

NEUROFEEDBACK
TRAINING CO.

Is NeurOptimal® Right for Your Practice?

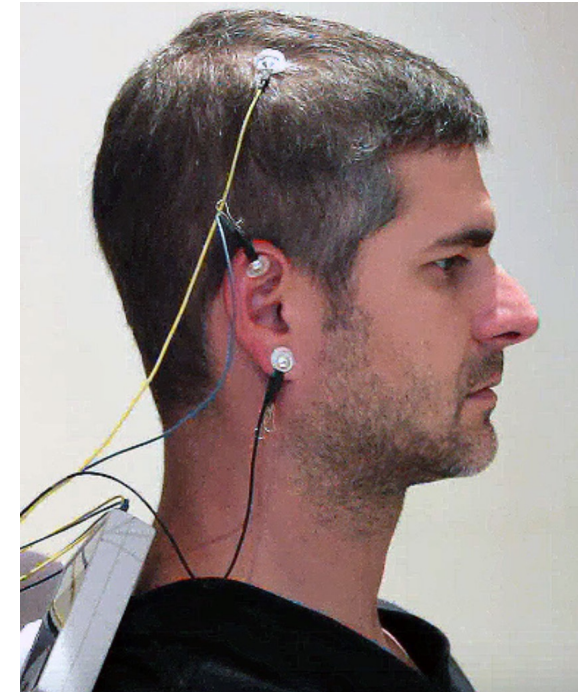
Natalie Baker, MA, LMHC, psychotherapist and owner Neurofeedback Training Co, LLC

Presentation Overview

- What is neurofeedback
- My journey to becoming a NeurOptimal® neurofeedback trainer
- How NeurOptimal® works and the benefits
- The difference between NeurOptimal® and protocol systems
- Ways to integrate into your practice
- Cost, financing and passive income model
- Becoming Certified NeurOptimal® Trainer
- Q&A

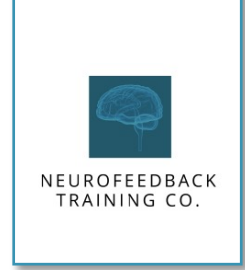
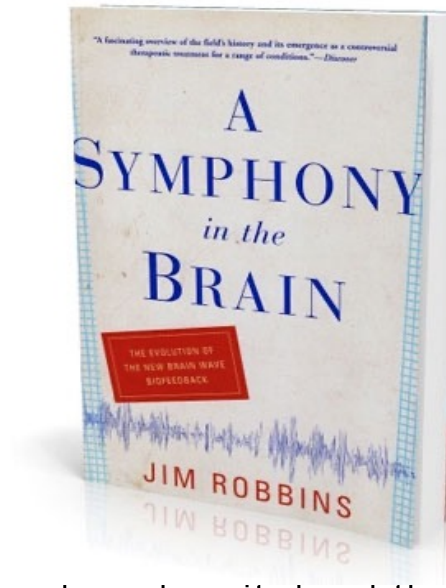
What is Neurofeedback?

- Technology that measures the brain's electrical activity, or brainwaves, with EEG sensors and then provides feedback to optimize brain performance. Each device has proprietary software and through auditory or visual cues it gives feedback so that the brain's functioning can register and change mal-adaptive brainwave patterns.
- Mental and emotional experiences are created by neurochemicals and electrical impulses or brain waves. When an individual performs tasks, those tasks are reflected in brainwave activity. For example, when an individual is performing a mental task such as problem solving, Beta waves are dominant. When falling asleep, the slower Theta waves take over.
- The goal of neurofeedback is to help the brain change to the appropriate brainwave patterns associated with the current environmental needs and tasks.



Finding NeurOptimal®

- A meditation student asked me about neurofeedback
- Read [A Symphony in the Brain](#)
- Talked to enough trainers who started with protocol-based and switched that I decided to start with NeurOptimal®
- Sent client with PTSD to try and tried it myself
- Purchased my first system in December 2010 to use in my private practice
- Today I have two other therapists and one neurofeedback technician also administering sessions in our NYC office, and a national neurofeedback rental program with 60 rental units.



What does NeurOptimal® neurofeedback look like?



History of Neurofeedback- Linear Systems

- The development of neurofeedback devices and the advancement of the software matches the development of computer power and processing speed.
- Protocol or Linear neurofeedback is the first generation of neurofeedback
- Computer speed not at level of brain processing speed and as a result:
 - Require brain map or diagnosis to set protocols
 - Measures frequency and amplitude to determine change in brainwaves
 - Linear design
 - Trainer sets protocols to entrain and migrate the brain through reward to change to adaptive brainwaves
 - Examples are Brain Paint, EEGer, (used by van der Kolk) and BrainCore

History of Neurofeedback- Dynamical Systems

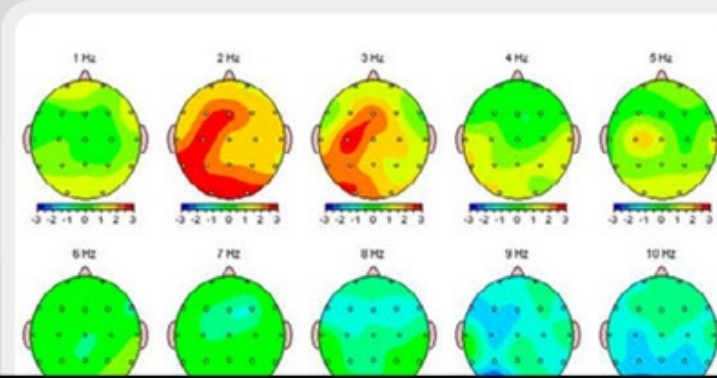
- When computer speed got to the point of brain processing speed it was possible to create a system that gives real-time feedback to the brain so it can register what is maladaptive and self-correct.
- Non-linear, or Dynamical neurofeedback
 - The brain functions as a non-linear system and the device gives real-time feedback based on non-linear mathematics, based on 4 dimensions rather than just 2: duration, intensity, shifts and time.
 - The expert changes from the external trainer to the individual's brain
 - Engages through real time auditory cues to alert the brain to pay attention to all decisions and the brain decides which are mal-adaptive
 - No forced state change; the brain is learning through the training process: **all the good information is in the present moment**
 - Examples NeurOptimal® - currently the only Dynamical system on the market

Difference between Dynamical and Linear



**NON-LINEAR DYNAMIC PROCESS
(NEUROOPTIMAL®)**

- Focus on Resilience and Flexibility
- No Diagnosis required
- Expertise built into the system
- Dynamically responds to each individual
- 100% non-invasive
- FDA Approved



**LINEAR PROCESS
(BRAIN MAPPING/QEEG)**

- Requires a QEEG to measure
- Requires a skilled technician to create a protocol based on that data

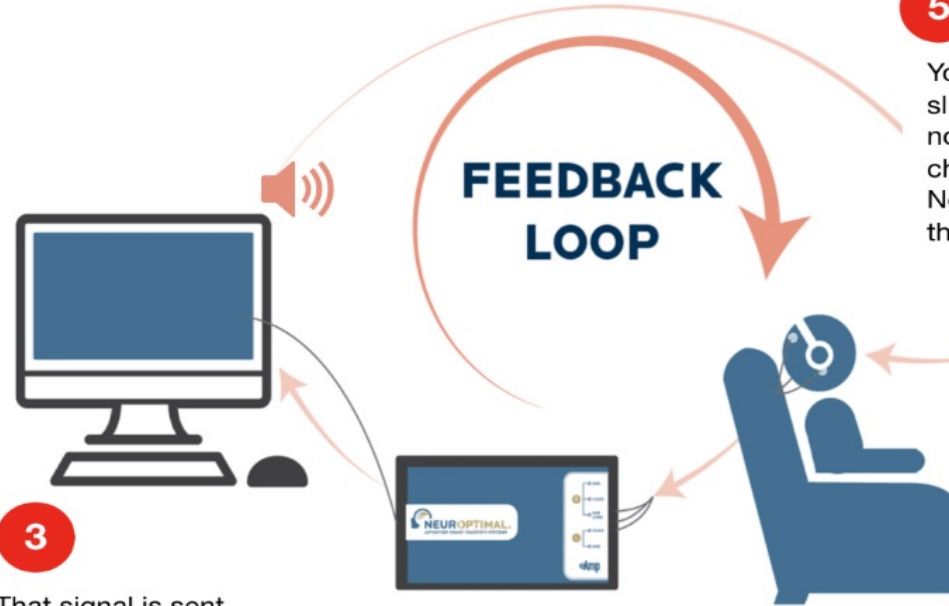
Belief that cortical activity in that moment is representative of future activity throughout protocol. With a linear system, a technician is always responding after a cortical event has occurred.



WHAT HAPPENS IN A NEUROOPTIMAL® SESSION?

4

This information is analyzed 256 times per second and is detecting changes in the activity (DIFS = Duration, Intensity and any Shifts). The speed of NeuroOptimal's software and the idea of measuring 'timing' is unique to only NeuroOptimal®. Most other Neurofeedback systems measure only in Amplitude/Strength only



5

Your brain perceives these slight interruptions as a notification that something changed and then the Central Nervous System 'adjusts' to that information.

1

Special conductive paste that holds the Sensors in place

3

That signal is sent into the software program for analysis

2

The zAmp 'amplifies' the data and changes the electrical signal from Analog to Digital



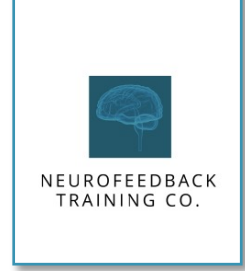
Nothing is put into the brain (no electricity, no strong frequency or vibration, or light/sound)



It is diagnostically agnostic; no diagnosing tools nor an expert trainer necessary as the expertise is built in. NeuroOptimal works on correcting whatever arises that needs correcting.

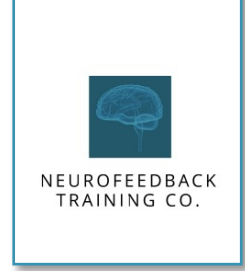


NeuroOptimal® reminds the brain to self-regulate or 're-adjust' to the external environmental turbulence



NeuroOptimal® Tracking Changes

- Primary way the system is designed to track changes is through the trainee and family members noticing them. or
- We facilitate that process by having them fill out self-reporting checklists every 8-10 sessions.
- To set appropriate expectations, we educate clients about how non-linear systems change doesn't happen in a linear fashion. For example, the weather is a non-linear system and we don't worry that we've fallen back in winter when it snows in April. In the same way, an anxious client can experience a spike in anxiety after noticing improved mood.
- Common early changes at the end of the first month of regular sessions:
 - Better sleep, mood regulation, less fear, mental clarity, better able to organize and plan, better short term memory, less reactive and more responsive. At first a general feeling of things “being better but not sure why” or more “workable.”
 - In general presenting symptoms decrease in intensity, duration and frequency



NeuroOptimal® Benefits and Extrinsic Constraints

- In general the brain will improve its overall functioning and symptoms will start to decrease when it is practicing gathering data from the present moment and not just doing its maladaptive habitual response.
- The most common maladaptive habit is the stress response (next slide).
- Conditions researched the most: ADHD, PTSD, migraines, and anxiety/depression
- The most common constraints that prevent the brain from re-regulating and re-wiring for optimal use of energy and effective decision making are:
 - Lifestyle - Poor diet, lack of exercise, not prioritizing sleep
 - Lack of readiness for the change, eg. Seeing anxiety as a competitive advantage or necessary protective resource
 - Too much chaos and stressors present (which then causes individual or family not to do the sessions)
 - Too high an expectation of immediate results
 - Underlying health condition that is not being adequately treated or unidentified such as toxicity, allergies, hormonal imbalances, poor digestion/absorption of nutrients
- FDA approval as a General Wellness Device in 2018 because it is safe and non-invasive. Can be used at any age.

Stress Response Zones –

NeuroOptimal® Teaches the Brain to Live in Zone 2

**THE STRESS RESPONSE
3 ZONES**

	PERCEIVE	LIMBIC BRAIN	EMOTION
1	DANGER	FIGHT/FLIGHT	ANGRY ANXIOUS
2	SAFETY	OPEN RESOURCED	CALM FOCUSED
3	DANGER	FREEZE COLLAPSE	DEPRESSED POWERLESS

WHICH ZONE DO YOU LIVE IN?
neurofeedbacktraining.com

Ways you can integrate NeurOptimal®

In-office sessions

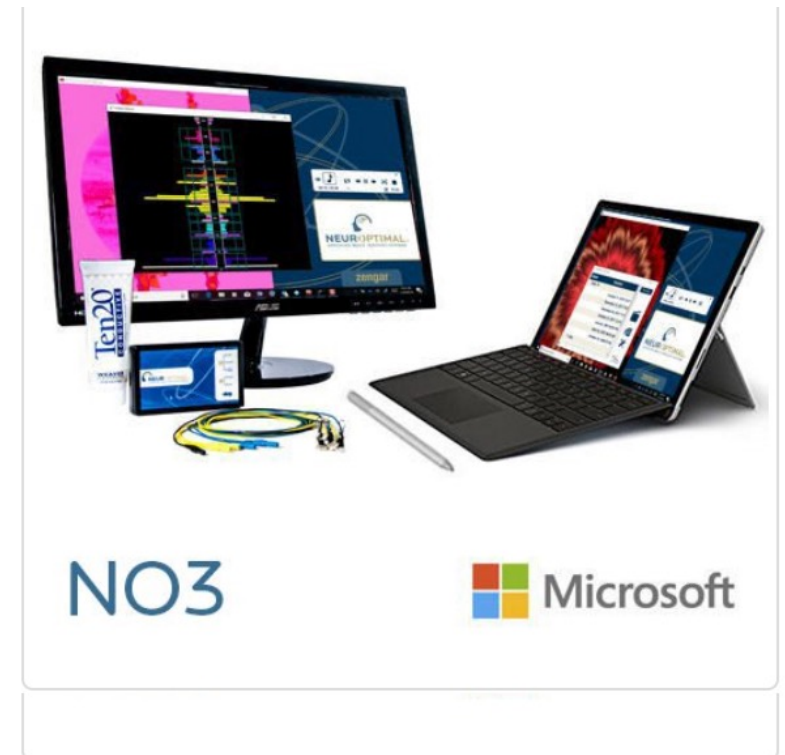
- Sole practice integrating it into existing or new client-base
- Group practice with technician who runs sessions in office (passive income)

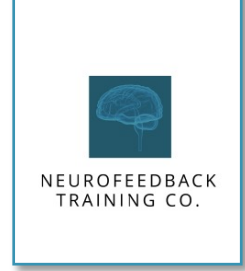
Rentals

- Sole or group practice; offering current clients or new clients a take-home system for rent
- Win-win, lower price and more convenient for client, passive income for therapist
- Financing plan allows for cash flow during period of paying off the system

Cost of NeuroOptimal®

- Rental: You can try it out before deciding to purchase by renting it from me (\$900/month).
- Purchase as a 'bundle' that includes everything needed to set-up and run sessions
- Choice of hardware processing speed: i5 or i7:
- Surface Tablet i5 \$9,995; i7 \$10,595
- \$0 interest financing available (\$3500 down; \$270 month)
- Receive a tax deduction as a depreciating asset





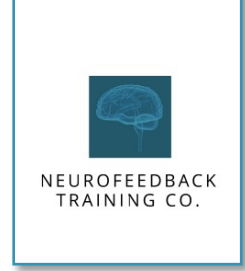
Supports Available

PASS membership benefits:

- Free 3 month subscription with purchase; \$995 year thereafter (optional)
- Access to templates for rental contract, consent form, tracking tools
- Free technical support
- Library of webinars; forums on many topics
- Any new sales name you as a referral you receive \$250 for a Personal system; \$1000 for a Professional
- Free loaner if your system is being repaired

Free Supports

- Facebook Closed Groups: NeurOptimal® community group for owners; many are therapists.



Becoming a Certified NeurOptimal® Trainer

- 16 hour course and exam
- Can either take live or as a recording
- Cost \$660 (10% discount for PASS members)
- To be a Certified NeurOptimal® Trainer
- Optional 16 hour Advanced Certification Training
- Different than the BCIA accreditation process which is for protocol-based neurofeedback and is much more extensive

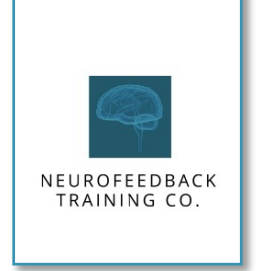
Questions?

Additional Resources:

email me: natalie@neurofeedbacktraining.com

www.neurofeedbacktraining.com

www.neurooptimal.com





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Thank you

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