



RETRAIN THE BRAIN MEDICATION FREE

The NeuroGeniSys Procedure™

The NeuroGeniSys Procedure™ is a proprietary method of measuring cognitive abilities, brain processing abilities, neurofunction and neurodevelopment. It is one of the most complete and comprehensive analysis procedures available.

The goal is to gain objective, evidence-based insight into what is actually happening inside your brain and create measurable, proven solutions which will then help you and your brain reach your full potential.

The NeuroGeniSys Procedure™ assesses over 293 dimensions of brain activity as it relates to abilities to learn, concentrate, control emotions, regulate, process information, think, retrieve and remember. These measures are summarized into a customized Crossroads Institute NeuroFunction Profile and 35-page Report of Findings. The findings identify specific areas of the brain, which need balancing or strengthening.

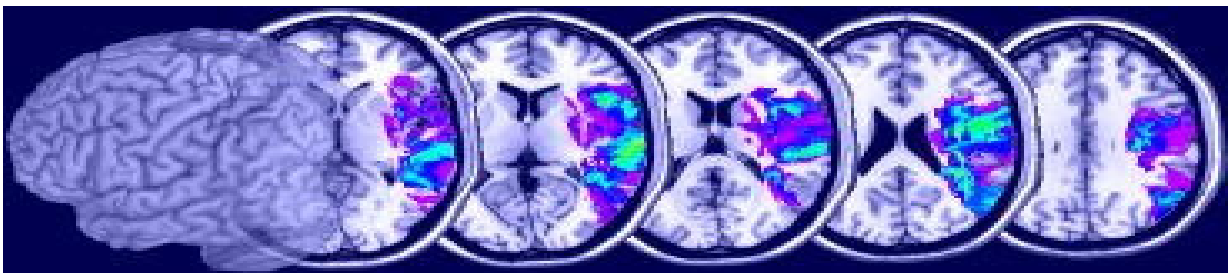
Based on these findings Crossroads can then recommend tailor-made programs specific to the needs of our clients. Our programs include activities and therapies targeted toward neurodevelopment, neurofunction, neuroprocessing and neurocognitive abilities. If medical health issues are indicated we refer to a select group of medical professionals who specialize in this field. We believe in order for healing to occur, both the mind and body must be addressed in synchrony. You cannot ignore either the health of the brain or health of the body. They are inter-related and cannot be separated.

We believe in a truly integrated approach to balancing the brain.

In-Depth Brain Analysis
Chronological Age vs. Developmental Age
Specific Activities and Exercises for Targeted Areas
Follow-Up

NeuroCognitive Abilities Profile
Individualized Program Based on Objective Results
On-going Monitoring
Case Management

Expert Team: Neurologist, Electrophysiologist, Neurophysiologist, Neurodevelopmentalist, Licensed Counselor, International Neurophysicists



Everyone has untapped potential but more importantly, no one is their "label".

CrossRoads Centers work with issues ranging from depression, anxiety, closed head injury, reading comprehension and attention problems (ADD/ADHD) to auditory processing and memory to more serious neurodevelopmental delays and learning disabilities such as Autism and Pervasive Developmental Delay (PDD).

But the approach is from a different point of view:

We look at the whole personality and ask the question: 'Where is this person on the neurodevelopmental spectrum?' Through a process called **Neuro-Genisys** we are able to answer that question and also identify the underlying cause of the issues or dysfunctions. Next, we determine where the issues are occurring, then look for why they are occurring. Finally, based upon those objective-measurements, individualized programs are designed to correct the imbalances without the use of medications where possible.

Step 1: fQEEG brain mapping: an objective, highly accurate, non-invasive, FDA-approved measurement. A fQEEG brain map compares the client's brain wave signatures to an FDA approved database of age appropriate norms. This part of the assessment determines which parts of the Central Nervous System are functioning within normal ranges for that age group and which parts are not.

Step 2: Additional assessments (when appropriate) include an objective measurement of hearing/listening for auditory processing. With a thorough listening evaluation, specific listening and auditory processing problems can be pinpointed, identified and then specifically treated. Often slow auditory processing is mistaken for ADD/ADHD or the individual "just not paying attention", when in fact not all the information is being processed appropriately and therefore some information is missing.

Step 3: A neurodevelopmental profile looks at the overall development of the brain such as memory issues, including short term and intermediate memory disorders. Memory issues often result in the appearance of inattention or focus, including the inability to remember a sequence of steps or directions. This may be mistaken for the individual not paying attention or listening.

Step 4: A functional-development evaluation looks at the receptive areas of visual, auditory, and tactile competence, and in the expressive areas of language, mobility, and manual competence.

Step 5: A complete physical evaluation by an MD looks at specific physiological and neurochemical issues as well as diet, nutrition and allergy issues. Allergies (food, chemical and environmental) can effect concentration, focus, and attention. Neurotransmitter testing is also available that specifically looks at how well the body manufactures the appropriate amounts of specific neurotransmitters. Amino Acids and Hormones are also evaluated. A program based on the results of these individualized assessments will be recommended to help overcome neurodevelopmental - functional deficits and imbalances.

The programs vary depending upon the client and the complexity of their issues. There is no one-size-fits-all, nor is there a magic bullet to correcting neurodevelopmental issues. The data collected from the evaluation is reviewed and analyzed. A detailed and a very specific home-based and in-lab program for the client is then created. The program includes exercises and activities for:

Neurodevelopment
Neuro-Function
Receptive and Expressive Language
Hearing
Perceptual and Sensory Training
Social Development

Neuro-Processing
Fine and Gross Motor Function
Vision
Tactility
Educational Development
Behavior Management

The CrossRoads Program commonly results in rapid and substantial improvements for those clients going through the program....with a high success rate in overcoming attention issues, learning challenges, memory issues, and other neurodevelopment-based issues...Changes for Life. For further information and videos explaining the program view our website at 'www.crossroadsinstitute.org' and call Dave Allen at (703) 435-6900.

What is QEEG & fQEEG?

QEEG is an FDA approved, evidence-based diagnostic tool that measures the speed and processing of brain function.

Why does CrossRoads use it?

Much like a road map, Brain Maps show us not only *what* brain systems are out of balance but also *where* the imbalances are located. Only by using objective measurements can the brain's processing and cognitive abilities be determined. We do not know of any other science-based method (using real numbers and NIH funded databases) for determining what type of program an individual should undertake to correct brain based imbalances.

Why is it important?

Imagine if you were in an accident and went to a hospital and someone told you it wasn't important to x-ray your leg or arm to determine if it was broken, instead they just wrapped both your legs and arms in casts. Or worse, what if they weren't even interested in looking at objective measure prior to giving their recommendations? You would probably become concerned and a little nervous with this approach.

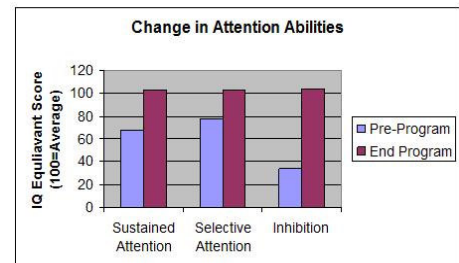
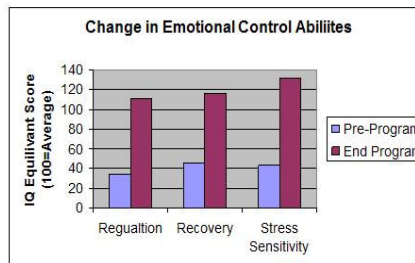
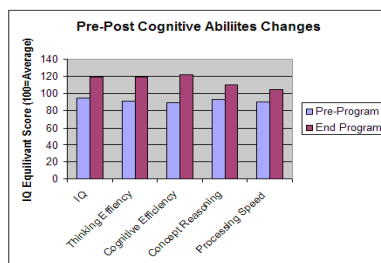
We believe each brain is very important...and each brain is very different. So, how can the same protocols work for everyone? We don't believe a one-size-fits-all approach can. So, prior to recommending a *customized program* we want to know *where* to target our activities and therapies based on objective measures. This not only makes good sense, it is also in the client's best interest. How do you know if physiological improvements have occurred if there are no measurements and no baseline?

Why do we customize each program?

Just as no two people are alike, neither are their brains. While many issues may present the same, the underlying root cause may not be the same. A one-size-fits-all program assumes that all issues and underpinning are the same. In our experience this has never been the case. We prefer to identify each individual's specific needs and address those targeted areas with a program tailored for them.

It's hard to argue the numbers!

Our results are quantified and qualitative and speak for themselves.



CrossRoads Centers Programs

1-2-3 Grow

This group based program is designed for children 3 to 6 years (chronologically or developmentally) who need assistance with neurodevelopment, language, communication or have cognitive delays. Supervised by our lab coaches and certified Speech and Language Pathologist the child will participate in cognitive enhancement activities as well as speech/language and communication therapies. This program encourages *your child's growing edge*.

BrainyArcade

This program is geared to ages 6 to 16 years. It is an intense 12-14 week cognitive enhancement program that focuses on learning, IQ development, social/behavior maturity skills and training the brain to reach its full potential. This program emphasizes overcoming ADD/HD, impulsivity, focus, attention, dyslexia, reading comprehension, math, learning challenges, auditory processing, memory/retrieval, academics, behavior and social issues. The programs are tailor-made for each client and use the latest EEG -brain based technology to retrain and develop your child's brain and encourage you child to *reach their full potential*.

Adult Brain WorkOut

This program is designed for those 17 years and up. This 12-14 week brain workout is an intense cognitive enhancement program that corrects and improves brain-processing skills. Our 40+ program recognizes the fact that as we age, so does our brain. Just as we need to exercise our muscles in our body we also need to exercise our brain to retain our maximum potential. This program addresses adult ADD/HD, auditory processing, memory issues, depression, anxiety, and stress. The program is individualized and incorporates the latest advancements in brain exercises and activities so that each person can get the *most out of their work...play...life*.

BrainRecovery

This program focuses on individuals who have lost cognitive function due to injury, such as traumatic brain injury, or who are recovering from substance abuse, or who have severe depressions. This program improves brain capabilities and increases IQs. Our addiction program includes our therapeutic imprinting technologies to focus on the triggers that lead to relapse. All BrainRecovery programs targets IQ, memory, job function, depression, anxiety, stress and learning challenges. This program starts at the individual's current capabilities and *encourages their recuperative edge*.

BrainMax

This program is designed to help students overcome learning challenges and/or accelerate their learning capabilities. This is intended for students from kindergarten through college. BrainMax enhances cognitive processing, auditory processing, visual processing, speech and language, memory/retrieval, fine and gross motor skills, personal, social and emotional issues, as well as introduces students to organizational skills training, study habits, learning styles, time management skills, goal setting, note taking, test taking and stress management. This program teaches students how *to reach their full potential*.

