



# Peakmind

Optimizing brain function

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Neuropsychology QEEG Neurofeedback

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# OPTIMIZING BRAIN FUNCTION

PeakMind provides advanced assessments which enable us to deliver improvement of mental functioning and better awareness of brain states, using state-of-the-art devices and systems. Assessments include interview, age and gender matched normative neuropsychological testing and brainmapping. A neural optimization strategy and protocol is subsequently developed to be used, for example, in clients with ADD/ADHD and clients wishing to improve general cognitive and/or emotional functioning.

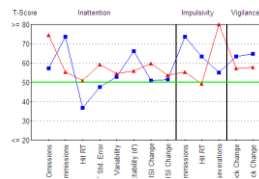
## The methodology

At PeakMind, each individual client undergoes an extensive initial assessment at one of our centres. This includes a quantitative EEG (qEEG) assessment, clinical interview, standard neuropsychological tests and questionnaires. Data gathered from the brainmaps are compared and considered in relation to the individual's cognitive performance, behaviour and general well-being.



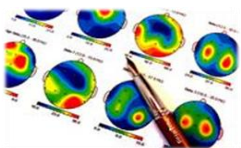
## Cognitive assessment

Using specialised computer equipment and software, PeakMind identifies a client's strengths and weaknesses for various measures of cognitive control. All measures are made relative to gender and age-matched control groups. Measures include normative performance parameters associated with cognitive impulsivity, attention and vigilance.



## qEEG assessment

A quantitative EEG is a full 19-lead EEG assessment which helps us to determine areas of the brain that would benefit most from neurofeedback training.

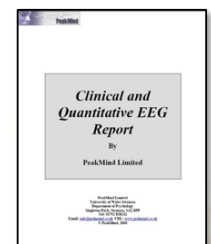


In our clinics a client's qEEG recording is analysed using complex mathematical

and statistical methods, and compared to a normative database to determine which areas of the brain are functioning well and which areas may be functioning below the optimum.

## Report

All the information and data acquired from the individual is used to compile a comprehensive report. This incorporates information regarding the client's identified unique brain profile, their cognitive performance, and knowledge of the individual's subjective well-being gathered from normative and standardized questionnaires. The report outlines a personalized training plan specific to the individual.



## Neurofeedback training

Electrodes are applied to the individual's scalp and brain activity is transmitted to a computer. Momentary increases or decreases in brain activity are monitored and instantly fed back to the individual in either a visual or auditory format. By having awareness of fluctuating brain activity, the individual can influence and change their brain patterns.



## Centres



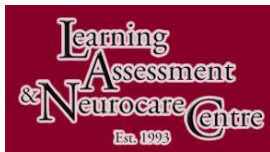
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## Company partners & News

PeakMind collaborates with a range of clinics and companies,



Clients with neurological difficulties referred to Dr Kewley, neurodevelopmental pediatrician, via the NHS but also privately, can now experience the benefits of neurofeedback as well as existing modes of treatment that LANC offer.

In collaboration with **ACCRESS** - developing companies, PeakMind now provides peak performance training to business developers and entrepreneurs,



**ZENMIND** Meditators, either beginners or those at more advanced stages, can now benefit from objective assessments of brain functioning and monitor changes through PeakMind's quantitative assessments.

## People



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