



Be your best. **Be** optimal. **Be** legendary.

BeOPTIMAL | VISION DOCUMENT

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Who Is The BeOPTIMAL Project?

The BeOPTIMAL project is the brainchild of Corinna van der Eerden, AFMCP and Daniel Auer DC, IFMCP, two highly trained Functional Medicine experts with an unparalleled expertise in the German speaking market.



Corinna is one of the first Functional Medicine Certified Health Coaches (FMCA) and Applied Functional Medicine Certified Practitioners (SAFM) in the German speaking countries. She has established visibility for Functional Medicine in Germany by using different health networks and organizations with a broad audience and is featured in different podcasts, congresses and health platforms. Corinna is currently providing Functional Medicine services to all of Germany, Austria and Switzerland via telemedicine. She specializes on digestive and gut health, metabolic optimization, mitochondrial and thyroid health, autoimmune diseases, epigenetics/nutrigenomics and health optimization/longevity.

Next to her focus on providing Functional Medicine and Functional Diagnostic services for German speaking patients, Corinna is part of the Clinical Education team of School of Applied Functional Medicine, educator for HealVersity (Epigenetics and Functional Medicine) and Nordic Laboratories/DNAlife as well as “Akademie für Menschliche

Medizin” and is co-founder of meraki Health Solutions GmbH. Corinna is the founder of “Functional Medicine Europe Network”, which counts more than 1000 practitioners.



Daniel is a licensed chiropractor in California (US), a certified Functional Medicine Practitioner with the Institute of Functional Medicine ([IFM](#)), and a licensed Biofeedback and Neurofeedback practitioner in the US and Switzerland. He was the founder and owner of the premier Functional Medicine & Neurofeedback clinic in the San Francisco Bay Area (US), where he practiced for 13 years, seeing a diverse patient base from Apple, Google, Facebook, LinkedIn, Intel, etc.

He recently moved back to his home country Switzerland and is currently providing Functional Medicine services, both via telemedicine and in his Swiss based clinic, to all of Switzerland, the US, and worldwide. Next to Functional Medicine, he specializes in brain balancing through Neurofeedback and Functional Neurology with emphasis on childhood developmental disorders such as ADD, ADHD, and Autistic Spectrum Disorders, as well as symptoms including depression, anxiety, insomnia, migraines, and conditions such as Alzheimer's and Parkinson's.

In his Swiss based clinic, Daniel strives to provide a platform to showcase the benefits of Functional Medicine combined with Neurofeedback, Functional Neurology, and lifestyle

interventions to optimize his patients health. Optimal Brain is located in Tiefenhofstrasse 2D, 8820 Wädenswil ZH.

What Is The BeOPTIMAL Project

BeOPTIMAL aims to become THE modern, pragmatic and action-oriented (no bullshit ;-)) FACE for Functional Medicine and Functional Diagnostics in Europe, with the first phase targeting the German speaking countries. We aim to separate ourselves from the current European offerings by bringing the most cutting-edge approaches from the US in the realm of Functional Medicine, brain balancing (Neurofeedback/Functional Neurology), performance optimization, supplements/protocols, lifestyle hacks, and biohacking.

BeOPTIMAL is focused on self-optimisation with the efficient use of functional assessments and functional and neurological interventions for optimal functionality of all body systems. Our vision is to empower patients to identify their superpowers (superhero) by becoming the most optimal version of themselves.

Brand messaging: BeOPTIMAL empowers the consumer to take control of their health by utilizing cutting-edge functional laboratory tests, lifestyle and diet modification, brain training, and supplements/technologies, in conjunction with the guidance of two highly trained Functional Medicine experts through online programs and/or one-on-one consultations to reach their desired health goals and beyond.

BeOPTIMAL will offer

- Self-paced video-based courses based on Functional Medicine and Brain Balancing (e.g. ADHD-program, Optimal Gut Program, etc.)
- Ability for the customer to purchase a functional lab test (ex: stool test) and receive an individualized recorded video going over their results while further receiving a customized treatment regimen including supplement and lifestyle recommendations
- Memberships (ex: Brain Balancing/Neurofeedback with home brain mapping ability and customized Neurofeedback treatment recommendations)
- Private Label Supplement Line
- Video-based courses for practitioners on Functional Diagnostics & Interventions (this will be a spin-off from BeOPTIMAL)

The Need for Functional Medicine (FM)

In today's traditional medical model, many patients are not getting the help they seek to resolve their health problems. This is in part due to the fact that they may not (yet) have a condition advanced enough to diagnose, which leaves them with little guidance or treatment options. If they do receive a diagnosis, the treatment is usually palliative at best and is provided in the form of medication that may treat the symptom, but not address the potential root cause of the issue (provide examples?). In addition, the traditional medical model has little understanding of the interplay of the body's various systems, so patients are often sent from one specialist to another, with little communication between providers or understanding that a dysfunction in one system may affect another. This leads to an ever-growing patient base that is frustrated with their current level of care and who is open to a new approach to healthcare, one that is not only symptom-oriented but aims at optimizing their health from a whole body perspective. These patients seek a care model that can answer why they feel the way they do, and further provide them with a blueprint for how to attain a more optimal state of health.

Functional Medicine (FM) is a new form of medicine that understands the importance of combining lifestyle, diet, and behavioral modification with a process aimed at identifying and addressing the root cause of the symptom or ailment. Through cutting-edge functional laboratory testing, key areas of dysfunction (root cause) can be identified, and a comprehensive treatment regimen provided. Treatments are typically non-invasive and natural through the prescription of nutraceuticals, herbs, and other natural products. FM furthermore introduces the concept of a health partnership between the patient and provider, empowering the patient to take control of their health through lifestyle and dietary changes.

The Need for Brain Balancing

As Functional Medicine is extremely powerful in addressing most biochemical and physiological imbalances, it can show a lower success rate with patients that are in a constant stress response, exhibit symptoms of brain imbalance as seen with ADD/ADHD, chronic anxiety and depression, post-traumatic stress disorder (PTSD), or are diagnosed with conditions such as Alzheimer's and Parkinson's - to name but a few. This is because the brain orchestrates most biochemical and physiological reactions. Say, we experience severe anxiety or a sense of 'impending doom', the body and its biochemical and

hormonal reaction will follow the brain's input,' even if everything is fine. There is no actual threat, with the anxiety being due to past trauma, PTSD, or a Neurotransmitter Imbalance. This will lead to many important physiological functions being compromised, such as digestion, repair, healing, etc. If this process is prolonged, these patients will exhibit a myriad of symptoms and even develop various conditions or pathologies seemingly unrelated to the brain, even though the brain is the root cause of the issue. Conventional and even more holistic treatment approaches fail with these patients as the brain is not being adequately addressed. With these patients, it is essential to identify their current state of brain health and provide brain re-training and balancing programs, such as Neurofeedback, low-level cold laser therapy (LLLT), and other modalities based on Functional Neurology, that aim at re-establishing a balanced brain, which in conjunction with Functional Medicine regimens, will allow patients to achieve a state of optimal health and overall wellbeing previously thought unachievable.

The “Obstacles” with Functional Medicine & Functional Diagnostics & Brain Balancing

Even though FM is rapidly growing and will most likely become a standard of care in the medical system within the next 10-15 years, it is still a fairly new form of medicine, and most patients are not aware that it exists, especially in the European market. When patients search for FM practitioners, they will often meet holistic practitioners who have not been trained in FM. There is no standardized approach and most - if not all - so called FM practitioners have neither been trained in FM nor do they have experience with Functional Diagnostics, which leads to disappointment and distrust in the approach and the effectiveness of presented interventions and protocols. When patients decide to seek resolution to their health issues with FM, they are often presented with the fact that the current model of FM can be fairly cost-prohibitive due to its highly individualized nature of assessment and treatment, while not being accepted with most insurance carriers. This is further compounded by the typical FM business model of individualized one-on-one clinician consultations throughout a prolonged treatment regimen of 6 months or longer. Typical FM treatment plans range between \$3000-5000+ with care, testing, and supplements.

Brain balancing, such as Neurofeedback, is possibly slightly better known than FM, as it has been around for two decades. That being said, it is still not a mainstream modality

and is often only applied by psychologists and people in the mental health field for conditions such as ADD/ADHD, etc.

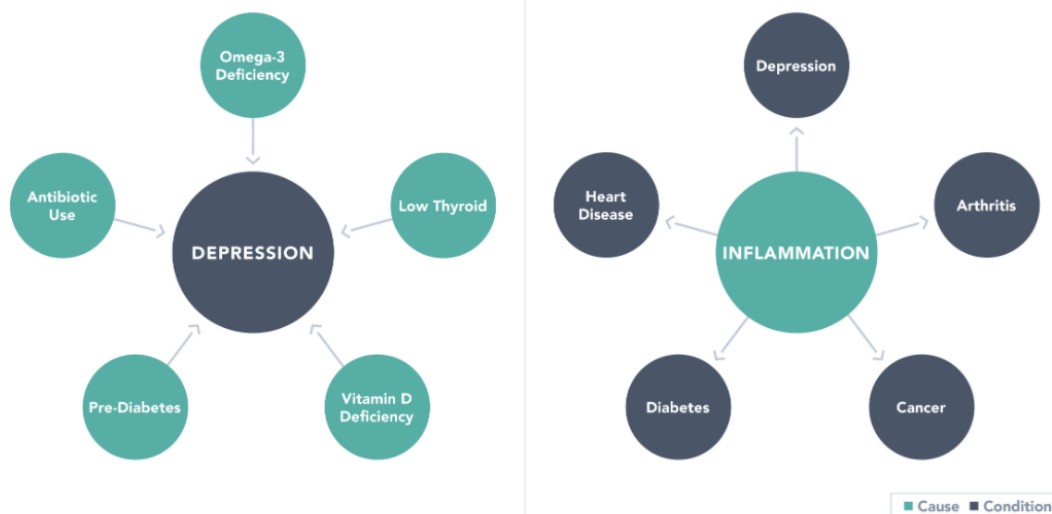
However, a comprehensive approach to FM, Neurofeedback, and the addition of more cutting-edge therapy applications such as LLLT and Functional Neurology is by far superior to current local Neurofeedback offerings and, similar to FM, the knowledge of the population about this amazing treatment modality is very limited.

To summarize, both modalities are fairly unknown and have never been combined as in the BeOPTIMAL concept. There are no other practitioners who can combine these areas. And there are no other practitioners who can rely on such extensive experience in Functional Medicine, Functional Diagnostics and Neurofeedback. And there is no offering that makes these approaches available in a standardized, efficient and cost-effective way.

What Is Functional Medicine and Functional Diagnostics

Functional Medicine is a systems biology-based approach that focuses on identifying and addressing the root cause of disease. Each symptom or differential diagnosis may be one of many contributing to an individual's illness.

One Condition, Many Causes | One Cause, Many Conditions



As the graphic illustrates, a diagnosis can result from more than one cause. For example, depression can be caused by many factors, including inflammation. Likewise, a cause such as inflammation may lead to a number of different diagnoses, including depression. The precise manifestation of each cause depends on the individual's genes, environment, and lifestyle, and only treatments that address the right cause will have lasting benefits beyond symptom suppression.

Functional Medicine utilizes cutting-edge diagnostic methods and laboratory testing to aid in the identification of the root cause of a client's symptom(s) or condition(s). Testing may include:

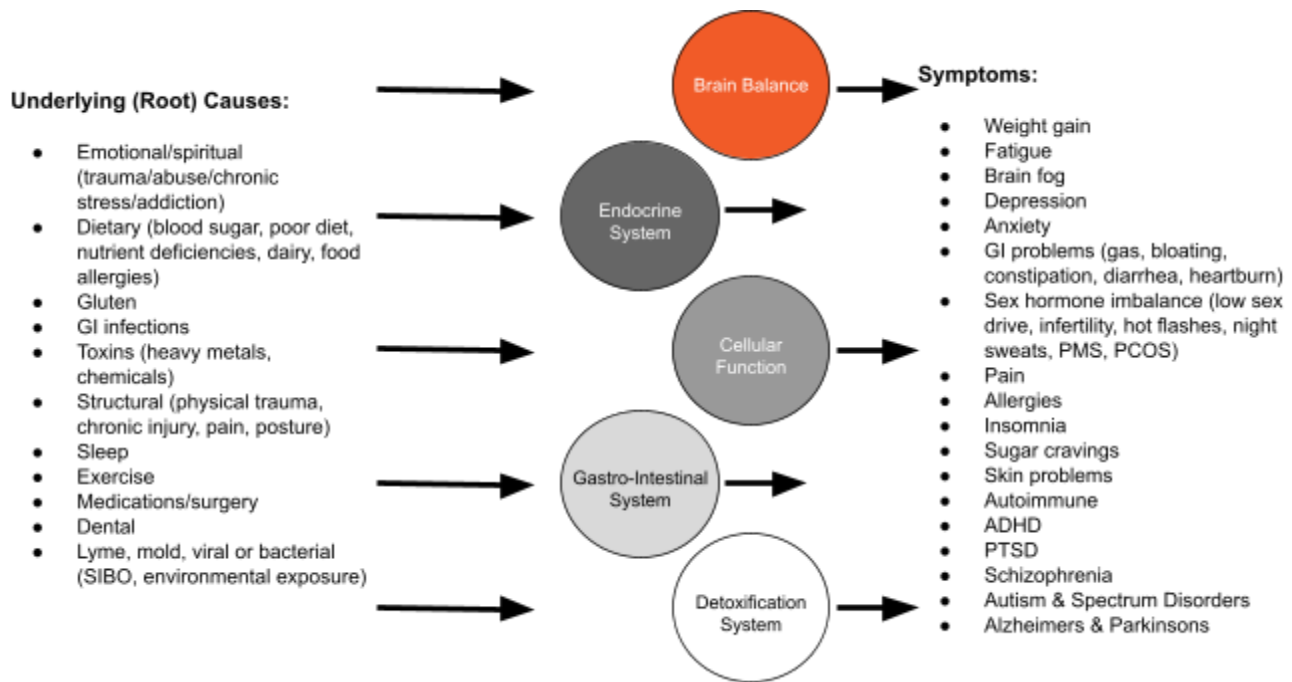
- Functional Blood Work Analysis
- Gastrointestinal & Microbiome Analysis
 - Stool Testing / Breath Testing
- Hormone testing including
 - Comprehensive thyroid analysis
 - Male and female hormone panels
 - Adrenal stress index and cortisol awakening response assessment
- Micronutrient Testing
- Organic Acid Testing
- Cytokine / Immune Analysis / Autoimmunity Assessment
- Food Sensitivity Testing
- Heavy Metal/Toxicity Testing
- Mycotoxin Testing
- Genetic Testing

As treatment FM utilizes comprehensive lifestyle and dietary modification coupled with the prescription of physician grade supplement protocols to aid in the regaining of biochemical and physiological balance that will lead to a more optimal body's system(s) performance.

Supplements are a vital component of an FM treatment regimen. Nutraceuticals, including vitamins, minerals, antioxidants, and herbs, are utilized to aid in addressing any identified biochemical and physiological imbalances and to help optimize the client's various systems, including brain health (neurotransmitters), gastrointestinal health (microbiome), detoxification, hormonal balance, etc.

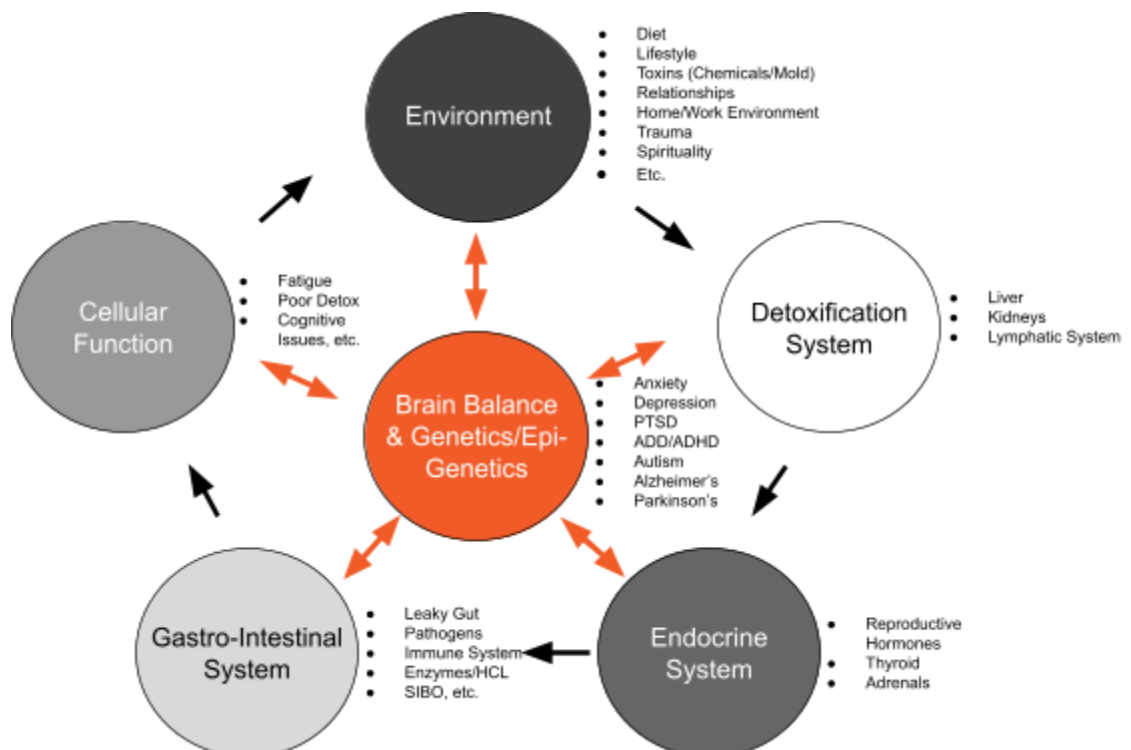
FUNCTIONAL MEDICINE:

Concept of Root Causes Leading to Symptoms



FUNCTIONAL MEDICINE & BRAIN BALANCING

Concept of Interplay of Systems & Optimal Brain Approach



What Is Neurofeedback

The objective of neurofeedback is to transform the brain's timing and activation blueprint. The aim is to gradually steer the brain back to normal (healthy patterns) and to reconnect neural connections that may have been detached due to trauma, poor repetitive mental patterns such as worry, or biochemical imbalances such as Neurotransmitter imbalance, etc.

The result of the Neurofeedback treatment is an enhancement in brain regulation, which in turn helps to improve a wide range of symptoms and conditions such as ADHD, anxiety, insomnia, depression, migraines, and more. Furthermore, Neurofeedback can help to improve attention, mood regulation, focus, behavior, alertness, cognition, and more. When the brain waves start to operate at the right speed, symptoms will gradually be reduced, and the root cause of various conditions will be addressed.

Results of the neurofeedback therapy sessions are also permanent and treat the root of the underlying condition, unlike medications that only treat the symptoms. Depending on the condition, continued neurofeedback therapy may enable clients to reduce or go off their medications completely.

Studies/Data:

ADD/ADHD

- [Is neurofeedback an efficacious treatment for ADHD? A randomised controlled clinical trial](#)
- [Efficacy of neurofeedback treatment in ADHD: the effects on inattention, impulsivity and hyperactivity: a meta-analysis](#)
- [Neurofeedback in ADHD: a single-blind randomized controlled trial](#)
- [Neurofeedback in adolescents and adults with attention deficit hyperactivity disorder](#)

Anxiety

- [Frontal alpha asymmetry neurofeedback for the reduction of negative affect and anxiety](#)
- [Neurofeedback and Biofeedback for Mood and Anxiety Disorders: A Review of the Clinical Evidence and Guidelines](#)
- [Real-Time Functional Connectivity-Informed Neurofeedback of Amygdala-Frontal Pathways Reduces Anxiety](#)
- [Orbitofrontal cortex neurofeedback produces lasting changes in contamination anxiety and resting-state connectivity](#)

Autism/Spectrum Disorders

- [Positive effects of neurofeedback on autism symptoms correlate with brain activation during imitation and observation](#)
- [An Effective Neurofeedback Intervention to Improve Social Interactions in Children with Autism Spectrum Disorder](#)
- [Self-regulation of brain oscillations as a treatment for aberrant brain connections in children with autism](#)

Chronic Pain/Fatigue

- [Neurofeedback intervention in fibromyalgia syndrome; a randomized, controlled, rater blind clinical trial](#)
- [Mobile Neurofeedback for Pain Management in Veterans with TBI and PTSD](#)

Depression

- [Neurofeedback Treatment on Depressive Symptoms and Functional Recovery in Treatment-Resistant Patients with Major Depressive Disorder: an Open-Label Pilot Study](#)
- [Real-Time Self-Regulation of Emotion Networks in Patients with Depression](#)
- [Randomized Clinical Trial of Real-Time fMRI Amygdala Neurofeedback for Major Depressive Disorder: Effects on Symptoms and Autobiographical Memory Recall](#)

Epilepsy / Seizures

- [Neurofeedback treatment of epilepsy](#)
- [A model of feedback control for the charge-balanced suppression of epileptic seizures](#)

Migraines

- [QEEG-guided neurofeedback for recurrent migraine headaches](#)
- [Biofeedback and neurofeedback application in the treatment of migraine](#)
- [Neurofeedback and biofeedback with 37 migraineurs: a clinical outcome study](#)

Obsessive Compulsive Disorder (OCD)

- [Obsessive compulsive disorder and the efficacy of qEEG-guided neurofeedback treatment: a case series](#)
- [Prediction of treatment response and the effect of independent component neurofeedback in obsessive-compulsive disorder: a randomized, sham-controlled, double-blind study](#)

Post Traumatic Stress Disorder (PTSD)

- [A Randomized Controlled Study of Neurofeedback for Chronic PTSD](#)
- [A Pilot Study of Neurofeedback for Chronic PTSD](#)

- [Neurofeedback in ADHD and insomnia: vigilance stabilization through sleep spindles and circadian networks](#)
- [Neurofeedback for insomnia: a pilot study of Z-score SMR and individualized protocols](#)

What Is Functional Neurology

Functional Neurology is an evidence-based model of care which utilizes neurological diagnostic and treatment approaches that can measure and improve the function of the brain and nervous system in health and disease. Functional Neurology utilizes the concept of neuroplasticity, which is the ability of neuronal networks in the brain to change through growth and reorganization. The idea is that an unbalanced brain can be ‘rewired’ to become more efficient and ultimately more functional.

This is achieved by performing a thorough health history and neurological examination that can aid in gaining insight of the function of the brain and physical performance. Assessments and tools utilized include neurocognitive assessments, sensory-motor processing, balance and postural reflexes, visual tracking, hand-eye coordination, dynamic visual acuity, reaction times, mental processing speed, and specific types of cognitive functions.

This approach is especially helpful with childhood developmental disorders, but can be further effectively be used with most cognitive imbalances such as anxiety and depression, but further shows promise in neurodegenerative conditions such as Alzheimer’s and Parkinson’s.

Other Technologies

To complement our offerings and to accelerate the overall healing process, we offer a variety of technologies that are incorporated with our Functional Neurology services. Below is a list of the key technologies that are constantly being expanded. Additional information can be found at: <https://optimalbrain.ch/brain-balancing-technologies/>

Muse Headband / MyndLift

Myndlift is a software and hardware platform that integrates with the Muse headband and allows the practitioner to provide customized Neurofeedback trainings to their customers worldwide.

Heart Rate Variability (HRV) Assessment and Coherence Training

It's no secret that prolonged or high-stress levels can lead to various symptoms and even disease. At Optimal Brain, we utilize Heart Rate Variability (HRV) assessment to determine the current state of your stress physiology and autonomic nervous system balance.

This in-depth assessment lays the foundation for a comprehensive treatment regimen comprising various Biofeedback Coherence training to help you regain healthy stress physiology, autonomic balance, and a relaxed state of mind..

Studies/Data:

- [Non-invasive Vagal Nerve Stimulation Effects on Hyperarousal and Autonomic State in Patients with Posttraumatic Stress Disorder and History of Mild Traumatic Brain Injury: Preliminary Evidence](#)
- [Cardiac coherence, self-regulation, autonomic stability, and psychosocial well-being](#)
- [Stress and Heart Rate Variability: A Meta-Analysis and Review of the Literature](#)
- [Insights from the study of heart rate variability](#)
- [Heart Rate Variability](#)

Customer Engagement Opportunities:

BeOPTIMAL will provide various ways customers can engage and receive care. The focus will be on 1:1 telemedicine while further providing online content, programs, and consultations.

Online:

1:1 Consultations

We will provide a highly individualized approach to support patients/clients with complex health issues and/or clients who seek health and performance optimization. Our approach will include Functional Medicine based interventions based on Functional

Diagnostic evaluations, paired with targeted supplementation and lifestyle interventions as well as neurofeedback and brain health optimization.

Functional Diagnostic Assessments

We will provide pre-recorded video consultations with individualized supplement protocols for the most relevant functional test options.

BeOPTIMAL Program

We will provide a self paced BeOPTIMAL Program that will provide the customer with the following:

1. A basic understanding of the body and the most common ‘imbalances’ and ‘dysfunctions’
2. Tools to assess their current (body and brain) health status
3. Nutrition and lifestyle recommendations to aid health optimization
4. Laboratory testing recommendations to consider and basic guidelines for interpretation
5. Basic tools for Brain balancing and exercises
6. Supplement recommendations to aid in health optimization
7. Provide some information on key therapeutic interventions to consider in addition to this program (Functional Diagnostics, Neurofeedback, etc.)
8. Educate what other systems may need to be addressed to aid in health optimization (gut, detox, energy/mitochondria, hormones, genetics, etc.), which will lead to other programs that will be offered.

In addition to the program, clients can further access consultations along their journey to receive additional support as needed. They will either be in paid individual consultations or part of a membership offering.

ADHD Program

Standardized program for ADHD-kids featuring a comprehensive approach based on functional nutrition, functional supplementation, lifestyle interventions and brain training.

Private Label Supplements

As part of all programs offered, as well as when customers work with a clinician or health coach, supplement recommendations will be a big part of all proposed treatments and programs. Consumers will have access to curated physician-grade supplements that are

designed to provide key support in rebalancing a specific system and speed up their healing process. Supplements will be privately labeled to allow for additional revenue and branding impact.

Other Revenue Streams

Next to consultations and supplements, there will be various devices recommended that can aid in brain balancing, retraining, and supporting a client's autonomic nervous system (HRV), application of photomodulation to aid in immune modulation and combating inflammation, etc. Most companies offer affiliate programs, hence some monetary gain can be received through these recommendations. Key devices that will be offered include:

1. Home Training Neurofeedback Device - [Muse Headband](#)
2. Transcranial Electrostimulation Device ([Alpha-Stim](#))
3. Brainwave Entrainment Device [Brain Tap](#)
4. Various cold laser/red light and photo modulation devices [VieLight](#)
5. Heart Rate Variability (HRV) training devices ([Heart Math](#))
6. Other devices to be added

Avatar - Ideal Customer

Phase 1: Expat Community

Customer Segment 1: Expats (Parents)

- Age: 35-55
- Income: High to mid-level
- Language: English
- Nationality: Foreigners
- Fee Model:
 - NFB → ASCA/EMR Insurance / Cash Transaction
 - FM → Cash Transaction
- Gender: Female
- Children: Yes → Will be a standalone segment (ADHD, Autism, etc.)
- Location: Zurich, Lucerne, Zug, Cham, Baar, Schwyz

- Tech Competency: High

Value Propositions:

- Open to paying for services NOT covered by insurance if they see value
- Looking for a health solution for themselves and/or their CHILD (ADHD, learning disabilities, etc.)
- Generally believes in living a healthy lifestyle (or aspires to) and wants to understand what lifestyle and diet will work best for them
- Went to see the doctor for symptoms who ran some tests, only to be told that everything is 'normal'
- Frustrated with the traditional medical model
- Seeking a more comprehensive approach to health that includes diet, lifestyle, brain balancing, etc.
- Has heard about NFB/FM and/or is open to the concept and is interested in learning more
- Likes how NFB/FM incorporates a data-driven approach (QEEG brain map/laboratory testing) that aims at finding the root cause of the symptom or condition
- Wants to have control over their health care regimen
- Seeking a more cost-effective solution for care
- Is interested in learning about their body and health
- Likes the idea of a self-paced program that allows for access to a clinician, health coach, etc. whenever they feel the need

Customer Segment 2: Expat Children with Learning Disabilities

- Age: 3-14
- Parent Income: High to mid-level
- Language: English/German
- Nationality: Foreigners/Swiss
- Fee Model:
 - NFB → ASCA/EMR Insurance / Cash Transaction
 - FM → Cash Transaction
- Gender: N/A

- Location: Zurich, Lucerne, Zug, Cham, Baar, Schwyz

Value Propositions:

- Children with learning disabilities such as ADD/ADHD and neurodevelopmental disorders such as OCD, autism, etc.
- Neurofeedback is quite known in Switzerland so can be used for marketing
- Parent looking for a more comprehensive approach to improving their children's (brain) health and ability to function in school and society
- Parent wants to understand what lifestyle and diet will work best for them
- Went to see the doctor for symptoms who ran some tests, only to be told that everything is 'normal' OR prescribed medication (Ritalin, etc) to treat ADHD, etc.
- Frustrated with the traditional medical model
- Seeking a more comprehensive approach to health that includes diet, lifestyle, brain balancing, etc.
- Likes how NFB/FM incorporates a data-driven approach (QEEG brain map/laboratory testing) that aims at finding the root cause of the symptom or condition
- Wants to have control over their health care regimen
- Seeking a LASTING SOLUTION which Neurofeedback can provide

Phase 2: Local SWISS Community

Customer Segment 1: Swiss (Parents - Mostly target Mothers)

- Age: 35-55
- Income: High to mid-level
- Language: Swiss (German)
- Nationality: Swiss
- Fee Model:
 - NFB → ASCA/EMR Insurance / Cash Transaction
 - FM → Cash Transaction
- Gender: Female
- Children: Yes → Will be a standalone segment (ADHD, Autism, etc.)

- Location: Zurich, Lucerne, Zug, Cham, Baar, Schwyz
- Tech Competency: High

Value Propositions:

- Will most likely want to use insurance. Paying out of pocket may be more difficult with this segment
- Looking for a health solution for themselves and/or their CHILD (ADHD, learning disabilities, etc.)
- Generally believes in living a healthy lifestyle (or aspires to) and wants to understand what lifestyle and diet will work best for them
- Went to see the doctor for symptoms who ran some tests, only to be told that everything is 'normal'
- Frustrated with the traditional medical model
- Seeking a more comprehensive approach to health that includes diet, lifestyle, brain balancing, etc.
- Has heard about NFB/FM and/or is open to the concept and is interested in learning more
- Likes how NFB/FM incorporates a data-driven approach (QEEG brain map/laboratory testing) that aims at finding the root cause of the symptom or condition
- Wants to have control over their health care regimen
- Seeking a more cost-effective solution for care
- Is interested in learning about their body and health

Customer Segment 2: Swiss Children with Learning Disabilities

- Age: 3-14
- Parent Income: High to mid-level
- Language: (Swiss) German
- Nationality: Swiss
- Fee Model:
 - NFB → ASCA/EMR Insurance / Cash Transaction
 - FM → Cash Transaction
- Gender: N/A
- Location: Zurich, Lucerne, Zug, Cham, Baar, Schwyz

Value Propositions:

- Children with learning disabilities such as ADD/ADHD and neurodevelopmental disorders such as OCD, autism, etc.
- Neurofeedback is quite known in Switzerland so can be used for marketing
- Parent looking for a more comprehensive approach to improving their children's (brain) health and ability to function in school and society
- Parent wants to understand what lifestyle and diet will work best for them
- Went to see the doctor for symptoms who ran some tests, only to be told that everything is 'normal' OR prescribed medication (Ritalin, etc) to treat ADHD, etc.
- Frustrated with the traditional medical model
- Seeking a more comprehensive approach to health that includes diet, lifestyle, brain balancing, etc.
- Likes how NFB/FM incorporates a data-driven approach (QEEG brain map/laboratory testing) that aims at finding the root cause of the symptom or condition
- Wants to have control over their health care regimen
- Seeking a LASTING SOLUTION which Neurofeedback can provide