

WELCOME TO THE UNIQUE
& EXCITING WORLD OF
BRAINCORE
NEUROFEEDBACK

Adding BrainCore Neurofeedback to your office



BRAINCORE
NEUROFEEDBACK
systems

“Neurofeedback should play a major therapeutic role in many difficult areas. In my opinion, if any medication had demonstrated such a wide spectrum of efficacy it would be universally accepted and widely used.”

— Dr. Frank H. Duffy
Professor and Pediatric Neurologist
at Harvard Medical School

WELCOME

BrainCore Neurofeedback provides a unique drugless approach to addressing Brainwave Imbalance that may be associated with the symptoms of many neurological based conditions.

Brainwave Imbalance results from physical, chemical and emotional or mental stress as well as some genetic predispositions. The BrainCore technology and science is based on a training procedure that effectively balances Brainwaves providing proven relief of symptoms associated with many neurological conditions. This brochure is designed to provide you with a description of how this modality works and why it is a great fit for your health care practice.

Neurological Based Conditions

ADHD
Anxiety
Depression
Insomnia
PTSD
Learning Disorders
Memory Loss
Migraines
Peak Performance
Autism
Addictive Disorders
& Many Others...



“This changed my life.”

What is BrainCore Neurofeedback?

Depending upon your mental state, your brain produces 4 distinct brainwaves. Beta waves are produced when you are alert and externally focused, Alpha waves are produced when you close your eyes and relax, Theta is produced briefly when you start to fall asleep, and Delta waves occur when you are sleeping.

Scientific research has demonstrated that for any given circumstance, there is an accepted normal pattern of brainwave activity. A healthy, balanced, and properly regulated nervous system will produce the appropriate brain waves at the appropriate levels and at the appropriate times for any given situation. However, when the nervous system becomes tense and unbalanced as a result of subluxation, poor nutrition, stress, food sensitivities, drugs or trauma, the brain wave patterns become disrupted resulting in many different neurological symptoms and conditions.

For example, if the brain produces high magnitudes of delta or theta, the person will likely experience attention and focus issues such as those associated with ADHD, cognitive decline, learning disorders, or symptoms related to concussion. If the brain produces higher than normal magnitudes of alpha, the person will likely experience symptoms associated with fibromyalgia such as pain, irritability or depression. If the brain produces higher than normal magnitudes of beta waves, the person will likely experience symptoms associated with generalized anxiety, panic attacks, migraine/tension headaches, chronic pain, or insomnia. These are just some of the many examples of brain wave imbalance that can be addressed with BrainCore Neurofeedback.



What is BrainCore Neurofeedback?

BrainCore Neurofeedback is a unique drugless approach to addressing brainwave imbalance. Neurofeedback is guided exercise for the brain. A learning modality designed to retrain brainwave patterns. The goal of all neurofeedback is to transform an unbalanced brainwave pattern into a normal, organized pattern. By doing this, the brain becomes more stable and is able to operate optimally and efficiently. It is completely noninvasive and considered safe by the Food and Drug Administration. In fact, the Food and Drug Administration recognizes that neurofeedback has not produced a serious side effect since it first became popular in the 1960s. Published scientific research demonstrates neurofeedback's efficacy in addressing symptoms of many neurological conditions such as ADHD, Migraine and Tension Headache, Insomnia, Chronic Pain, Post Stroke Syndrome, Anxiety and Panic Attacks as well as many others.

THE NEUROFEEDBACK EVALUATION PROCEDURE

All neurofeedback begins with a Quantitative Electroencephalogram (QEEG) evaluation. The QEEG is an assessment tool designed to objectively and scientifically evaluate a person's brainwave patterns. The procedure consists of placing a snug cap on the head. Embedded within the cap are small sensors that are designed to measure and record electrical activity (or brainwaves) coming from the brain. It is important to note that these sensors do not put any electrical current into the brain – they simply record signals coming from the brain.



THE QEEG REPORT

The brainwave data recorded for each patient with the QEEG, is statistically compared to a large, sophisticated normative database and a report is generated. This assessment procedure allows the BrainCore Provider to determine in a scientifically objective manner, whether a patient's brainwave patterns are imbalanced or disorganized. Additionally, the QEEG assessment provides the Provider with the neurofeedback training protocols required during the training sessions. Retraining and normalizing specific brainwave patterns is the goal when designing these protocols. As the brainwave patterns balance, the brain is able to operate optimally and efficiently.



"My entire life has changed since I made the decision for my son to try BrainCore Therapy. We no longer have any issues at school or home and his grades went from D's and C's to A's and B's. Absolutely Amazing!!!"
 Tamara S. – Michigan

"I endured migraine headaches at least 3 times a month for 15 years. I have not had a migraine in more than 6 months since I completed the BrainCore Program."
 Jill W. – Bluffton, SC

The BrainCore Neurofeedback Training Session

Patients connect to a computer using sensors that allow the computer to record their brainwave activity. These sensors are noninvasive and painless. The sensors simply receive the brainwaves emitted by the brain, and carry them to the computer for amplification and recording by the BrainCore software. Information about these brainwaves is displayed on the provider's monitor.

The BrainCore Neurofeedback software automatically detects when the brainwaves are properly ordered, and it feeds that information back to the patient in real time through training media chosen by the patient, which may include a game, movie, TV show, music or musical tones. The Neurofeedback software facilitates the training media to signal the patient when the brainwaves begin to balance. The patient is actually controlling the training media with their brain; and by doing so, the brain is learning how to regulate itself.

The more those circuits are driven and used – the more neuroplasticity changes take hold. The patient learns how to use those new circuits during the demands of everyday life.



The theory of neurofeedback is based on a simple concept - When you have information on what your brainwaves are doing, your brain can use that information to change how it works.

Published Research

For over 50 years neurofeedback has been studied in research labs at prominent Universities throughout the world. In fact, Dr. Frank H. Duffy, a Professor and Pediatric Neurologist at Harvard Medical School, stated that "Neurofeedback should play a major therapeutic role in many difficult areas. In my opinion, if any medication had demonstrated such a wide spectrum of efficacy it would be universally accepted and widely used."

The Braincore Neurofeedback System

The BrainCore Neurofeedback System was designed to be unlike any other neurofeedback system on the market. The system is completely "turnkey" and easy to implement. The BrainCore system is designed to be staff operated and staff marketed, allowing you to produce a significant cash revenue stream without interfering with your existing practice. In fact, the BrainCore Neurofeedback sessions can be performed without you even being in your office. When you decide to add BrainCore Neurofeedback to your office you will receive a complete and comprehensive program to implement BrainCore as a sub-specialty in your existing practice. The system includes a custom built computer, two monitors, proprietary neurofeedback training software, high fidelity soundbar and headphones, 2 QEEG caps, subscription to Bionosity Audio Visual Entrainment, QEEG amplifier, heart-rate variability biofeedback system, all the sensors and supplies to perform the QEEG as well as neurofeedback training, and subscription to the QEEG normative database. The BrainCore Neurofeedback System is included as part of your membership in the BrainCore Network of Providers.





THE BRAINCORE NETWORK OF PROVIDERS MEMBERSHIP

When I set out to develop BrainCore, we wanted to do more than sell a high priced piece of equipment. I wanted to create an association of providers who shared the same vision and passion I had for neurofeedback. This philosophy separates the BrainCore Neurofeedback System from any other neurofeedback system on the market, and that is why we created the BrainCore Network of Providers. Membership in the BrainCore network comes complete with a BrainCore Neurofeedback System as well as the following support benefits:

- ✓ **The complete BrainCore turnkey system**
This includes all of the equipment necessary to perform QEEG evaluations and neurofeedback training in your office. This includes a custom built computer, second monitor, proprietary neurofeedback training software, high fidelity headphones, 2 QEEG caps, subscription to the Bionosity audio visual entrainment software, custom engineered QEEG amplifier, heart-rate variability biofeedback module, all the sensors and supplies to perform the QEEG map as well as the neurofeedback training.
- ✓ **An all-inclusive training course**
BrainCore offers two training options for your convenience. For those of you that prefer to be trained in your office, we offer comprehensive online training. For those who prefer hands on training we offer a program consisting of live online interactive web classes combined with an intensive one day hands on class taught by our ownership team, in our corporate office in Hilton Head Island, SC.
- ✓ **Territory protection** The BrainCore System is sold based on exclusive territories. This means that we will not sell another BrainCore membership to anyone in your territory. In order to insure your unique identity and position in your community, we will protect your territory for you.
- ✓ **Remote internet access for clinical, technical and marketing support** One of the biggest challenges facing the neurofeedback practitioner is finding support for all the clinical, technical, marketing issues that are unique to neurofeedback. The BrainCore Neurofeedback System is the only neurofeedback system in the world that provides real time remote support via a direct internet connection with our customer service department. Each BrainCore computer in the field can be remotely accessed by our support department to provide technical, clinical and marketing support in real time.
- ✓ **BrainCore Neurofeedback Symposiums**
Each year BrainCore offers a three day symposium for all BrainCore members and staff – free of charge. This symposium includes guest lectures from some of the foremost authorities and researchers in the neurofeedback community as well as case presentations from BrainCore providers throughout the country.
- ✓ **Access to the BrainCore Doctor Forum**
This is an online forum where BrainCore doctors can connect and share marketing ideas, clinical insights, make case presentations, and ask questions.
- ✓ **Access to Lunch & Learn webinars**
These webinars are a continuation of our basic training and are a valuable part of what BrainCore offers. Some of the Webinar topics include discussions regarding the clinical aspects of neurofeedback, presentations of the latest research in the field, as well as marketing neurofeedback in your community. By attending these webinars you will expand your knowledge base and competency in providing high quality, effective neurofeedback therapy and you will learn how to create a successful neurofeedback business.
- ✓ **Subscription to the QEEG normative database**
As mentioned earlier, the QEEG evaluation requires comparison to normative brain map data that is privately owned. Your enrollment in the BrainCore Network includes your subscription to the database.
- ✓ **Marketing** Included in your BrainCore Network Membership is access to our marketing expert as well as exclusive marketing materials which include 8 powerpoint presentations to educate your community about the benefits of neurofeedback.
- ✓ **Yearly Software Updates** Your membership in the BrainCore Network includes all necessary software updates – free of charge!
- ✓ **Full Replacement Warranty** One of our goals here at BrainCore is to insure that your BrainCore System is fully operational all of the time. If your system fails, then you can't see patients and if you can't see patients, then you lose money. As part of your membership, BrainCore will provide a full replacement warranty on all of the BrainCore equipment. This will protect you from downtime and insure that you don't lose money.

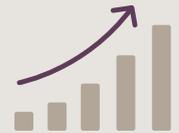


The Cost & Return on Investment

Joining the BrainCore Network of Providers and adding the BrainCore System to your existing practice produces significant cash revenue with minimal investment. The best part is that BrainCore will finance your investment with zero percent interest.

Now, let's talk about the return on your investment. We understand that neurofeedback is typically not covered by insurance. It is cash driven service that people will absolutely pay for. They are coming to your office with debilitating conditions that have not responded to the traditional medical approach. These conditions impact the lives of these patients every day, so the thought of paying \$2000 or \$3000 for potential relief from these conditions is well within reason. BrainCore creates a substantial cash flow in your office without the headache of dealing with insurance.

LET'S CRUNCH THE NUMBERS



The average initial case value for a Neurofeedback patient is between \$3000 and \$4500. Based on these numbers, your first 6 to 8 patients cover the entire cost of the program. It is possible to pay for your entire program in just the first month alone and, in fact many of our providers have done just that.

BIOFEEDBACK CERTIFICATION INTERNATIONAL ALLIANCE

BrainCore Systems offers a program to help you and/or staff members to achieve National Board Certification in Neurofeedback from the Biofeedback Certification International Alliance (BCIA). Once completed successfully the board certified practitioner or technician will be recognized nationally and can place the letters BCN or BCN-T after their name.



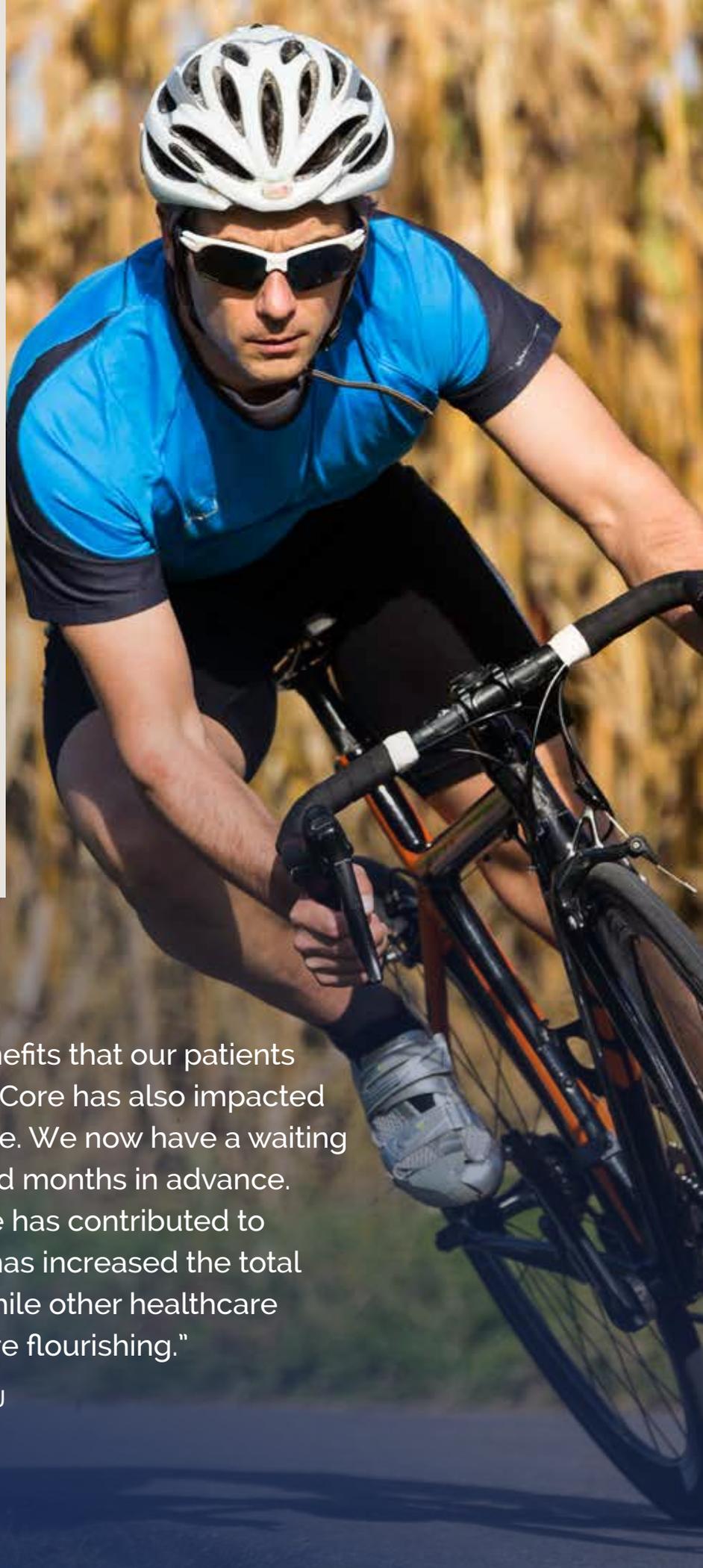
Learn more at www.braincoretherapy.com/providers

BRAINCORE PROVIDES A UNIQUE SELLING POINT

BrainCore Neurofeedback provides a unique selling point which separates your office from other offices in your community. You will be able to offer an effective and unique service to your community that will drive people to your office. In addition, more and more health professionals are referring patients to neurofeedback practitioners making you a great referral source for many other healthcare providers. This is probably because the FDA considers neurofeedback to be completely safe and recognizes that neurofeedback has not hurt a single person in more than 50 years of use.

BRAINCORE CREATES NEW PATIENTS

In addition to the significant independent revenue stream that BrainCore creates in your office, it also contributes to building your primary service. As more neurofeedback patients come through your office they are exposed to all of the services you provide.



“In addition to the incredible benefits that our patients have experienced, adding BrainCore has also impacted the financial success of my office. We now have a waiting list of BrainCore patients booked months in advance. In the past year alone BrainCore has contributed to the growth of my practice and has increased the total revenue in our office by 30%. While other healthcare providers are struggling – we are flourishing.”

— Frank Stiso, DC, BCN - Manasquan, NJ

THANK YOU

Thank you for taking the time to read this brochure. For more information, or to schedule an online Demo contact our office at 843-686-9350.



BrainCore Systems

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www.braincoretherapy.com/providers