

Please note these are just suggestions based on customer experience.

### For a website

- Make “ADHD Assessments” its own tab
- On that ADHD Assessments page, make a statement that sets yourself apart from other providers.  
Ex: “We are the only provider in the area to provide this innovative ADHD testing for adults”
  - If you use both in-office and telehealth testing, highlight having both options.
  - For promoting QbTest Telehealth, use all related terms like “remote” “telehealth” and “virtual”.
- Consider a blog posts on your website (don’t have to be long or filled with references) and share these blog posts to your LinkedIn.
  - This gives another opportunity for patients to find you organically.
  - Increasing the frequency of people visiting your website and amount of time spent on a page will bring up your “ranking” in a search engine.
- Add a section of the website where clinicians can go to refer patients to you.  
Ex: <https://www.emoryhealthcare.org/contact/refer-a-patient.html>
- Discover what questions people are asking in your space and add those questions with answers to an FAQ page. This can bring in organic traffic for your website.
  - Ex: “Is there a test for ADHD?” your response can be “yes & no” – talk about QbTest’s ability to document symptoms, but only in conjunction with your other assessment methods and clinical judgement can an ADHD dx be confirmed.
  - The answers for the FAQ can be short, with links to your blog posts that elaborate on the topics.  
Ex: “Does ADHD look different in girls?” – answer: Yes it can. To learn more about this, check out our blog post [insert your link].
- <https://answerthepublic.com/reports/0c2bc727-e9f4-475c-a5a6-20c656192ddc> this site shares the most commonly searched terms/phrases involving “ADHD” and can be used for other topics important to your practice (learning disability, autism, etc.).
- Keywords by season – ADHD assessments often spike when it’s back to school time, so creating posts using “back to school” terminology and uploading around July/Aug/Sept (and maybe also late December and early January after the first semester grades come in) may result in boosts in internet traffic.

# Useful marketing tips

## Other ways to increase referrals

- Try reaching out to PCPs or other providers that might refer out for this service to partner with (note that you can test to both establish a dx and to monitor tx response).
- Utilize your LinkedIn to get the word out to colleagues who may refer out for this also (can be as simple as just sharing the ADHD assessments page of your website as a post on LinkedIn). Qbtech frequently posts ADHD-related content that you can feel free to share.
- Request that satisfied patients make a google review (more reviews and positive reviews move your ranking up in localized google searches).
- Set up a Yelp listing (even before there are reviews this helps with online visibility) – this is free.
- Consider making a Facebook/Meta, Instagram, and/or TikTok account for the business if you don't already have one. Most for medical/mental health practices just have posts of inspirational quotes, etc. with their business info (address, phone, hours) and their profile picture can be the office building or group staff pictures.
- If outreaching to Schools/Colleges/Universities, highlight your testing as a way to streamline assessments and reduce waitlists/backlogs.
- For Colleges/Universities, start outreach with Disability Services departments and Student Health Centers.



# Social media post templates



## Facebook / Instagram

We are excited to announce the adoption of @Qbtech, a global leader in ADHD testing, into our practice. Qbtech is dedicated to transforming ADHD evaluation and treatment monitoring using with its FDA-cleared technology. **[INSERT COMPANY NAME]** joins a list of over 10,000 clinicians globally using the technology to further our mission of providing exceptional mental health care for current and future patients. #ADHD #Telehealth **(Optional)** #MentalHealthMatters



## X (formerly Twitter )

Today we announce the adoption of @QbtechADHD, a global leader in ADHD testing. **[INSERT COMPANY NAME]** joins a list of over 10,000 clinicians worldwide implementing an FDA-cleared objective ADHD test. Learn more here: **[INSERT PRESS RELEASE LINK]**



## LinkedIn

We are excited to announce the adoption of @Qbtech, a global leader in objective ADHD testing. Qbtech is dedicated to transforming ADHD evaluation and treatment monitoring using FDA-cleared technology. **[INSERT COMPANY NAME]** joins a list of over 10,000 clinicians globally implementing the technology to further our mission of providing exceptional mental health care for current and future patients. Learn more here: **[INSERT PRESS RELEASE LINK]**

“Tests from Qbtech provide an opportunity to improve our care model for patients struggling with ADHD by providing objective, tangible results for a more comprehensive ADHD evaluation and treatment management program,” said **[INSERT NAME HERE]**

Learn more about the innovative technology here: **[INSERT PRESS RELEASE LINK]**

# Qbtech brand

Here are a few examples of Qbtech images



# QbCheck

Click each image to download

# Webkit

## Pre-written content to embed in your website or clinician profile pages

### ADHD Evaluations with QbCheck – what should you expect?

A diagnostic assessment for ADHD involves three main parts: gathering a clinical history through an interview with your provider, an objective measurement of symptoms remotely, and the completion of one or more rating scales.



### What is QbCheck?

QbCheck is an FDA-cleared test measuring all three core symptom domains; hyperactivity, impulsivity, and inattention. It is used when evaluating ADHD symptoms and measuring response to ADHD treatment.

Both the in-clinic and remote version involve a 15 or 20-minute computer-based task that measures your (or your child’s) ability to maintain attention and impulse control. Meanwhile, the webcam built into the laptop tracks movements, and therefore activity, during the test. The results are based on a comparison of your (or your child’s) performance with data from other people of the same sex and age.

### What does the test set-up look like?

You can complete the test on a PC or Mac with a built-in webcam. It must meet the minimum specification requirements for the ADHD assessment.

For visuals, use the downloadable images on page 13

### What do QbCheck results look like?

A sample QbCheck report is shown below:

Click to download the sample report



# Webkit continued

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## When will I receive my results?

The raw data is available immediately after the test is completed. However, your clinician must first interpret the data together with other relevant information.

In some cases, feedback can be provided in the same appointment, but sometimes a follow-up appointment will need to be scheduled. [optional to include]

## How should I prepare?

- Try to ensure adequate sleep the night before the test.
- Avoid consuming excessive amounts of caffeine the day of the test.
- If you are to be tested while on ADHD medication, please ensure that you take the medication as directed. Our practice will schedule the test a specific number of hours after the medication is taken, depending on the type of medication.
- For a child, explain that they will be taking a test on a computer which is designed to be boring.

## Why test for ADHD?

OPTIONAL: Adding objective ADHD technology can help to...

1. Mitigating gender bias.<sup>1</sup>
2. Shorten time to diagnosis.<sup>2</sup>
3. Capture treatment response not reflected by rating scales<sup>3</sup>

## Personalized suggestions:

### Why does my doctor think this is necessary?

[write your own quote here—if you have patient quotes/testimonials insert]

1. Digital technologies for assessing attention deficit hyperactivity disorder (ADHD), Diagnostics guidance, Published: 21 October 2024. <https://www.nice.org.uk/guidance/dg60/resources/digital-technologies-for-assessing-attention-deficit-hyperactivity-disorder-adhd-pdf-1053925402309>

2. Hollis, C., Hall, C. L., Guo, B., James, M., Boadu, J., Groom, M. J., Brown, N., Kaylor-Hughes, C., Moldavsky, M., Valentine, A. Z., Walker, G. M., Daley, D., Sayal, K., Morriss, R., the AQUA Trial Group, Curran, S., Clarke, J., Holsgrove, S., Jennings, T., ... Williams, A. (2018). The impact of a computerised test of attention and activity (QbTest) on diagnostic decision-making in children and young people with suspected attention deficit hyperactivity disorder: Single-blind randomised controlled trial. <https://onlinelibrary.wiley.com/doi/10.1111/jcpp.12921>

3. Martin-Key NA, Stevenson A, Roy P. Investigating the Clinical Utility of the Combined Use of Objective and Subjective Measures of ADHD During Treatment Optimization. J Clin Psychopharmacol. 2022 Mar-Apr 01;42(2):146-153. doi: 10.1097/JCP.0000000000001350. PMID: 33605643; PMCID: PMC8884177.



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