



Brain Balance[®]

Building and Optimizing Brain Health

A Drug-Free, Integrative, Multimodal Approach to
Improving Attention, Behavior & Cognition

Brain Balance At-A-Glance

National Footprint



72 center locations nationwide

Global Reach



Served participants in 40+ countries across the world through our virtual program

Outstanding Impact



4.8 out of 5 stars across 207 reviews



4.7 out of 5 stars across 757 reviews

History

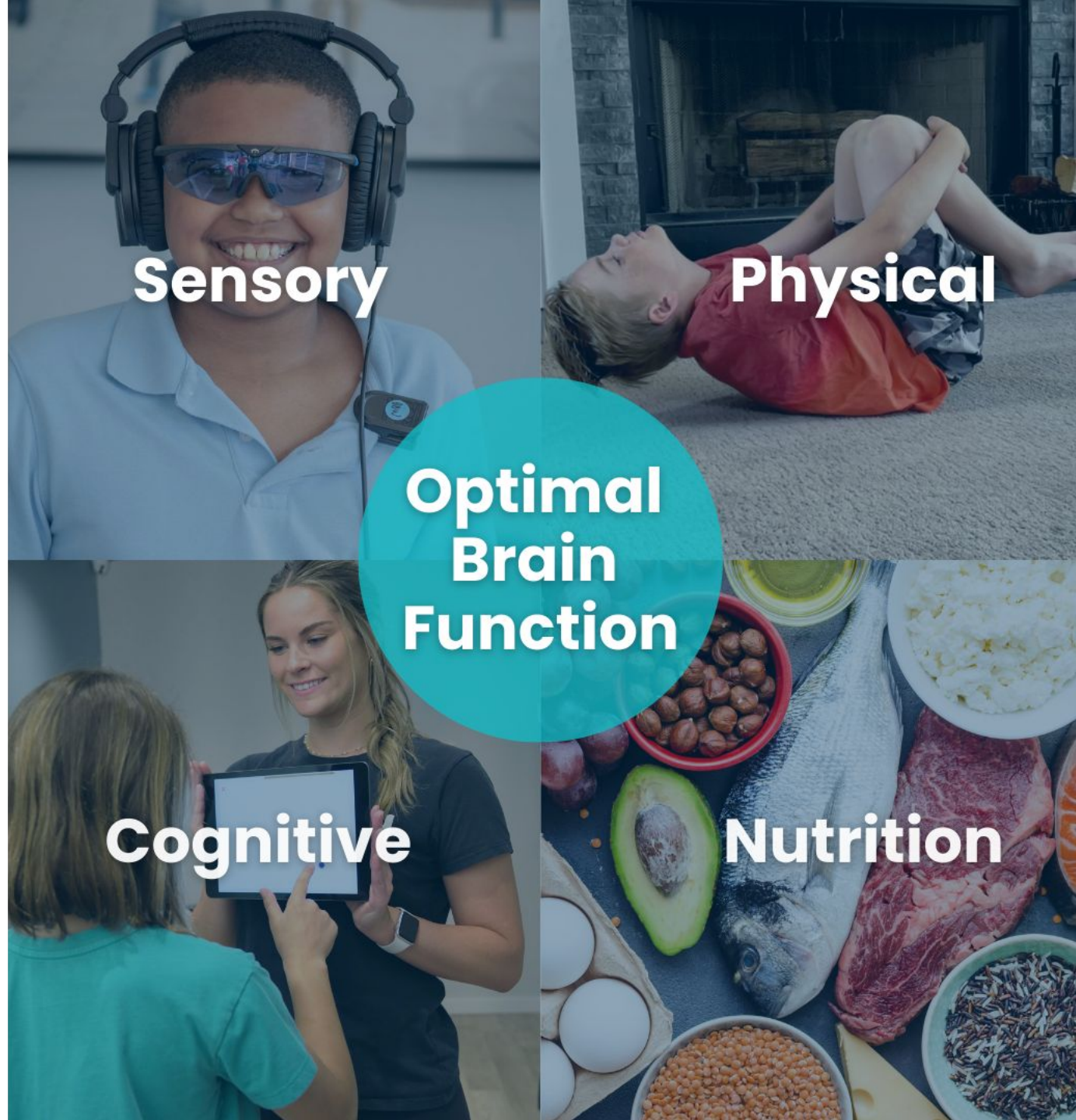




A Drug-Free, Integrative Multimodal Approach to Build & Optimize Brain Health and Development

Our program helps kids, teens and adults build and strengthen pathways in the brain by integrating cognitive activities, sensory and physical engagement with nutritional guidance.

...but what does the brain have to do with it?



Brain health is the **state of brain functioning** across **cognitive, sensory, social-emotional, behavioural and motor domains**, allowing a person to realize their full potential over the life course, irrespective of the presence or absence of disorders.

-World Health Organization

Defining Brain Health

Everything Starts in the Brain

How we experience life—
physically, emotionally, and socially—
depends on our brain health and
development.





Brain Development is the Formation and Refinement of Neural Networks

The formation and refinement of brain pathways involves building new connections, pruning non-essential ones, and improving speed, complexity and precision. These network changes in the brain are essential to maturation, and happen over time through **use** and **challenge**.

Many Challenges Arise From Underconnectivity in the Brain

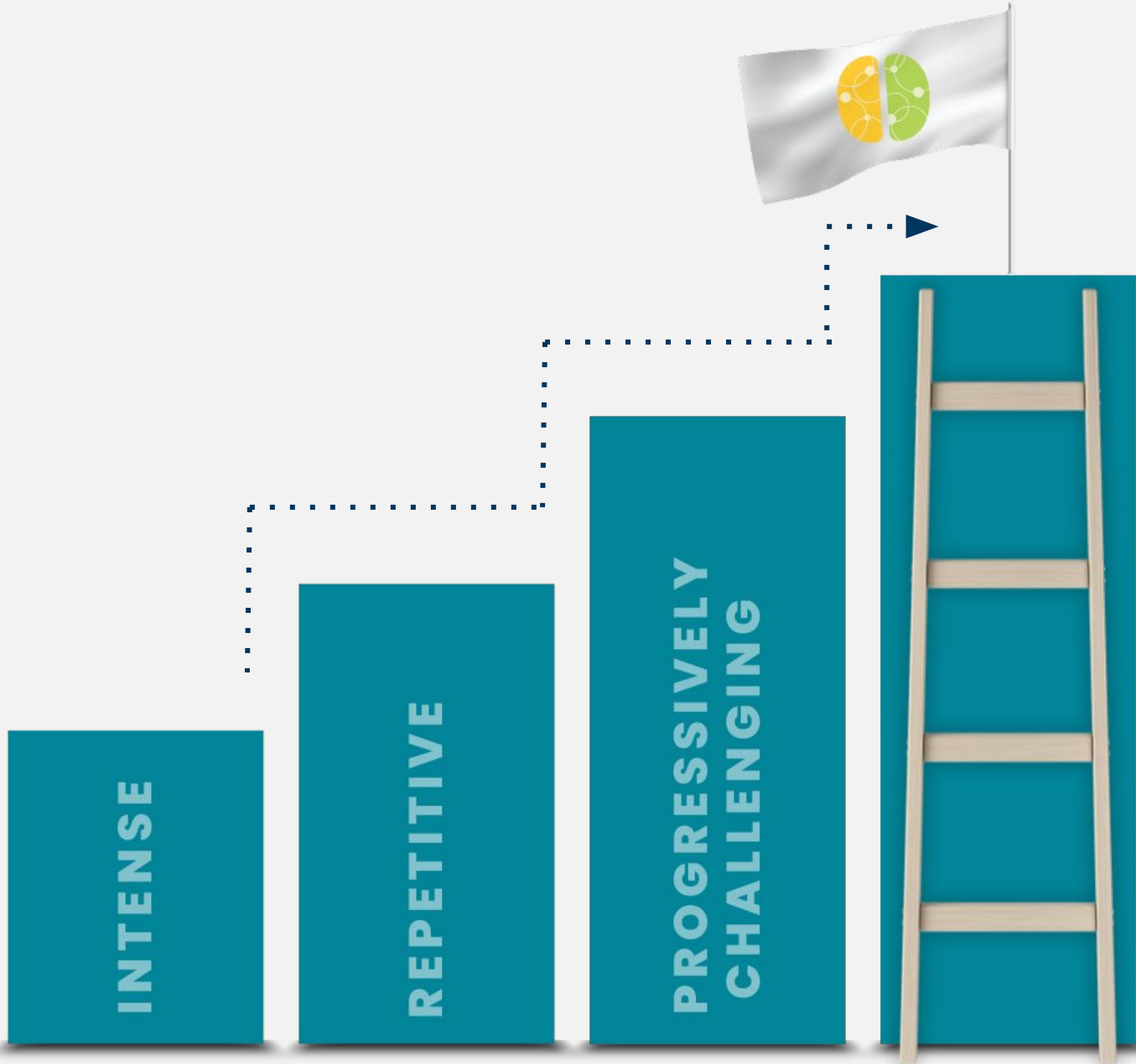
When development goes off track, individuals can struggle with challenges resulting from underconnectivity in key brain functions and regions.

These can be present at any age.



What Developmental Disruptions Can Look Like

- Meltdowns
- Inattention
- Hyperactivity
- Impulsivity
- Learning Disorders
- Defiance
- Lack of Coordination
- Social Challenges
- Behaviors



How we Engage the Brain's Plasticity

We create challenge by progressively making exercises and activities more complex and more intense.

Research Findings

A Growing Evidence Base Supporting the Impact of Brain Balance: Improvements Reported by Parents, Clinicians and Teachers

✔ Focus & Attention ✔ ADHD Symptoms ✔ Cognitive Skills ✔ Mental Well-Being

Humanities & Social Sciences Communications

Reliable Change in Parent-Rated Scores of ADHD

- Parents reported a decrease in ADHD symptoms on a validated ADHD survey tool after completing three months of the BB program
- The reliability of experiencing pre to post-program change was 81%
- Children with more severe symptoms were more likely to experience a decrease in ADHD symptoms

PSYCHIATRY RESEARCH

Harvard/McLean Study

- Control group study found the Brain Balance program to be as effective as low-dose medication in alleviating symptoms of ADHD
- A marked reduction in ADHD symptoms were reported by parents and clinicians and seen on diagnostic testing
- Areas impacted included hyperactivity, inattention, and improved accuracy on cognitive tests



CAMBRIDGE BRAIN SCIENCES

Improved Cognitive Performance

- Significant overall improvement in measures of cognition in this control group study
- Largest improvements were measured in; concentration, memory, reasoning, and verbal ability
- Improvements in attention and planning were noted as early as one month into program

A Growing Evidence Base Supporting the Impact of Brain Balance: Improvements Reported by Parents, Clinicians and Teachers

✓ **Focus & Attention** ✓ **ADHD Symptoms** ✓ **Cognitive Skills** ✓ **Mental Well-Being**



JOURNAL OF MENTAL HEALTH
AND CLINICAL PSYCHOLOGY
www.mentalhealthjournal.org

Parent Reported Improvements in Anxiety and Social Emotional Functions

- Significant improvements were noted by parents in the following areas: child's overall happiness, reduction in worries, and anxiety, improvements in social-emotional regulation including expressing and regulating emotions, and in social engagement.
- Study looked at outcomes from 495-1,200+ participants in each category.

Journal for the Study of
**EDUCATION AND
DEVELOPMENT**

School Based Control Group Study

- Teachers reported improvements in students' attention and classroom behaviors in this control group study
- Study found a significant reduction in ADHD scores for Inattention and Combined Inattention and Hyperactivity/Impulsivity subtypes of ADHD



frontiers
in Psychology

Outcomes Stratified by Baseline Severity

- Study looked at outcomes on over 4,000 participants
- The larger the initial concern or deficit, the larger the positive change
- A large to very large effect size was noted in all domains measured including; social and emotional regulation, behavior, academics, executive functions and motor coordination



Brain Balance®

How does the program work?

Connectivity Impacts All Brain Health Domains



Encompasses:
Visual processing
Auditory processing
Tactile
Olfactory
Taste

Encompasses:
Gross-motor coordination
Fine-motor coordination
Balance
Body awareness and control
Rhythm and timing

Encompasses:
Emotional regulation
Impulse control
Decision making
Appropriate response to environment
Coping skills
Resilience

Encompasses:
Regulation of stress and emotional response
Age-appropriate social interactions
Non-verbal social cues
Awareness of self/others
Empathy

Encompasses:
Attention
Memory
Comprehension
Logic and reasoning
Academics/learning
Executive functioning

Research has found an interrelationship between the five domains of brain health. Improvements in one domain can influence others.

What differentiates Brain Balance from other programs is, rather than focusing on symptoms alone, we engage multiple brain systems simultaneously, causing these systems to work together.

Supporting the Five Domains

FOUNDATIONAL DEVELOPMENT EXERCISES
(Drives development across all domains)

NUTRITION
(Drives development across all domains)

Brain Balance Impact on Brain Health Domains



Frontiers for Psychology, 2023

Study of over 3,000 Brain Balance participants found a large to very large effect size in all domains analyzed in the study. Outcomes were stratified by baseline severity – the larger the initial concern, the larger the change.

Study participants also demonstrated large gains in foundational development including:

- Gross motor coordination
- Rhythm and timing
- Balance/proprioception
- Fine motor
- Gaze stability
- Developmental/primitive reflexes

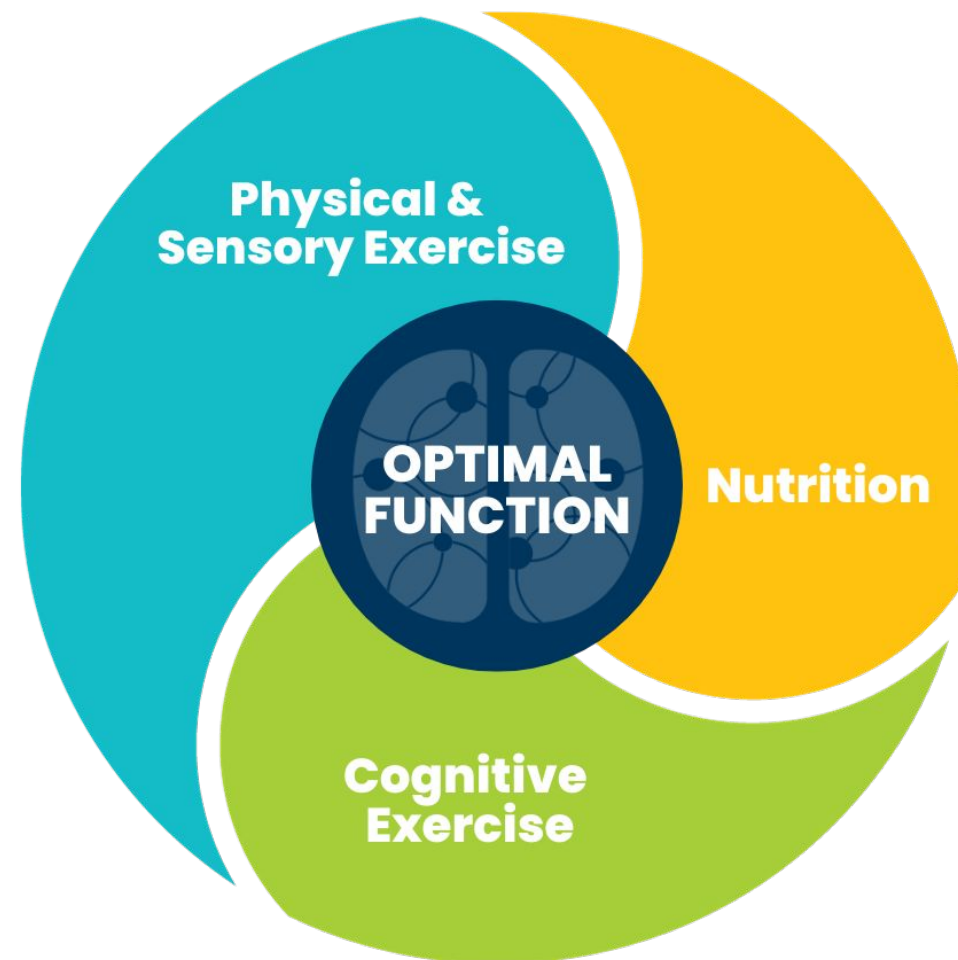
Our Difference: Integrative & Multimodal

Integrative

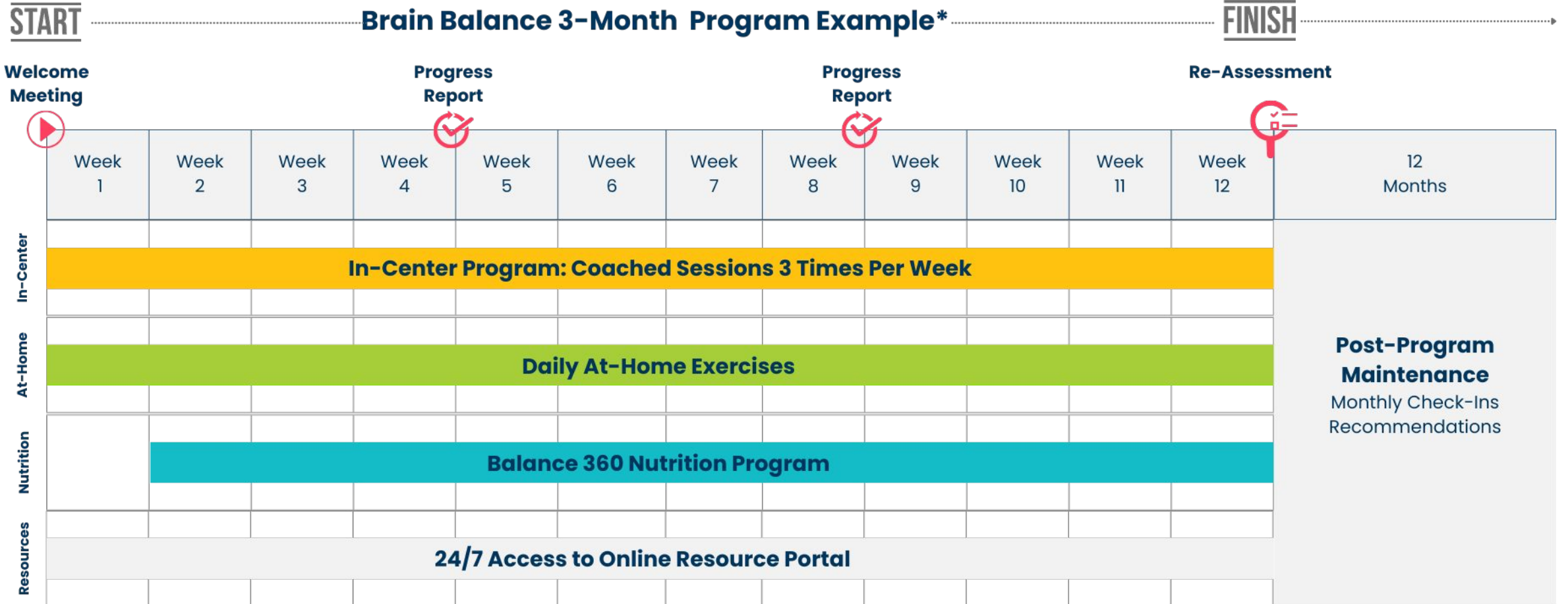
Our approach integrates multiple research-backed methods to drive connectivity and development

Multimodal

We utilize multiple tools to engage sensory, visual, auditory, tactile while working core muscles, coordination and timing



Brain Balance Program Overview



*Recommended program length based on initial assessment

Why Does This Matter for Kansas Kids?

Brain Balance is Helping Kansas Kids Create Strength-Based Stories

Underdevelopment of the brain due to trauma or other factors can present in many ways

- ❑ Gaps in skills and behaviors
- ❑ Inconsistency or fluctuations in skills, behaviors, learning or emotional regulation
- ❑ Increased challenges in paying attention, managing mood and reactions, learning, and social interactions
- ❑ We are experiencing a systemic barrier to providing services because we are unable to accept Medical cards for Brain Balance in KS



Brain Balance of Wichita serves kids from all over the State of Kansas, from all backgrounds. 40% of our students are from outside of the Wichita metro.

Brain Balance is an Available and Proven Service

Approved Services are Limited with Wait Lists

- ❑ Brain Balance of Wichita has been partnering in the foster community for years by attending parent-support events and educating about brain development.
- ❑ Foster agencies and parents are forced to create their own support systems because they know treatment is critical for children in their care*.
- ❑ There are wait-lists and limited access to services in Wichita and in rural Kansas*
- ❑ Kansas foster care kids suffer compounded negative effects to their mental health by having scarce resources, both in Wichita and in rural areas*



**Brain Balance
of Wichita is a
proven service
that helps
Kansas kids.**

*Wichita Beacon "Kansas foster kids need mental health care, but trying to add more is expensive" (2023)

*Kansas Reflector "Kansas foster kids suffer from shortage of mental health providers, high caseloads (2023)

Brain Balance Serves the Whole Child

We know that the child may need support from their system, as well as personal support

- ❑ We improve brain function of the child which improves behavior, academic performance, social interaction, and emotional regulation
- ❑ We advocate for the child
- ❑ We educate the family
- ❑ We work with the school
- ❑ We educate about nutrition
- ❑ We connect kids to other services whenever necessary and maintain a referral network with strong relationships in the treatment community



Brain Balance serves the child and the support system of the child

Brain Balance Makes Breakthroughs Possible

We are part of the solution

- ❑ Brain Balance offers another option. Not all caregivers want to pursue or receive diagnoses or medication for the children in their care.
- ❑ Brain Balance is not against meds or diagnoses, we just do not provide them because our protocol works on root issues in the brain versus symptom management.
- ❑ Brain Balance focuses on creating “new stories” in our community. We focus on the whole child, and the child's support system to create a big-picture approach to supporting a child’s growth and development.
- ❑ Our program is research supported and proven effective. We are part of the solution related to better futures for Kansas kids.



**Brain Balance
is here to
serve and help
the Kansas
community**

What are current Kansas Brain Balance Parents Saying?



“Brain Balance has provided support for the whole family by providing us, as parents, the tools and education needed to continue to work with our child during and after completion of the program. This sets them up for continued success.”



“Our son no longer takes any medication for his ADD symptoms.”



“Hearing my son laugh and joke with his coaches shows us that he’s making strides. The parent check-in meetings with me have helped me grow as a parent as well. I have learned methods to not only help my son, but also to help myself as I’m attempting to keep my emotional state balanced and healthy.”



“We began regular sessions, and less than a month later, my son could already read better and faster. Not long after that we saw major changes in his ability to pay attention, to manage his emotions and his work ethic.”



“We have guardianship of our granddaughter and she was struggling with learning and control of her emotions. We looked at various methods as we didn’t want to put her on medication so we made the decision to try Brain Balance. We noticed an improvement with her after the first month.”



“I’ve gone through the program twice. Both times, my friends, family and I all noticed improvements, whether that’s focusing in class, reading a paper, or being more open and confident. I learned so much about how Brain Balance works and how growth-stunting medicine isn’t the only option to tend to the struggles.”



“I was a student and now a current Program Coach for Brain Balance of Wichita. I went to Brain Balance in 2018 due to high levels of anxiety, especially social anxiety. I have not been to any sort of therapy or psychiatric programs for anxiety before coming to Brain Balance. My experience at Brain Balance was very welcoming and felt like I had a safe space for my mental health. Brain Balance has helped me learn a lot when it comes to regulating my mental state, especially when I experience anxiety attacks.”



“After an initial intake evaluation, we were shown our daughter’s specific areas of need and we were provided a detailed plan tailored to her. When we joined the program, our entire family received comprehensive aid and education from the well trained and compassionate staff. This extensive level of care and knowledge set Brain Balance apart from other services we had previously tried and ultimately helped our daughter, and our whole family, obtain a better quality of life upon completion of the program.”



“We have had an amazing time with Brain Balance. Our daughter was so young and developed leaps and bounds with the team. They were knowledgeable, loved her and walked with her during her time there. As a family we call it “brain school”, but our daughter calls them her besties. We have grown as an entire family through this process from patience to grace and much more understanding.”



“We wanted a program that could help our son without the medical environment and without the stigma of a label. Brain Balance facilities have always felt relaxed. The staff has always had a positive encouraging attitude. They also continue to support us, his parents, in the process of helping our son reach success.”

**Together we can Make
Breakthroughs Possible.**