

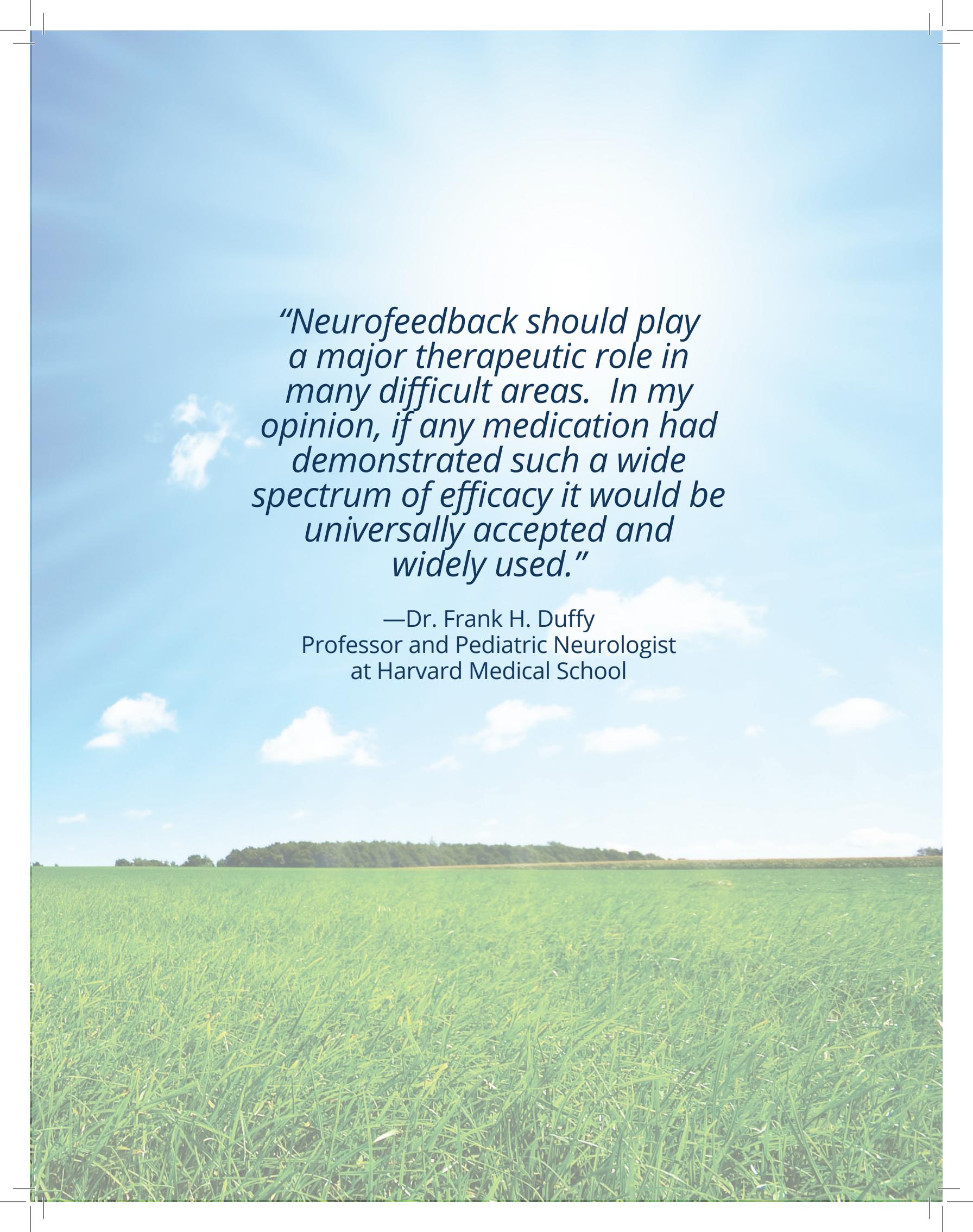
**Welcome to the Unique and Exciting World of**

# **BrainCore Therapy**

A large, stylized blue graphic element resembling a thick, curved arrow or a swoosh that starts from the top right and curves downwards and to the left, framing the right side of the 'BrainCore Therapy' text.

**Adding BrainCore Neurofeedback  
To Your Chiropractic Practice**

Braincore Systems, LLC



*“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 Therapy provides a unique drugless approach to treating Brainwave Dysregulation that may be associated with the symptoms of many neurological based conditions.

Brainwave Dysregulation is a condition that results from tension on the nervous system caused by subluxation, poor nutrition, stress, food sensitivities, drugs or trauma. The BrainCore technology and science is based on a training procedure that effectively regulates the nervous system providing proven relief of conditions associated with Brainwave Dysregulation. This brochure is designed to provide you with a description of how this therapy works and why it is a great fit for a chiropractic office.

## NEUROLOGICAL BASED CONDITIONS

ADD/ADHD

Insomnia

Panic Attacks

Memory Loss

Autism

Asperger's Syndrome

Post Stroke

PTSD

Headaches

Migraines

Fibromyalgia

Traumatic Brain injury

Anxiety Disorders

Learning Disorders

And many others...

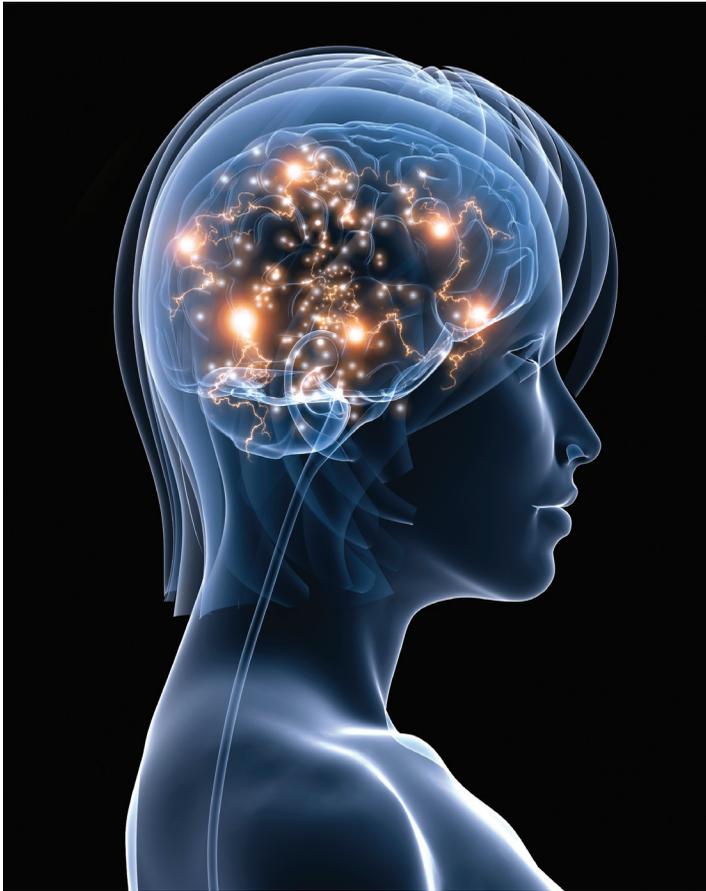
## WHAT IS BRAINWAVE DYSREGULATION?

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 dysregulated 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 dysregulation that can be addressed with BrainCore Neurofeedback.



## WHAT IS BRAINCORE NEUROFEEDBACK?

BrainCore Neurofeedback is also known as EEG Biofeedback. Neurofeedback is guided exercise for the brain. It is actually a learning modality designed to retrain dysregulated brainwave patterns. The goal of all neurofeedback is to transform an unhealthy, dysregulated brainwave imbalance into a normal, healthy, organized pattern. By doing this, the brain becomes more stable and is able to operate optimally and efficiently. It is completely noninvasive and is considered by the Food and Drug Administration to be safe. In fact the Food and Drug Administration recognizes that neurofeedback has NEVER produced a serious side effect since it was first discovered over 40 years ago. Published scientific research has demonstrated neurofeedback's efficacy in managing 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

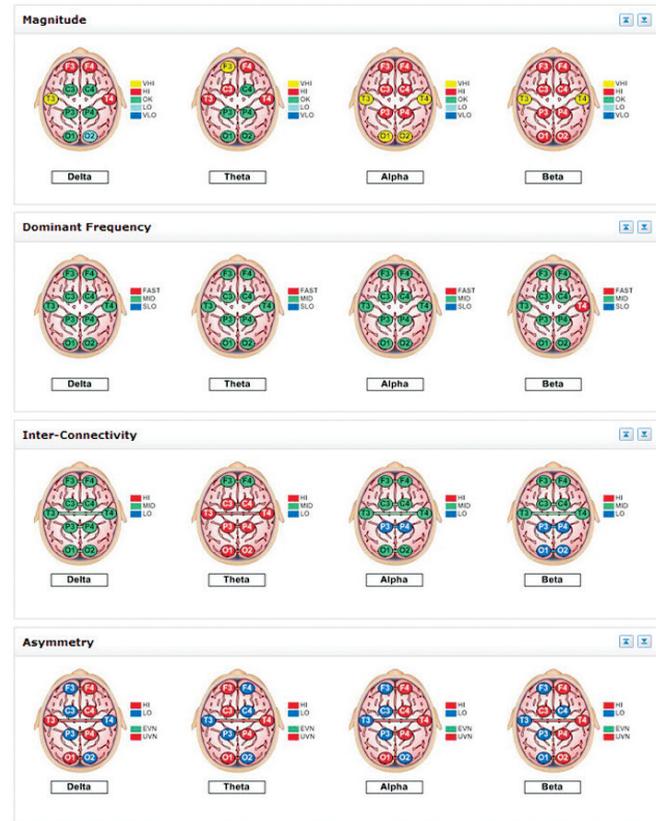
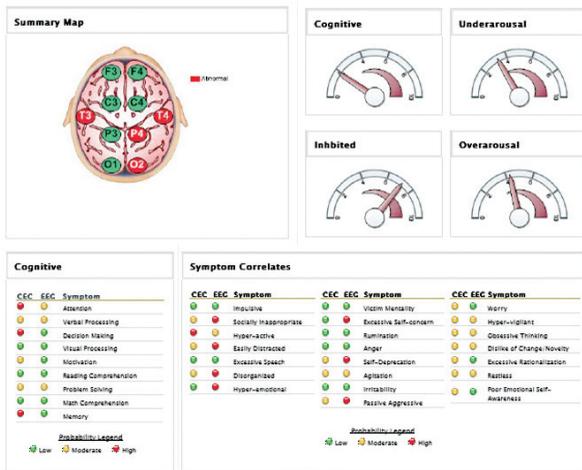
All neurofeedback begins with a Quantitative Electroencephalogram (QEEG) evaluation. The QEEG is an assessment tool designed to objectively and scientifically evaluate a person's brainwave patterns. The procedure consists of placing a snug cap on the head.

Embedded within the cap are 12 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 with the QEEG is statistically compared to a sophisticated and large normative database and a report is generated. This assessment procedure allows the doctor to determine, in a scientifically objective manner, whether a client's brainwave patterns are different from normal. The QEEG assessment provides the doctor with the neurofeedback training protocols that will be used during the training sessions. These protocols are designed to retrain the brainwave patterns toward normal. As the brainwave patterns normalize, the brain is able to operate more optimally and efficiently.





## NEUROFEEDBACK TRAINING SESSIONS

Individuals are hooked up to a computer using wires and sensors, and the computer records their brainwave activity. These sensors are non-invasive, as no electrical current is put into the brain. The sensors simply record the brainwaves coming from the brain. Information about these brainwaves is displayed on the doctor's monitor.

The software automatically detects when the brainwaves are properly ordered and it feeds that information back to the patient. This feedback appears in the form of a game, movie, or sound which signals the patient that the brainwaves are becoming more ordered. For example, in the image above, the patient is watching a puzzle of a picture that is being filled in piece by piece. As long as the patient's brain waves are moving in an orderly direction, the puzzle pieces are filled in and the patient hears a tone. If the brainwave patterns move away from an orderly configuration, then the puzzle does not get filled in and no tone is produced. The patient is actually controlling the completion of the puzzle with their brain and by doing so; the brain is learning how to regulate itself.

In another design, the patient performs the training while watching a movie. In this case the pa-

tient may watch a movie that is being controlled by their ability to regulate their brainwaves. The movie will get brighter as the brain waves normalize and become darker when they become dysregulated. The brain's natural desire to watch the movie clearly, will drive those neurological circuits that normalize the brainwaves and



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



## THE BRAINCORE NETWORK OF DOCTORS MEMBERSHIP

When I set out to develop BrainCore, I wanted to do more than sell a high priced piece of equipment. I wanted to create an association of doctors 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 I created the BrainCore Network of Doctors. 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 all in one computer, second monitor, proprietary neurofeedback training software, high fidelity speakers, 2 QEEG caps, audio visual entrainment system, Q-Trainer EEG, heart-rate variability biofeedback system, all the sensors and supplies to perform the QEEG as well as neurofeedback training.
- **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.
- **An all-inclusive training course** This 2 day training course encompasses all aspects of operating the BrainCore System. The course includes comprehensive manuals for you and each member of your staff detailing the entire training course.
- **Subscription to the QEEG normative database** As I 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.
- **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.
- **Marketing materials** Included in your BrainCore Network Membership is a complete marketing package. This includes business cards, posters, signs, advertisements, marketing manual, power point lectures for community workshops, a research folder including the latest peer reviewed studies.
- **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.
- **Yearly Software Updates** Your membership in the BrainCore Network includes all necessary software updates – free of charge!
- **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 doctors throughout the country.
- **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 AND RETURN ON INVESTMENT

Joining the BrainCore Network of Doctors and adding the BrainCore System to your existing Chiropractic practice produces significant cash revenue with minimal investment. The best part is that BrainCore will finance your investment with no money down and zero percent interest. The BrainCore Network Membership is a 40 month agreement that begins the month after you receive your equipment and at the end of the term you own the entire system. You can start producing revenue even before you make your first payment !

Now let's talk about the return on your investment. We understand that neurofeedback is not covered by insurance. It is cash driven service that people will absolutely pay for. Remember, these patients are not suffering with neck pain or low back pain for which they can take a pill. 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. In addition, for best clinical results, all neurofeedback patients are required to be under chiropractic care. The average case value for 20 chiropractic visits is between \$1000 and \$1500 and this may be covered by insurance.



**Let's crunch the numbers.** The average initial case value for a neurofeedback / chiropractic case 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 doctors have done just that.

## UNIVERSITY OF BRIDGEPORT NEUROFEEDBACK CERTIFICATE PROGRAM AND THE CHIROPRACTIC SCOPE OF PRACTICE IN YOUR STATE

BrainCore Therapy is the only neurofeedback system in the world that offers a neurofeedback course sponsored by an accredited Chiropractic College – The University of Bridgeport. Why is this important? While neurofeedback is considered to be an adjunct therapy to chiropractic, most State Boards require that chiropractors utilizing neurofeedback receive training in neurofeedback from



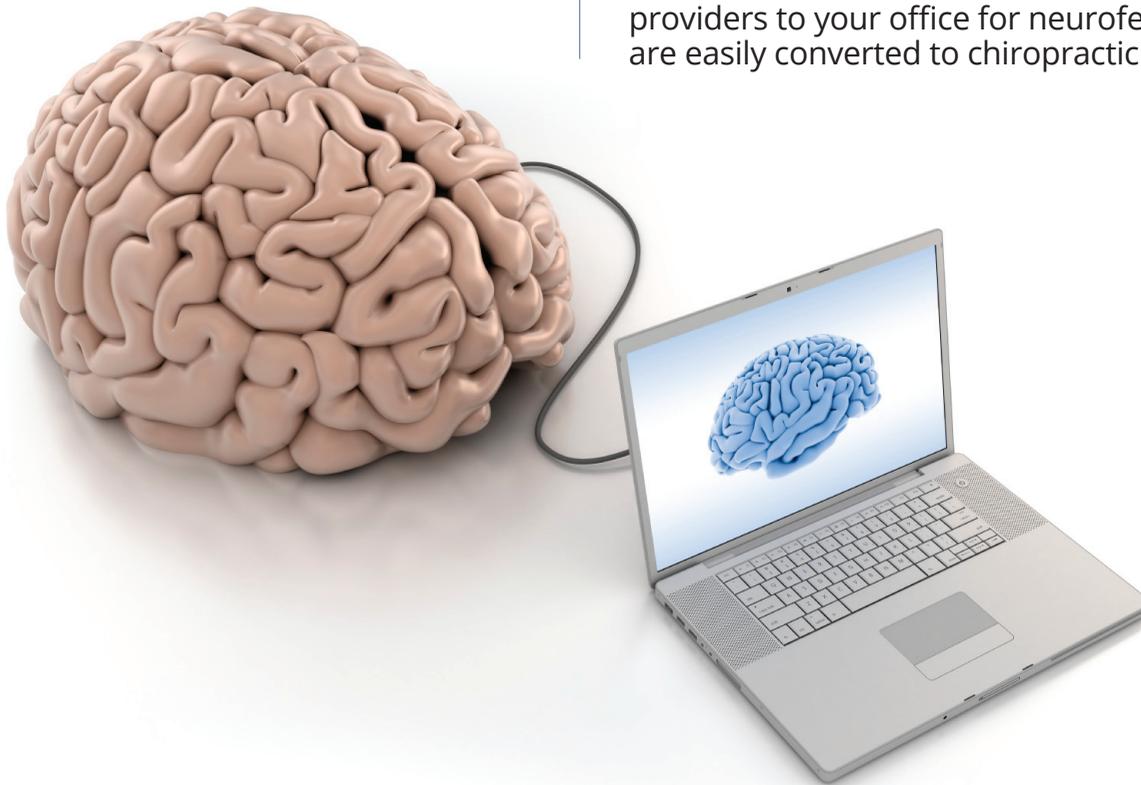
an accredited chiropractic college. As part of the BrainCore System we include this certificate course to meet this requirement of those State Boards. **If you are considering purchasing another neurofeedback system please note that without this training, you may not be able to use your neurofeedback equipment in your state.** Please check with your State Board for more detailed information regarding this requirement.

## **BRAINCORE PROVIDES A UNIQUE SELLING POINT**

BrainCore Therapy provides a unique selling point which separates your office from other chiropractors in your community. You will no longer be competing for a sliver of the “neck and back pain” pie. 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 medical doctors are referring patients to neurofeedback practitioners making you a great referral source for many of these doctors.

## **BRAINCORE CREATES CHIROPRACTIC PATIENTS**

In addition to the significant independent revenue stream that BrainCore creates in your office, it also contributes to building your chiropractic practice. It is a well-established fact that medical doctors and other healthcare professionals are more comfortable referring patients for neurofeedback than they are for Chiropractic. 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 40 years of use. As part of the BrainCore protocol, all neurofeedback patients are required to also receive chiropractic care. This means that the referrals that you receive from medical doctors and other healthcare providers to your office for neurofeedback are easily converted to chiropractic patients.



*“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 chiropractic practice and has increased the total revenue in our office by 30%. While other chiropractors are struggling - we are flourishing”*

— Frank Stiso, DC, BCN - Manasquan, NJ



## **GUY ANNUNZIATA, DC, BCN**

My name is Dr. Guy Annunziata and I am the founder and developer of BrainCore Systems. I am Board Certified in Neurofeedback through the BCIA and I currently serve as a mentor for candidates seeking certification. The BrainCore Neurofeedback System was born out of my own personal experience with neurofeedback. I first discovered neurofeedback while researching alternative treatments for my nephew who had been diagnosed with Asperger's Syndrome. The concept of re-training brain wave patterns to overcome many of the neurological conditions that I was seeing in my chiropractic office as well as all of the research supporting the efficacy of neurofeedback for these conditions fascinated me. I purchased my first neurofeedback system in 2007 and began my training. After several months of reading books and attending seminars I began using it in my chiropractic office. With neurofeedback as my centerpiece I quickly created a very successful cash practice and witnessed hundreds of patients recover from conditions such as ADHD, insomnia, migraine, anxiety / panic attacks, concussive syndrome, post- traumatic stress disorder, and many others. I realized that neurofeedback was an incredible adjunct to chiropractic care and in 2009 I decided to create the BrainCore Neurofeedback System. Since then we have added over 150 offices throughout the world and our practitioners have helped thousands of patients overcome debilitating neurological conditions using BrainCore Neurofeedback Therapy. In addition, BrainCore has played an integral role in the financial success of our doctors.

I understand that BrainCore is not a fit for everyone and the decision to implement BrainCore is a big decision that requires due diligence on your part. Please know that I am here for you to use as a resource in making your decision. I am available to personally answer all of your questions and to help you decide if this is a right fit for you and your office. This is the same philosophy that has resulted in the addition of more than 150 offices to the BrainCore family worldwide in just our first few years alone. We don't need to sell BrainCore, BrainCore sells itself.

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. Also, if you would like to speak to any of our current BrainCore doctors about their own personal experiences with BrainCore, visit our website at [www.braincoredoctor.com](http://www.braincoredoctor.com) and download a list of our BrainCore offices.

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