

# Now You Can Treat ADD/ADHD

Plenty of experts tell us there's no solution for ADD except for costly prescriptions. But medical research tells a different story.

Dear Parent,

What if I told you there was a new way to treat ADD?

A treatment that could significantly reduce or *eliminate* the need to medicate your child for attention deficit issues?

Well, that's what this letter is about.

Hello, I'm Steve Adams, MBA.

Like millions of parents, you may be stressed by the effects of attention deficit disorder. Whether it's your own focus issues or your child being continuously corrected in school and not knowing why ... to the frustration you feel hearing negative feedback from others ... ADD is truly a difficult issue.

As a parent, you want your child to thrive in school and ultimately in life, passing from dependence to independence. The struggles of a child with attention deficit difficulties make parents fear problems in the future with this transition.

Worse, if your child is also hyperactive they feel a desire to be invisible from all the constant correction and displeasure from adults. They hate being singled out and they can become frustrated, not always understanding why others aren't happy with them.

Children struggling with attention find school challenging. So many details, papers due, homework assignments, and test preparation...easily forgotten. Grades suffer, and the parent/child relationship suffers from escalating tension that never seems to abate.

Over the years frustrated parents have been encouraged by educators and medical professionals to medicate their child to bring more stability to their daily behavior and academic

performance. This isn't wrong or bad in any way. Often-times it does bring improvement to the child's daily existence.

Medicines can, however, be ineffective in treating ADD. Medications, more specifically stimulants (such as Adderall, Ritalin and Vyvanse) merely move your child temporarily into a focused state only to revert to the untreated state as the day wears on.

Additionally, there can be negative side effects such as poor sleep, appetite suppression and mood changes. Some studies have shown these types of medications can fail to provide the long-term results you as a parent are looking for. Some parents wonder about the side effects of medicating their child on a long-term basis.

Finally, there is the cost. These medicines can be costly. Medical plans are scaled back or patients are forced to pay more and more for co-pays. The average family spends \$300-\$1,000 per year treating attention issues. Over a ten-year period, this is quite an investment in your child's wellbeing.

## **A New Alternative**

You see, ADD/ADHD is really about regulation of the brain. Children with ADD/ADHD have a level of dysregulation in the brain that causes them to lack focus and impulse control.

The good news is the brain can learn to regulate itself and stay regulated. This is where the medicine free solution comes in.

## **The Drug-Free Solution**

Since the early 1970s there has been a little-known branch of neuropsychology that has practiced something called neuro feedback or bio feedback. As with many innovative therapies in the medical community, initial results were not properly supported, researched and documented prior to claims being made.

Non-medical practitioners jumped in and the therapy lost the support and interest of traditional medical professionals. This didn't make it bad science, it just wasn't introduced properly or adequately supported by medical studies.

This has changed, and a growing cohort of data now gives medical evidence for its effectiveness. Over the past 45+ years the data

has grown to the point where as your medical provider I can endorse this therapy as a safe and effective way to treat ADD/ADHD.

This therapy can re-regulate you or your child's brain function and the results will be clear. The results others have had are outstanding. These results will also be documented by actual data I can share with you, proving you or your child is improving.

## **An Astonishing Success Story**

Let me share are you a story about Collin.

Collin struggled for many years academically in a way that is normal for students with ADD. Missed deadlines, homework not turned in, poor test results, and failure to recall important dates were the norm for him. These problems all contributed to poor academic performance, poor self-esteem and rising tensions within his family.

Collin also struggled with impulse control, which manifested itself in rash decisions. His relationships with family and friends suffered. Kids with attention deficit experience high levels of frustration internally, which can make relationships difficult to maintain.

While in college, Collin went onto a neuro-feedback therapy program and the results have been outstanding. He thrived at a very high-level academic university in California, while playing baseball and carrying a full load of classes. This never would have been possible for him in the past, even with ADD medication.

Furthermore, because of Collin's improvement in academic performance, he has a whole new set of possibilities he would not otherwise have had. This therapy has changed his life and given him the ability to dream about a future that he could not have imagined previously.

Collin also has learned to maintain positive relationships with his family and friends in a way that he was unable to before because of his frustration. His decision making has also improved as his brain has been regulated.

## How Does It Work?

How neuro-feedback works is simple. In the privacy of your home we teach you on how to connect to a laptop computer, with specialized software, and you watch a movie! We teach you rhythmic breathing and to focus on the movie and the specialized software, which controls the movie, does the rest.

The device does nothing to your child's brain. The connections are merely measuring the brain activity at that moment in time. This allows the medical device to do its work by providing feedback to the brain.

The advanced software is rewarding the brain every second it regulates itself within the scientifically established ranges for properly regulated brain activity levels. The technical terms are Theta and High Beta wave ratios. When the brain leaves the good range, it offers a correction to the brain by stopping the movie for very short durations (results in a "jerky" picture which the brain does not like).

As the person completes session after session, each lasting 30 minutes or more, his/her brain, through the repetition, will learn to regulate itself to get the rewards. As the brain learns, it will greatly reduce or eliminate the behaviors and outcomes of ADD/ADHD.

This re-regulation process of learning is called operant conditioning, a long established and accepted practice in the field of behavioral psychology. So, this therapy is essentially the brain learning to regulate in a better pattern without the aid of coping strategies or medicine.

Most patients can realize a solution to their ADD with 20 hours of therapy. Furthermore, 80% of those trained with neurofeedback, when they were tested 10 years later, continued to experience the same results as when they first trained!

Will this take work? Absolutely. Will it be a major commitment to consistently train your brain in the privacy of your home? Indeed, it will be a sacrifice. This sacrifice or investment of your time and money will take about 20 - 30 hours of watching movies over a few-month period.

If you push through this process then you, your son or daughter can be freed from the difficulties associated with ADD/ADHD. The

data suggests over 8 in 10 kids can be significantly improved through a proper neuro-feedback program.

Moreover, the medicines with all their potential side effects can most likely become a thing of the past. The financial burden and hassle of handling medicines and follow-up appointments can become history and offset your investment over time.

## **How Do I Know It's Working?**

One thing you may be thinking is "How can I really know it's working?" This is a fair question. The answer can't be, "Well it seems like he or she is better." That's not good enough for any of us if you are going to make this commitment.

The therapy I'm recommending to you is based on real data. Prior to our first meeting, you as the parent, will complete a CBCL psychological assessment of your child's behavior. This is the gold standard in evaluating overall observed behavior. Your child will come in and my tech will complete a qEEG assessment of brain wave activity and a heart-rate variability assessment to measure breathing and heart synchronization.

I will assemble all the reports and meet with you to describe what the data says and provide you with a recommended plan for moving forward. This establishes a firm baseline based on real data. Later, I will be able to show you the progression in the data after we do a complete re-assessment, proving scientifically their improvement as we move through the training program.

As your or your child's numbers improve, we expect to see behavior, focus and overall calmness improve. You should also see improvement in sleep and performance in school. As you or your son or daughter progresses through the program, the medicine will be reduced until it is eliminated. Again, at the end we will conduct another CBCL and full assessment and show you the improvement.

You may be wondering, why didn't you tell me about this before? This is another fair question. While the science has been around for 45 years, no one has packaged a system like this until the past few years. Once I became aware of it and could evaluate it professionally, I made the choice to offer it to my patients.

## The Investment in Your or Your Child's Future

The Neurofeedback Institute in Toronto, Canada, which runs a major neurofeedback clinic currently charges \$112 per session. In the U.S. clinics are charging this and up to \$200 per session. For the average child this means a \$5,500 - \$10,000 investment to go through a proper neurofeedback therapy plan. These costs are offset by the elimination of medicines running into the hundreds or thousands of dollars per year. The good news is our program isn't nearly that expensive. We can discuss packages when you reach out to me.

Beyond financial considerations is the potential your child has for improving their daily life and improved academic performance. Uncapping your child's future academic and career potential has limitless rewards in and of itself. What is that worth to you?

Finally, you can be free of your concerns about medicating your child over the long-term. Medicines only treat the condition temporarily each day rather than offer a solution that gets at the root of the issue.

## Are You Ready to Kick ADD Out of Your Life?

If so, it's easy to take the next step.

**Initial Assessment:** To get started, we need to do an assessment of you or your child. For this assessment you will receive a complete psychological assessment that is the gold standard in the psychological field. Additionally, we will assess your or your child's brain wave activity using a qEEG. Finally, we will assess the breathing and heart rate synchronization of you or your child.

All of this put together provides us with the information needed to set up a treatment plan. There is a fee for the assessment that I credit toward your treatment package if you decide to go to the next step.

**Ongoing Treatment:** If you decide to move forward with the plan, you may choose from one of a few packages I can offer you.

Again, we can discuss the cost of those packages and they are not nearly as expensive as national averages.

Additionally, you will have a couple payment options:

**Payment Option 1** Payment in full by check or credit card prior to beginning treatment.

**Payment Option 2:** We have a patient care financing program called Denebits, which has a 100% approval rate and no credit check. We require a 10% down payment and we can work with you on a payment plan that works for your budget.

**Additional Training:** If we determine you or your child needs additional hours of training to meet the established criteria for being ADD-free, I'll make that available for a reduced fee until your child meets the criteria. Alternatively, if we determine he or she is one of the few who are non-responsive to the therapy, we will then give a partial refund (see below).

For less than it will cost to medicate over a decade, you can give yourself or your son or daughter greater self-esteem and confidence. You can lower the stress in your home and have the peace of mind in knowing you did something to make a real difference.

## Still Have Questions?

I realize you have many questions. I'll offer you a couple of options. First, learn more about the success of neurofeedback by going to this link to watch a great video that explains this therapy very well.

Click here for the secure web page to watch the video:

### [Tiger Neuroscience's At-Home Website](#)

Another option, after reading this letter and watching the video is to schedule an assessment and meet with my team after we get the results. Your only risk is the investment in the assessment.

In the assessment, a Tiger Concierge Agent will set you or your child up on a neurofeedback unit. We will measure for 3 minutes, 3 separate regions of the brain. We will be able to show where

the actual brain activity falls in relation to established scientifically proven norms for ADD/ADHD.

From this assessment, I can confirm the presence of ADD/ADHD. You may also take this same assessment report to your medical provider to get their input. This contrasts with common current protocols using more subjective questionnaires or observations. The assessment will lead us to a solution that is scientific and data-based.

## **Your Success Satisfaction Guarantee**

If you or your child falls into the small minority of kids who do not respond adequately to the neurofeedback program, I'll rebate to you 50% of the cost of the program over the 20 hours of training. I'll have significant staff costs invested in the training as well, this is why I offer a 50% refund.

The requirement I have is that you schedule and complete a total of 20 hours prior to requesting a refund of 50%. The reason for this requirement is to ensure you or your child has the full opportunity to receive the treatment before making decisions about whether it worked or not. Not all patients respond at the same rate.

## **Please Take Advantage Of This Unprecedented Opportunity Now**

Since launching this program interest has been high. I have only a limited number of openings to conduct this training with a personally assigned concierge coach. Consider calling my office today, at 872.903.1904, to arrange an assessment for you or your child and get started on a new future. Just tell the staff member you want a neurofeedback brain assessment.



## In Closing

I know this is a big decision. We value your family and appreciate your trust in us. I'm genuinely interested in new and better approaches to problems such as ADD/ADHD that currently have limited treatment approaches of coping strategies and medication.

I want to give you the opportunity to give the same opportunity Collin now has in life.

So, give me a call and we will work together for the benefit of your or your child's future potential!

Sincerely,

Steve Adams, MBA

**P.S.** Please consider these facts: ADD is rapidly spreading out of control and today's drugs are powerless to stop it -- they treat only the symptoms, without curing the condition.

But now there's a much better way. The success that Neurofeedback is having against ADD -- without costly drugs or their side effects -- will give new hope to you and a second chance to your child.

**To learn more, please call my office today at 872.903.1904.**