



MEMORY CARE
OF ARIZONA

Comprehensive Memory Care Therapy Program

The Tragic Pain of Memory Loss

Nothing is more tragic than the devastating effects of memory loss. If you are suffering from the effects of memory loss or know of a loved one who is, you have firsthand knowledge of the horrible frustration and pain that this neurological condition creates.

The inability to remember dates, times, places, and people, or even where you left something, creates a prison of fear and uncertainty. It means a loss of independence. It also means an increased burden on friends and loved ones that must now care for someone who was once so vibrant.

However, it's important to know that if you or someone you love has been diagnosed with memory loss, or believes they may be losing their memory, you are not alone. Memory loss is also an "equal opportunity" affliction, affecting every gender, race, and socioeconomic demographic. Literally no one is immune to its effects. In fact in the United States alone, millions of people struggle with memory loss.

What Causes Memory Loss?

The first step to understanding memory loss is to understand the most common causes. While there are literally hundreds of causes, the following list represents the most common.

- **Advanced Age with Senility**

As our brains age there is decreased blood flow to the brain, less neurons for our brain to use, and the brain itself starts to degenerate on a cellular level. This can result in memory impairment.

- **Nutrition**

While many people may not typically associate nutrition with healthy brain function, medical science has known for some time that the complex chemical and electrical balance of the brain is heavily influenced by the food, liquids, and medication we consume.

- **Brain Injury**

Injuries caused by severe impact or rigorous acceleration/ deceleration can damage the brain. Damage caused by brain injury can impair balance, speech, and most importantly memory.

- **Cardiovascular Problems**

The carotid artery may have plaque buildup, blocking the flow of blood to the vascular regions, causing decreased nutrients and oxygen to the brain, resulting in memory loss. Cerebral arteriosclerosis, hardening of the brain arteries, may occur at any age, with exaggerated forgetfulness for recent events and progressive failure in memory for experiences

- **Multiple Small Strokes**

These cause a multifocal slowing of the brain waves and a decrease in the important fast beta waves, causing abnormal brain function.

- **Dementia**

This condition is the result of loss of brain function that occurs with certain diseases. Problems may involve language, memory, perception, emotional behavior or personality, and cognitive skills.

- **Alzheimer's**

This is one of the most well-known medical conditions that affects memory. It is a progressive and fatal brain disease that destroys brain cells which leads to loss of memory and problems with a person's thoughts and behavior. Alzheimer's gets progressively worse over time and is the seventh leading cause of death in the United States.





Is There Hope?

Yes there is!

We're proud to be a part of it every day here at **Memory Care of Arizona**. Both our staff and patients can testify that, YES, there are real answers to this incredibly difficult condition.

How do we do it?

Memory Care of Arizona is a medical program *designed specifically* to treat memory problems including the conditions listed above. It is a comprehensive 12-month process that analyzes the loss of memory activity in the brain

and uses this information to set up a series of neurological therapies to improve memory deficiencies.

Thanks to our select group of doctors, neurologists, psychologists, and neurofeedback experts, there is now help for many people who previously had no options or remedies available. In fact, it is our team's passion and dedication to knowledge of treatment therapy that really makes this program work.

A Unique Solution

It is important to know why Memory Care of Arizona is unique when compared to many other treatments in the marketplace today:

- We are managed by a team of doctors, neurologists, psychologists, and neurofeedback specialists.
- A comprehensive evaluation of each patient results in a specific and individual treatment plan for care.
- Only patients that meet the criteria for treatment will be eligible.
- Covered by Medicare and Insurance – the only out-of-pocket costs are the nutritional supplements.

The Six Stages of Memory Care

An Overview of the Program

The Memory Care Program is a proprietary process using a number of proven methods to improve and restore mental health and memory. The program is comprised of six separate stages.

Each of these brain therapies used in our six stages, establishes the foundational processes needed for maintaining good mental health. Without them the brain may lose its ability to process information within the brain's structures. The maintenance programs strengthen and reinforce the brain's natural abilities to function in a healthy manner.



Stage 1/Month 1 Initial Assessment

The first step of the Memory Care Program is assessment. Our doctors and their team use a number of non-invasive tests to determine the neurological condition and functioning of the brain. Because of each individual's unique bio-chemical makeup, the complexity of the brain, and the multitude of conditions that can decrease mental function, this step is imperative to creating a plan with the best chance of success. Specifically, the following assessments are utilized in our initial in-depth evaluation:

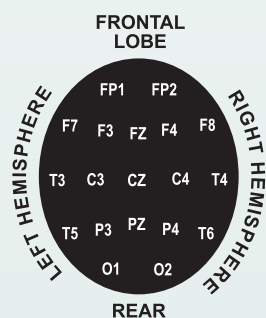
- **MD Medical Intake and Analysis**
A medical intake is done to rule out any medical reasons for loss of memory, such as a thyroid condition, that may contribute to memory loss. At this point further assessment evaluations are ordered by the doctor. After obtaining the results of all the testing, a report is compiled, reviewed by the doctor, and therapy is commenced.
- **Cardiac Pulse Wave Testing**
Measurement of the central blood pressure pulse and pulse wave velocity, acquiring real-time arterial pulse wave data, to determine the state of blood flow through the arteries to the brain.
- **A Cognitive Battery of Memory Evaluations**
Measures and evaluates important cognitive skills and, at the same time, a systematic cognitive memory training program is set up, ready to begin the cognitive rehabilitation therapy.
- **An EEG Brain Map with Neurologist's Report**
The EEG brain map analysis of the brain obtains a picture of how well the brain is functioning. The EEG brain waves are recorded and sent to a Board Certified Neurologist and specialist in EEG, for analization and treatment plans.
- **Spatial Visual and Audio Processing Assessments**
Measurements from these assessments show the audio visual areas that can interfere with mental processing and loss of cognitive memory function.
- **Laboratory Blood Workups**
A laboratory blood workup is performed and analyzed for any particular nutritional deficiencies, hormone problems, or other conditions.

The above assessments provide a clear indication of where the brain's memory areas can be improved. The Memory Care Team (MD, Neurologist, Psychologist, and Neurofeedback Specialist) review all of the test results with the patient and family and put together a personalized treatment plan.

The Six Stages of Memory Care

Obtaining Brain Map Information with an EEG

The first step in brain mapping is conducting an electroencephalogram or “EEG”. An EEG measures fluctuating electrical activity in the brain’s hemispheres. The procedure is completely noninvasive and does not cause any pain. Brain wave activity is relayed from electrodes placed at strategic points on the scalp (see electrode location map below) to a computer where the data is recorded and stored. This raw data is then compared and charted within a specialized normative database, and then converted into a “map” of the brain.



The 10-20 International System of EEG Locations

Typically, people with memory problems experience brain waves that are too large and slow, like the ones shown in the highlighted area on this chart. Neurofeedback normalizes these malfunctioning waves, thereby improving brain power.

Stage 2/Months 2-5 Brain Therapies & Activities

Once the initial assessments have been completed by our team, you can begin your regimen. A number of therapies are implemented in this stage. Used together, the synergistic effect is powerful, accomplishing more together than used separately. In this manner we approach the neurological problems from many different directions to facilitate mental functioning.

Each of the four therapies in stage two has a unique approach to improving or facilitating brain function, and each is used independently and collectively to form a well rounded approach to increasing brain power.

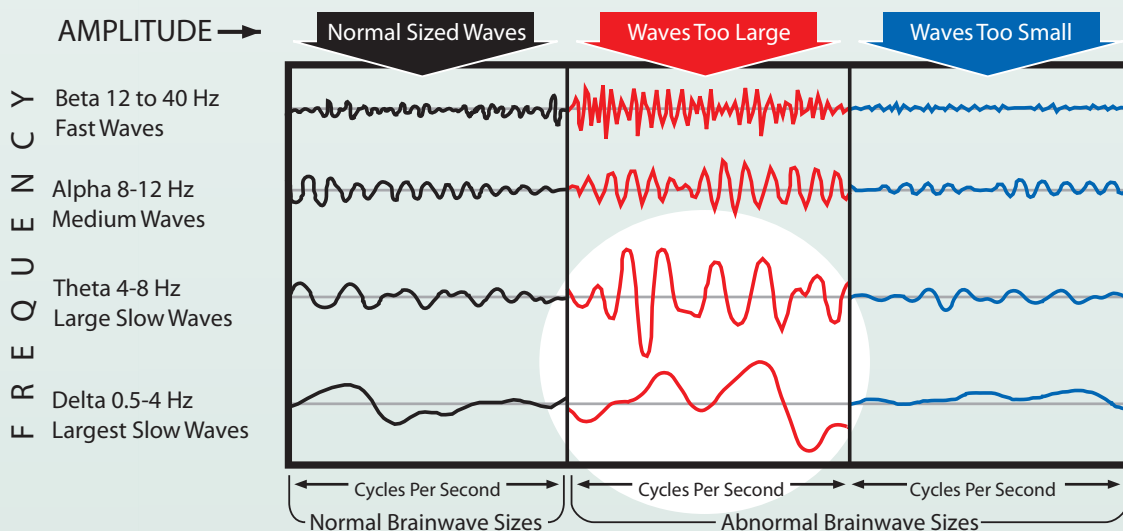
- ### • THERAPY ONE Neurofeedback Therapy

EEG Brainwave Neurofeedback Therapy focuses on improving the patient’s brainwaves for improved brain functioning. The therapy focuses on reducing the abnormal slow waves and increasing the important fast waves used for cognitive processing. Putting these waves back into balance helps to improve brain function and increase

memory performance. The therapy restores the natural brain wave patterns, flexibility and responsiveness. Therapy uses computerized software, and allows the brain to have better functioning in areas of cognition and memory.

Our Neurofeedback therapy is provided courtesy of Nu-Brain International, a leader in the Neurofeedback industry and a significant partner in this program.

What Brain Waves Look Like on an EEG:



The Six Stages of Memory Care



- **THERAPY TWO**
Nutritional Program for the Brain and Circulatory System

The next step is to begin to revitalize the brain with improved nutrition that is specialized to improve brain blood flow, thus allowing the brain to function better. The cardiac program improves the flow of blood to the brain by reducing blocked arteries and increasing nutrients and oxygen going to the brain. This specialized program has the advantage of using the scientific studies by Dr Lewis Ignarro, who was awarded the Nobel Prize in Medicine in 1998 for his work with nitric oxide for improving circulation and decreasing heart disease and strokes.

- **THERAPY THREE**
Cognitive Rehabilitation Training

This therapy program provides systematic mental workouts on the computer, with thousands of different fun “games” to choose from to improve working and short-term memory, attention, mental processing speed, impulse control, and problem solving. The activities are individually customized for each person according to their weakness, e.g. **cognitive impairments, traumatic brain injuries, or strokes**. After attaining the desired level of brain improvement, the cognitive processes will continue to be used in an on-going program for maintaining mental flexibility and brain acuity. This software specializes in holding data in working **memory for names and faces, pattern recognition, following directions, and language skills to improve verbal recall**.

- **THERAPY FOUR**
Auditory Processing and Visual Memory

Brain Brightening Therapy designed by Dr. Thomas Budzynski, who received the ISNR Lifetime Achievement award for his scientific research work on brain improvement is used for visual and auditory processing. Dr Budzynski specializes in brain functioning for the elderly, focusing on correct procedures that reduce slow brain waves that cause memory loss, while increasing brain processing speed for improving long and short term memory and recall.



The Six Stages of Memory Care

Stage 3/Month 6 Mid-Year Assessment

At this stage in the program we do a complete reevaluation utilizing all the initial assessments (brain mapping, etc.) to direct the next stages of therapy.

Stage 4/Months 7-10 Continued Therapy

As the brain improves, therapy is fine-tuned based on the mid-year assessments, to enhance brain power and cognitive processing.

Stage 5/Month 11 Cognitive Maintenance Plan

After completing the brain rehabilitation program, each person is put on a Cognitive Maintenance Plan of a nutritional program, computerized cognitive exercises and audio visual memory programs.

Stage 6/Month 12 End of Year Evaluations

Confirms improvements of the brain's abilities.



Get Evaluated Today

At **Memory Care of Arizona** we realize what a difficult and life changing experience memory loss can be. There is hope. Let us help you and your loved ones achieve the best life possible and cope with some of the inevitable changes that memory loss brings.

We know that the first step to recovery is often the hardest. That's why we've tried to make it as easy as possible to find out if you or your loved one can be helped. It's easy to get qualified for an evaluation. All it takes is a phone call. A member of our office staff will schedule a convenient appointment for you in our offices.



What do you have to lose?

Don't let memory loss steal one more second of your life or the life of someone you love. Contact our office to see if our program is the right fit for you. Our friendly staff will be waiting to help you.

**Stop Waiting.
Take Back Your
Memory. Take
Back Your Life.**



MEMORY CARE OF ARIZONA

Comprehensive Memory Care Therapy Program

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