FAQ NeuroCoach® vs NeuroFeedback

How is NeuroCoach® different from NeuroFeedback?

The two methods are quite different. Similar tools are used (EEG), which can lead to the confusion. It is how the tools are applied and which healing model are used that makes the difference.

When we consider healing models, there are two different approaches to solving brain-based behavioral/learning challenges: 1) Classic symptom reduction models – where the treatment is focused on a class of symptoms (i.e., medication approaches); 2) Brain Repair (remediation) models – where the underlying root causes of the challenge are addressed to remediate or repair the dysfunctional brain system. NeuroFeedback or brain-based biofeedback uses a symptom reduction model, whereas; NeuroCoach® uses a *brain repair and remediation model tool*.

Most classic NeuroFeedback methods use a symptom reduction that addresses just one symptom at a time by helping the cortex (sometimes individual neural networks) to adjust or inhibit the desired brain wave form or brain region to inhibit the symptom.

However, we have discovered most individuals are more complex and present with multiple issues/symptoms (root cause/s), so our model addresses how the brain functions from a functional (operations) perspective and we focus on improving the brain's ability to perform properly under stress. Using this approach, our model includes the brains "Global Cognitive Workspace" (much like the Desktop Screen on a computer) as well as the cognitive control networks that bring information into and out of that workspace. Many of the functions are considered our cognitive abilities and include our executive function, attention (and the ability to control it), sensory processing abilities, etc. We use them as an integrated unit necessary for proper thinking and emotional balance. Our tools look at the individual's total brain function and cognitive abilities in which the NeuroCoach Training System can then improve attention, thinking, decision making, regulating, emotional control, increase brain resiliency, and increase IQ. NeuroFeedback doesn't do that. NeuroFeedback looks at symptom reduction only, not repair. NeuroCoach® looks at long lasting repair results across all brain systems and functions.

What are common misconceptions about NeuroCoach® vs NeuroFeedback?

1) The most common misconception about NeuroCoach® is that it is NeuroTherapy or BioFeedback training. *That is incorrect*. NeuroCoach is <u>brain repair and remediation</u>. NeuroFeedback is symptom reduction.
2) Second misconception is that NeuroCoach® has no foundation or is not evidenced base. *That is not true*. We are published in peer reviewed journals that can be found on PubMed.
3) Third misconception is that the NeuroCoach® Training System cannot change the brain. We *can* and *do* show objective, quantified cognitive repair and improvement. Our results show improvements in functional IQ, brain resiliency, relapse reduction, decision making, attention, and memory.

From a Cognitive Remediation Therapy (CRT) theory point of view we are a cognitive repair and remediation model (the same theory used in hospitals). We use NeuroCoach® training protocols to improve brain function in a hierarchal manner using a Brain Computer Interface (BCI). This system monitors the changes in brain function during each session and subsequently changes the activity intensity and level based on "in the moment" improvements during the brain training.