

# **Complete Brain Care and Operation Wellness Storm Table of Contents**

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## **Emerging Opportunities and Responsibilities of Chiropractic Brain Based Care - Managing Mental Illnesses and Concussions**

In the last decade, much has occurred that places a burden on the Chiropractic profession, and a new responsibility in taking the lead in a particular aspect of healthcare that affects about 8 million lives. The 2.6 million veterans and 5 + million athletes from Pop Warner™ to NFL™ retirees that suffer from concussion or other brain based issues and need your care.

For the Veterans, the President issued an Executive Order for the Non-Pharmacological Management for 4 Mental Illnesses, namely: Depression; PTSD; Insomnia; and Anxiety. It is the Chiropractor's duty to lead in their community and fight for the veterans who fought for us.

For athletes, attention is finally being given to the result of repeated head impact for so many players – especially the youngest. It is estimated that as many as 3.8 million concussions occur in the USA per year during competitive sports and recreational activities; however, as many as 50% of the concussions may go unreported.

Even JAMA and NEJM have editorialized and acknowledged the harm of opiates in managing these diseases. The Chiropractic adjustment and nutrition are tools for combating the 'Traumas' and 'Toxins' that impact health. Adjustments, biofeedback, neurofeedback and hypnosis are the best tools to tackle these mental issues - 'Thoughts'. Chiropractors are the largest single CAM professional resource our nation has at its disposal to deal with the devastating epidemic of concussion and these mental illnesses, without drugs and surgery.

### **Scientific Acceptance**

I propose that a meeting be called of the college presidents and research department faculty members, plus the leading consultants, for a Statement of Science for the NIH, to be followed by a General Consensus Conference for a Consensus Statement on Chiropractic. It will help define the essential role, the rights, and responsibilities of the Chiropractor in serving patients. Doing this provides the scientific acknowledgement that will drive the value of Chiropractic in global public opinion.

We proposed this in 2012 and a few individuals blocked it for personal reasons. Chiropractic, it appears, is the only health profession that has not presented a statement of science as to why it works. This is why it is not as respected as it should be. Acupuncturists, Physical Therapists, Naturopaths and Massage Therapists have already done this.

The disciplines of biomechanics and neuroscience have validated the VSC and compromised neural integrity, and I already have compiled the research necessary for this process and am willing to participate to move this forward.

The following articles are a good starting place:

Dr. Gary Fryer - Intervertebral somatic dysfunction: A discussion of the manipulable spinal lesion (June 2002)

Dr. Wadie Najm - Content validity of spinal palpatory exam (May 2003)

Dr. Peter Rome - Neuro Vertebral Influence Upon the ANS (March 2009)

### **Building Strong Patients - Builds Powerful Chiropractic Practices**

1. As we know, 89% of all disease stems from lifestyle. Lifestyle Assessment Instruments serve as an essential tool for both diagnosis and practice building, and converts a Patient Acquisition component from a Cost Center to a Profit Center by offering Wellness Screenings to employees, students and Parishioners. Taking lifestyle inventories and providing guidance to patients on what to do to reduce the risk of chronic degenerative diseases to safer levels, saves lives.

2. The American College Sports Medicine model of circuits and intervals for the role of exercise in health and disease can be modified to develop the circuits and intervals for managing subluxations and concussions. There are now many diagnostic and treatment devices to assist the physician.

3. The use of palpatory diagnosis serves as a powerful tool for locating areas of adjustments. Through the Cell Biology of Touch, plus biofeedback, neurofeedback and hypnosis, as well as traction decompression and rehabilitative methods, the Chiropractor provides patients with control of their lives through guided Self-Care. This positions DCs as wellness leaders in their communities.

Regarding Metabolic Syndrome in general and lifestyle related chronic degenerative diseases in particular, drugs and surgeries only make things worse, whereas ‘two moderately trained hands’, through palpation, can detect these diseases before they become symptomatic and reduce these risks to safer levels.

In 1975, historian Elizabeth Lomax, MD, presented her findings “Research Status of Spinal Manipulative Therapy” to the US government stating that as a result of her two hundred and fifty year scrutiny of scientific literature, “the physician could clinch the diagnosis by finding tenderness in the appropriate vertebra”.

### **It is time.**

The Executive Order on the Non-Pharmacological management of these diseases and the Surgeon General of the US Army have both listed Chiropractic as a preferred treatment choice instead of drugs. Chiropractors have the responsibility of caring for approximately 8 million athletes and veterans. If 6,000 DCs champion this care, then over 1,300 patients per Doctor is an awesome new market to add. The tools are available to reduce this risk to safer levels. Hypnosis alone has reached the highest level of scientific support for inclusion at a clinical level and is an extremely insurance friendly approach. Certification to offer this care to patients along with the care already offered is readily available.

Chiropractors - your time has come. Those who embrace a balanced Neuroscientific and Bio-Mechanical approach of mind and body medicine, along with the appropriate patient education, will prevent and reverse disease, and possibly totally ameliorate these diseases before they become symptomatic. It's time for you to take your place as the healer of choice. Yes: Neuroscience papers are plentiful to support the Neurophysiological - Neurofeedback (Trauma), the Neuropsychological (Thoughts) and the NeuroChemical (Toxins) benefits of the adjustment. Yes: the Neuroscience and Biomechanics of the Chiropractic Adjustment have been validated vertebra by vertebra, nerve by nerve, and organ by organ. The concepts, now called Tensegrity and Mechano-transduction, are nothing but modern, re-coined terms for the very precepts of Chiropractic Philosophy and the VSC. It is time we benefit from such amazing scientific support.

This author proposes a Statement of Science as well as a grass roots social media campaign to viral these truths and make Chiropractic the preferred choice of care. Chiropractors should enroll in a program to that will provide the skills to serve concussion and mental disorders through adjustments and neurofeedback and bio-feedback along with the marketing to bring those patients to your door. A healthier world will be the result.

**Tariq Faridi, PhD(c)** is a doctoral candidate for clinical hypnosis as well as completing his board certification for neurofeedback. He studies biomedical sciences and has completed two postgraduate CME courses from Harvard Medical School, accumulating 42 CE units for “Treating Obesity--A Multidisciplinary Approach,” and “Malnutrition in the Hospitalized Patient.” In addition, he has received a certificate for “Preventive Medical Strategies” from USC Medical School. Tariq Faridi is the author of Spinal Manipulation and Visceral Disease: Early Detection and Clinical Management and has spoken at chiropractic colleges worldwide. In the late 1990's he created a CAM correlating website of research called Wellness America. Which, before the dotcom bust was the CAM info provider for AOL and DrKoop.com.

**For more information and a conference, contact Tariq Faridi through Visual Odyssey at [visualodsy@aol.com](mailto:visualodsy@aol.com).**

# Complete Brain Care and Operation Wellness Storm Pre-Qualification Check List

Phone: 770-646-8031 Fax: 770-646-8615

Visual Odyssey: [visualodsy@aol.com](mailto:visualodsy@aol.com)

Thank you for enthusiastically responding to our call for Operation Wellness Storm.

Ambassadors to help serve the Veterans who serve us and the Athletes who entertain us. These are exciting times as a new avenue of care is being blazed for Chiropractic and you. You will get to be part of this revolution as it unfolds.

.....  
**Below are a series of questions and statements. Please check all that apply to you.**  
.....

In light of the Executive Order on Mental Health, as well as new legislation that supports this non-pharmacological approach, I am very interested in engaging vets and athletes as patients and serving them.

- o I understand the sense of urgency our Nation faces and I am willing and able to rise up to the challenge. I want to be part of this now.
- o I would like to undergo the training necessary to become a provider of these diagnostic and treatment protocols.
- o To receive pre-qualification training, I will set aside 1 hour per day for our initial 1 week bootcamp.
- o I am enthusiastic about helping Veterans and others with PTSD, Anxiety, Insomnia, and Depression.
- o I am enthusiastic about helping Athletes with TBI and Concussion and teaching others how to avoid and mitigate the damage from those injuries.
- o I believe that providing scientific studies that validate my recommendations for nutrition and care will increase patient compliance and referrals.

As a Wellness Embassy Ambassador, the WellnessEmbassy.com website will be personalized and filled out to contain a library of educational materials, patient education software, training, support and outreach for new patients.

- o I will use the CAM Integrator software for my referral network, diagnostic and treatment training and patient education in my Veteran and Athletics Outreach.
- o I will use the CAM Integrator software as a tool to position myself as a CAM consultant to other health professionals.
- o Using the marketing materials, lectures and seminars, I will be able to influence at least 5 colleagues to participate in this program.
- o If Operation Wellness Storm comes to my city for some special training, I will be able to have in attendance at least 5 fellow Chiropractors and other Doctors at a luncheon Wellness Embassy would host.

- o I am willing to email 1,000 information packets every month to patients and healthcare professionals in my territory. (leads are one of the package options)
- o I understand that proprietary information, including equipment and treatment protocols will be shared as a part of this training, and I agree to keep confidential such information as is not currently available to the general public.
- o I understand that program may include providing hypnosis-care. (TeleHealth delivery is optional & it is possible to refer these services).
- o I understand that Phase 2 of this training program includes some new hardware or equipment.

I already have: o CLA SubStation, o NeuroInfiniti, o Tytronics, o MyoVision  
 o ProAdjuster / Sigma Align, o Activator, o ArthroStim, o NeuroMechanical,  
 o EEG, o NCS, o Laser Acupuncture, o LLLT, o Decompression

- o I want to be considered a first option in my area.
- o I want to help manage the clinicians in my region.

If you checked 10 out of 16 of these questions then the next step is to arrange a personal conference call between you and the OWS team.

I, (Print Name) \_\_\_\_\_ acknowledge the need to act now to provide a better solution than drugs to our veterans and athletes. As a Chiropractor I feel it is my duty to take action now. I am interested in getting more details (via webinar or conference call) on the training and certification program for providing effective and natural health care to our veterans, and that their best interests would be served by a non-pharmacological approach geared to help them without risk of further damage or injury.

I am requesting a telephone interview for us to mutually determine my qualifications to participate in this program of healing and the new Brain / Spine-based Wellness Paradigm.

I have signed the NDA and will return it (scanned or faxed) along with this Application Request.

I've included a credit card which will be charged for my Refundable Complete Brain Care / Operation Wellness Storm Application Process. See the document Complete Brain Care System License.

I'm able to have a telephone interview this week.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
 Print name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide 3 times in the next 5 days that you can be available for a phone interview of approximately 30 minutes duration. We will confirm back with one of your choices.

1. Date: \_\_\_\_\_ Time: \_\_\_\_\_
2. Date: \_\_\_\_\_ Time: \_\_\_\_\_
3. Date: \_\_\_\_\_ Time: \_\_\_\_\_

Visit [www.CompleteBrainCare.com](http://www.CompleteBrainCare.com) (password=CBC-OWS) and checkout some of the items we have turned on for your preview.

Included with this Questionnaire:  
 Invoice and NDA

# NON-DISCLOSURE AGREEMENT

## Visual Odyssey, Inc.

This Agreement is entered into effective as of \_\_\_\_\_, 2014 between Visual Odyssey, Inc (“Company”) and \_\_\_\_\_, (the “Recipient” of the intellectual property regarding the Non-Pharmacological Management of Concussion, TBI, PTSD, Anxiety, Insomnia, Depression and Pain in the Veteran and Athlete utilizing the special Multi-Station Circuit created by Tariq Faridi).

Company is acting as an expert advising the recipient in a newly recognized health epidemic, how to handle it WITHOUT Drugs or Surgery, how to market it successfully and dominate your community, and for that purpose the Company may make certain Confidential Information available to the Recipient (the “Purpose”).

Recipient agrees that all information disclosed by the Company to Recipient relating the the Company’s prototypes, samples, technical data, trade secrets, research, products, product plans, inventions, processes, discoveries, formulas, concepts, ideas, designs, drawings, webinar slides, marketing plans, distribution methods, financial information and other data shall be considered “Confidential Information”.

However, Confidential Information shall not include information which, as Recipient can prove in written evidence, is known by Recipient at the time of disclosure or is lawfully obtained by Recipient without violation of a confidentiality obligation.

Recipient must agree to the following:

1. Recipient agrees all confidential information learned will not be shared or disclosed with any third party in any form including but not limited to oral, written, graphic and electronic.
2. Recipient agrees not to sell any new ideas learned from this presentation in any form including but not limited to oral, written, graphic and electronic.
3. Recipient agrees not to record any audio, video or text during the complete live presentation under any circumstances.
4. Recipient may receive the opportunity to interview live with Visual Odyssey, Inc for advanced training if this contract is in good standing.
5. This Agreement shall be governed by and construed and enforced in accordance with laws of the State of Georgia.

UNDERSTOOD AND AGREED:

\_\_\_\_\_  
Recipient Date: \_\_\_\_\_

\_\_\_\_\_  
Recipient Email Address (for Webinar Registration)

\_\_\_\_\_  
Visual Odyssey Representative

## **Tariq Faridi - A researcher with a passion for truth.**

### **What the health care professional is missing in the management of concussions.**

In 1986, his daughter died of SIDS. He investigated the cause of her death, “Too much birth pressure applied by the delivering physician, subluxated her Atlas-Axis, she suffered from SIDS as a result of the injury to her brain, and now the literature on brain concussions talks about Sudden Death in athletes, some within months of the Brain Concussion and others two decades later.

As he continues to update what he learned about Atlas-Axis, the Brain and the Spine, the same articles he read in the past to prepare his talks on Brain Based Wellness, also address the role of the brain and the spine in Depression, PTSD, Insomnia and Anxiety.

In a Board Room with Leland Myers and Jason Mulford, (both veterans who suffer from TBI), Tariq explained to the Board Members his multi-station circuit for Non-Pharmacological Management of Mental Disorders. Afterwards, Leland looks at Tariq and asks “So can your Helmet also aid in looking at Concussions?” Tariq responded with, “Well yes, each of the diseases we talked about – The Mental Illnesses such as PTSD, Depression, Anxiety, Insomnia, Alzheimer’s and Parkinson’s, can be observed with EEG Findings – especially with the Electrode Placement and the Straps to actually pinpoint which of the 48 areas of the Brain (called Brodmann’s areas) are involved.”

He further stated “You can’t just say Brain Concussion, the 8 Lobes of the Brain, have been divided into 52 distinct areas – ROI – Regions of Involvement, and we can actually correlate that to the Dermatomes, which correlate to spinal nerves and segments, and those nerves innervate different visceral organs.”

Tariq told Leland he had culled through the literature on what is called The Human Connectome, which connects the Brain to it’s Functional Magnetic Resonance Images, and that we have so far completed about 12 of them – BAs to Dermatomes to Organs.

Now, \$40 Million annually is granted to 9 Med Schools and the Allen Brain Institute has upped it’s funding from \$300 Million in November to now \$500 Million. Paul Allen is an owner of a Football and Soccer Team, brain health in general and concussions in particular is of course, of great interest to him. Leland then commented, “what you have in your laptop, will help millions, the 48 to 61 Minute Electrode Placement that you have reduced to 2 minutes – is an amazing advancement in sideline injury management of brain concussions caused by sports injuries”. He further commented “What do you have in your laptop that addresses what can be done to prevent these injuries?”

As Tariq has since studied the result of teens suffering head impact injuries, he remembered his own teenage Brain Injury. He had no idea that his anger and many aspects of his personality were shaped by that injury. The scars from his injury – are still visible on his forehead.

With the same passion that motivated him in 1987 to write the Book “Spinal Manipulation and Visceral Disease” to assist DCs in positioning themselves as leaders in the Non-Pharmacological Management of Visceral Disorders, he is returning to his first love - Preventive Health and Wellness – with a vertical concentration on Brain Centered, Evidence Based, Non-Pharmacological care of Mental, Neurological and Visceral disorders. And he states, “First, enough is enough – we kill our own soldiers who survive the mission and return home, 6,000 plus die each year on Psych Meds and in the case of our athletes, over 52,000 die annually with unmanaged concussion injuries. It is time we put a stop to this pharmaceutical and surgical care from the dark ages.” He adds “We don’t need to do any new research, devise any new helmets or the data and the differential diagnosis and injury prevention and management protocols already exist, we just need to join forces and forge alliances with the right companies whose devices in combination with our proven and tested protocols,



can offer injury prevention guidance and counseling to the both Athletes. We can provide sideline management for the coaches, team physicians and school nurses, to make Football and Hockey, civilized safer sports, not modern day gladiators who get paid well, but sometimes it costs them their own lives. Unlike the naysayers of NFL and NHL, MLB and Soccer – from Pop Warner and Little League to Professional Sports – Faridi believes that data and the tools exist that can provide safer means to play the game, and quicker resolutions and sideline care for our veterans, soldiers and athletes. Disruptive technologies exist to help heal our veteran heroes and also change Football, Hockey and Soccer to a more civilized and safe pleasure and entertainment experience.”

If the Team Owners and Athletes stay the course, Football and Hockey will die.

Our greatest assets in America are our soldiers and veterans who keep us safe, and our children and families’ participation in sports that bring us together.

We don’t have to change anything.

**BUT WE MUST.**

**IT IS A CRIME NOT TO.**



# Procedure Manual and Table of Contents Outline

## Complete Brain Care and Operation Wellness Storm

- I. Overview of Scope of CBC and OWS
  - A. The Problem as recognized:
    - 1. Executive Order
    - 2. Interagency Task Force
    - 3. JAMA Opiates Failure Admission
    - 4. NEJM VA Model Praise
  - B. Non-Pharmacological Management of Mental, Visceral, and Structural Health
  - C. Special emphasis on Concussions, PTSD, Depression, Insomnia, Anxiety and Pain
  - D. Tools for delivering care
    - 1. Diagnosis
    - 2. Treatment
    - 3. Training
    - 4. Patient Education
  - E. Your Personal WellnessEmbassy.com website
- II. Operation Wellness Storm - The Non-Pharmacological Management of Mental Disorders in the Veteran:
  - A. Concussion / TBI
  - B. PTSD
  - C. Anxiety
  - D. Insomnia
  - E. Depression
  - F. Overview of Diagnosis / Treatment Protocols
    - 1. EEG / EMG / Thermal
    - 2. Posture
    - 3. Gait
    - 4. Decompression
  - G. Qualifying to be a VA off-site provider
  - H. Marketing to your community
- III. Athletes - The Non-Pharmacological Management of Head Injuries from Competition
  - A. Concussion
  - B. Overview of Diagnosis / Treatment Protocols
    - 1. EEG / EMG / Thermal
    - 2. Posture
    - 3. Gait
  - C. Can they play yet?
  - D. How can they be protected.
- IV. TeleHealth
  - A. Underserved Population
  - B. Ability to offer screening and counseling remotely
  - C. Ability to share data with other Docs (specialists)
  - D. Be available to VA
  - E. Clinical Trial Mayo

- F. Non drugs and Non surgery Care
- G. Hypnosis
- V. Scientific Research and Validation
- A. Thalamic Neuron Theory
- B. Brain / Heart
- C. Brain / Concussion
- D. Spine
- E. Plantar Fascia
- F. Human Connectome

VI. Billing Codes and Income

- A. Non VA
- B. VA

VII. Marketing

- A. Email with targeted names
- B. Veterans
- C. Athletics
- D. School Sites
- E. Worksites
- F. Church Sites
- G. Health Fairs
- H. MD referrals

VIII. Clinic Set-up check-list

- A. From scratch
- B. Existing