



# Remote Training

Client Remote Training Systems

## THE JOYS AND CHALLENGES OF BEING A CLINICIAN

As a caring and compassionate clinician, helping clients achieve better control of their brain is the primary reason you are involved with neurofeedback relaxation training. Their success is your success; their joys yours. Sometimes, however, the realities of life can make those joys difficult for both you and your client to experience. Many clients arrive at a point in their therapy where one of three diminishing resource factors prevents them from continuing in their therapy.

For some, the continued financial obligation puts too much strain on their budget and their commitments to the other members of the family. Those families with more than one member using neurofeedback therapy may reach this crossroads sooner. In any case, the result is a diminishing of sessions leading up to the total cessation of essential sessions.

Secondly, the distance between a client's home and your clinic may prove too great an obstacle,

creating overwhelming travel-related expenses and time commitments required to travel to and from neurofeedback sessions.

Time commitments are further stressed by the need to take children out of school and for adults and parents to take time off work.

The result of these three real-world hurdles is often the creation of a lengthy list of inactive clients who are not receiving the help you could be giving them.

There is a solution. Remote Training. This concept, pioneered by BrainMaster Technologies, is one that can significantly improve the lives and successes of everyone affected by those depleted resources.

## HOW REMOTE TRAINING WORKS

Remote Training allows a single clinician, you, to coach multiple patients at any one time by using multiple BrainMaster™ modules and the Internet. Clients begin their relationship with you in the standard one-on-one sessions. By the time a client may be impacted by the demands of travel or the diminishing resources of money and time, you will have worked with them long enough to know that they are now able to handle sessions on the BrainMaster system without constant, direct supervision. Clients who meet those requirements are ready for Remote Training.

Each of these evaluated clients will be supplied by you with a BrainMaster module to connect to their computer at home. The module comes with software and a protocol that you design specifically for each client. Per your instructions, each client works with the BrainMaster in the manner they did when you coached them one-on-one. When a client has completed a remote session, they may initiate our Session Librarian™ which sends, via the Internet, the results of that session (including the raw EEG, if desired) to you for observation, analysis, and recommendation at a time convenient to you. As the remote training branch of your practice matures, you will be able to continue to handle patients one-on-one, observing results and analyzing progress in real time. And, at day's end, you will also download the results of your clients' remote training sessions for that day, analyze and record the data, respond to their progress, and then bill

those clients for your services.

Remote Training empowers clients and clinicians in several ways. Clients using Remote Training need no longer be hampered by the limitations of the distance between their home and your clinic. They need not be negatively impacted by the time it takes to travel to and from your office. Nor do they have to take time off from work or school for themselves, a parent, a spouse, or a driver for each session. Nor do they have to try to keep an exact appointment schedule, impacting yours when they don't.

When clients have access to their own BrainMaster (with a protocol designed and supervised directly by you), they can work on improving their neurofeedback control on a time schedule that matches their immediate needs. Clients who formally resided only on your inactive list are now able once again to reap the benefits of your personal coaching. Thanks to Remote Training.

## CLIENT CONTROL AND CLINICIAN OVERSIGHT

Contrary to what you may believe, you, the clinician, lose no control over your clients at all. You are still able to coach them to deeper and balanced relaxation states, better brain state control, and maintain oversight and supervision of their remote training sessions in many ways.

First, the client follows the protocol established by you, the clinician. As you observe the client's progress, you have the ability to modify the client's protocol to better reflect their current needs.

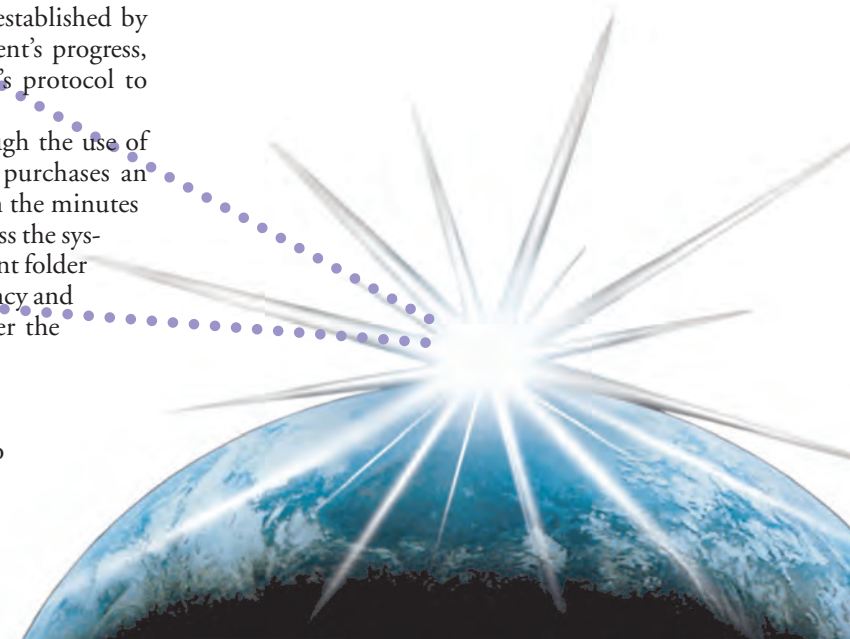
Secondly, you maintain control through the use of Passkey™ Minutes. That is, each client purchases an amount of time that you determine. When the minutes are consumed, the client can no longer access the system until you issue new minutes and/or client folder for the client to purchase. Thus, the frequency and amount of client usage is constantly under the strict control of you, the clinician.

## BENEFITS OF REMOTE TRAINING

- Allows you to act as personal coach to many more clients, helping each of them achieve, at their individual pace, deeper and balanced relaxation states through regulation of brain waves.
- Clients who have more than one

family member utilizing neurofeedback can become so stretched financially that they may have to eliminate some or all of the sessions. Remote Training allows all family members to continue to receive the benefits of therapy at a reduced cost.

- Because clients can utilize the system at their convenience, they reduce travel time and missed school and work.
- Sessions can be undertaken at the exact time that would be most beneficial to a client rather than at a pre-scheduled time.
- Clients would no longer miss sessions, impacting their results and reducing your revenue stream.
- Through the use of Session Librarian™, clinicians maintain total control of each client's status, progress, and future needs.
- Remote Training makes the best use of everyone's most limited resources: time and money.
- Regeneration of inactive clients.
- Create an E-business with a broader range of client demographics than you currently handle.
- As you handle more and more patients, your revenue stream improves and increases, thus ensuring the viability of your practice and its continued ability to remain in business helping clients.



OPEN LABS  
ANOTHER REMOTE TRAINING OPTION

Entrepreneurial clinicians are utilizing remote training in other interesting ways, creating open labs where multiple clients can use multiple BrainMaster stations at the same time in the clinician's office.

Clinicians purchase or lease any number of BrainMaster modules, headphones, and computers and install them in a large room, divided by half-wall partitions. Clients are then scheduled for available times. The clinician maintains visual contact with multiple clients at the same time. Open Labs reduce the clinician's personnel expenses by training the client and a family-member-technician in the mechanical procedures of the process. This supervision keeps the client on track, following the clinician's protocol.

Another version of Open Lab, focuses on stress reduction and relaxation training. EEG relaxation available through neurofeedback should not be confused the relaxation associated with watching TV with your feet propped up. True relaxation is the deep, profound relaxation that results from the reduction of brain chatter. This profound relaxation achieved is similar to that experienced during prayer or meditation.

The open lab concept allows the clinician to reach the general public through creative public relations. In addition to generating revenue, a stress reduction/relaxation training open lab increases community awareness of neurofeedback and its success, demystifies the process, and provides entry level experiences at affordable rates.

Charges to clients using Open Labs are at reduced rates compared to standard rates for one-on-one personal sessions.

BENEFITS OF OPEN LABS

- Parent/Spouse become mini-technicians, partnering in the training process.
- Clinician can observe interaction between client and their parent mini-technician.
- If pathology is observed, clinician can recommend personal clinical session to provide responsible, quality care.
- Client results can be reviewed by clinician at a later, more convenient time.
- Participants are prepared for Remote Training.

## BrainMaster Deluxe Trainee Remote System

This is the remote unit that clients rent from the clinician to take home. Contains BrainMaster software and the Session Librarian™ for supervised remote training.

Features include:

- Autothresholding
- New screens and 100 enhancements
- Animation, games, and more
- 2E Neurofeedback, 2 channel module
- Hardware, cleaning gel, conductive gel
- 5 Gold-plated reelectrodes
- Manual, documentation, designer bag
- 90 day parts & labor warranty
- Courtesy 1 year extended warranty
- Courtesy 1 year affiliate membership
- Courtesy 1 year list server membership

Two versions are available, based on which method of client-activation the clinician prefers.

### PassKey™ Minutes

The most common and universal application. Clinician determines protocol along with the number of sessions and/or minutes of usage available to client in a specific time period. Allows clinician to tightly monitor or coach client usage.

### Unlimited PassKey™

Protocols determined by clinician but without limited time access. A cost effective system for specific, long-term neurofeedback patients who may not need constant or frequent monitoring.

### Additional PassKeys™

Each additional allocation of new client time requires the purchase of a passkey to access the system. Provides constant protocol monitoring and consistent revenue stream.

## OPEN LAB PROFORMA EXAMPLE

5 stations  
5 day week  
8 hours per day  
2 twenty-minute sessions/hr (client goes 2x wk)  
\$35 per hour  
50 weeks per year  
Units in operation 50% of available time

$$5 \times 5 \times 8 \times \$35 \times 50 \times .5 = \$175,000$$

Numbers, amounts, and dollars stated are for reference purposes only and in no way indicate actual earnings. Revenue generated is determined entirely by the number of clients each clinician can enroll and the hourly rate charged.

Leasing of units saves cash flow and offers a rent to purchase option. Call for details and other financial possibilities.

BrainMaster Technology, Inc. is proud to be the developer of BrainMaster 2B and Atlantis and the innovator of Session Librarian.™ And to make them available for clinicians' use in bringing a greater and greater number of clients the benefits of neurofeedback.

BrainMaster 2.5SE is Windows compatible, easy to use, and easy to train with. Remote Brainwave Training provides a comprehensive method for helping people achieve healthier minds and lives.

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# Remote Training

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Expand your business  
and improve your clients'  
outcomes simultaneously!

