

Video Transcript: Chiropractic Economics talks to Cindy Howard, DC

Gloria Hall: Hello, everyone. I'm Gloria Hall, editor-in-chief of Chiropractic Economics. As part of our author interview series, I'm excited to have here today the founder of BrainCore Neurofeedback, Dr. Guy Annunziata, whose article was featured in Issue 6. Dr. Guy, welcome.

Guy Annunziata: Thank you, Gloria. I'm excited to be here as well.

G.H.: Awesome. Before we get started with some questions, can you tell us a little about yourself, your career and why you started BrainCore Neurofeedback?

G.A.: Sure. It's actually quite an interesting story. I'm a chiropractor by training, but back in 2006 my nephew was diagnosed with autism and my sister asked if there was anything we could do to improve his quality of life. At that time, I knew nothing about neurofeedback, but someone introduced me to a book called "Symphony in the Brain," which I recommend everyone read. It changed my life because I knew at that point that neurofeedback was what I wanted to do.

So I bought a neurofeedback machine and started using it with my patients and got incredible results. Then I decided I needed to bring this into the chiropractic profession. I began a company called BrainCore, which doesn't just sell neurofeedback equipment; we provide complete training, clinical support and technical support. We stay with you every step of the way.

I wanted to do that because many neurofeedback manufacturers simply sold equipment and left clinicians to figure it out alone. I wanted something different. So I started BrainCore in 2010, and we've been growing ever since. We now have over 350 offices using BrainCore throughout the US and Canada. It's been a wild journey, and I'm pleased to report that my nephew is doing very well—he's actually an actor now.

G.H.: Wow, that's a great story. Congratulations.

G.H.: You describe neurofeedback as PT for the brain. What do you mean by that?

G.A.: Chiropractors sometimes hear the word neurofeedback and think it belongs to psychology or is outside their scope. But chiropractic has always been about optimizing nervous system function. Neurofeedback does the same thing. First, we measure brain activity noninvasively using a QEEG brain map. We compare those results to normative data to identify patterns linked to issues like focus problems, ADHD, anxiety, depression, sleep issues and concussion.

Once we know what patterns are present, we train the brain to regulate itself more efficiently. With repetition, many symptoms begin to dissipate. Like PT, neurofeedback requires training, consistency and time—sometimes twice a week for up to six months.

G.H.: In your opinion, which chiropractic patients are the best fit for neurofeedback?

G.A.: Sleep issues, anxiety, depression, focus issues, post-concussion issues—nearly every patient in a chiropractic office has at least one of these. When a chiropractic office adds BrainCore, they already have a built-in clientele. And once the word spreads, non-chiropractic patients come in for neurofeedback and often become chiropractic patients. The services feed each other — what we call the BrainCore Effect.

G.H.: Is neurofeedback too complicated to add to a practice?

G.A.: It can be, which is why we built BrainCore the way we did. You're dealing with the most complex organ in the universe. But our system includes complete training—online, on-demand and live sessions—plus ongoing clinical support. That's how we've grown to 350 offices.

G.H.: Does neurofeedback make business sense for chiropractors?

G.A.: Absolutely. It's not expensive to get started, so ROI is quick. It's also cash-based — no insurance headaches. Patients are willing to pay because neurofeedback often addresses conditions normally only managed with medication.

G.H.: Where do you see chiropractic going, and how does neurofeedback fit into that?

G.A.: Chiropractic keeps evolving. It used to be misunderstood, but now it's widely accepted and even referred to by medical doctors. I believe the future combines body and brain. Neurofeedback brings the brain into chiropractic care, offering a complete whole-person approach. More brain-based therapies will enter the profession as this connection grows.

G.H.: Thank you so much for the interview and for writing for Chiropractic Economics.

G.A.: Thank you. I appreciate it.