How the Brain Balance Program™ Helps Your Child
Thank you for your interest in the Brain Balance Program™. In a moment I will give you details about our program but first, since you have already been to our website, we invite you to also visit our YouTube channel and watch some of the videos of real parents speaking about our program.

Brain Balance is an after school program that utilizes the latest brain research to help children with neurobehavioral problems such as ADHD, Asperger’s Syndrome, OCD, ODD, NVLD, Dyslexia, Learning Disabilities, RAD, and even Autism to function better academically, socially and behaviorally. Brain Balance founder, Dr. Robert Melillo is the author of the groundbreaking book Disconnected Kids.

Research shows that children with these labels generally DO NOT have brain damage or brain pathologies. What they do have are areas of the brain that are underconnected.
When you look at what is actually happening in the brains of children with ADHD, Asperger’s Syndrome, Dyslexia, OCD, Autism, Social Issues or Learning Disabilities, you see a similar problem: Namely, that there are areas in the brain, especially between the two hemispheres, that are not connected the way they should be. As a result, one of the two hemispheres of the brain becomes **STRONGER AND FASTER** and the other becomes **WEAKER AND SLOWER**. When this happens the two hemispheres become functionally disconnected and are unable to communicate effectively. It’s as if one hemisphere is using a high speed DSL connection and the other is using an old dial-up modem. The characteristics of the stronger, faster hemisphere naturally become amplified while the characteristics of the weaker, slower hemisphere are muted. This lack of balance translates into the noticeable academic, social and behavioral issues that these children exhibit.

Generally, the Right Hemisphere sees the Big Picture, the whole but not the parts. It controls and moves the big muscles of the body, posture and gait. It is also the spatial hemisphere. The Right Hemisphere houses the centers for nonverbal communication and is therefore the social side of the brain; it also likes novelty and becomes bored very easily, it is the creative brain. The Left Hemisphere ignores the whole and concentrates on the details. It is good at pattern recognition and likes routine and repetition. The Left Hemisphere controls the small muscles, likes to systematize things and is linear and logical.

**Allow me give you a couple of examples:**

Let’s take a child diagnosed with Asperger’s Syndrome. In Asperger’s Syndrome the LEFT Hemisphere is stronger and faster while the RIGHT Hemisphere is weaker and slower. So these children may be very good at arithmetic and using numbers but poor at math reasoning, like word problems.
They may also be very good at memorizing facts and figures (for some kids it’s Dinosaur Facts, for other kids its World War II trivia) but they are unable to see the “Big Picture” implications associated with these facts.

Interestingly, they may not get sick as often as other children but they have a greater tendency towards autoimmune problems such as food sensitivities. This is because the LEFT Hemisphere turns “ON” the immune system while the RIGHT Hemisphere turns it “OFF”.

Perhaps the most noticeable problem in a RIGHT Hemisphere Delayed child is the lack of social skills. This is because our Non-Verbal Communication Centers, the foundation of all socialization, are located in the RIGHT Hemisphere. When these areas are underconnected and underdeveloped it’s as if the child doesn’t have any “Non-Verbal Antennae” and therefore cannot tune into the Non-Verbal signals swirling all around them. They end up missing the pulse of the group interaction and that’s why they usually end up saying the wrong thing at the wrong time. This makes them seem “Random” and makes it difficult to socialize and make friends.

A RIGHT Hemisphere Delayed child also exhibits more anxiety and stress.
Children with LEFT Hemispheric Delays can be good socially and athletically but may have difficulties with organization, motivation, spelling or learning.

Determining which hemisphere is weaker and slower is not always clear cut. Sometimes children can have average to above average skills in the weaker hemisphere. However, as an aggregate, one hemisphere is generally noticeably weaker.

ADHD, Asperger’s Syndrome, Obsessive Compulsive Disorder (OCD), Non-Verbal Learning Disorder (NVLD), Reactive Attachment Disorder (RAD [most often seen in children adopted from overseas or from orphanages]) and Autism are all examples of Right Hemispheric Delays. Dyslexia and other Learning Disabilities are examples of Left Hemispheric Delays.

Think of it this way -- you have two equally talented Orchestras, each one represents a brain, each one has the full compliment of instruments: piano, string section, horns, drums, etc. However, only one Orchestra has a Conductor. The Orchestra (Brain) with the Conductor is smooth, coordinated and synchronized and makes beautiful music. The Orchestra (Brain) without the conductor has no timing so it is fragmented, uncoordinated and desynchronized and as a result doesn’t sound very good. This is what happens in children with a Hemispheric Delay or Functional Disconnection.
So, how do we find out if your child has a Functional Disconnection? At Brain Balance we do a thorough Sensory Motor Assessment and a thorough Cognitive Assessment.

In the Sensory Motor Assessment we test things like strength, core stability, fine motor skills, gross motor skills, balance and smells. We also test to see how the brain processes auditory and visual stimulation – all to determine Brain Function.

The Cognitive Assessment consists of administration of the Wechsler Individual Achievement Test, also called the WIAT. The WIAT is used as the special education screening test by most school districts across the country. At Brain Balance the WIAT is given by a special education teacher. Conveniently, the WIAT breaks down into LEFT and RIGHT Hemispheric skills.

Once we have collected this data we can determine which of your child’s two hemispheres is stronger and faster and which hemisphere is weaker and slower. We then design a customized program for your child utilizing hemispheric specific sensory stimulation and cognitive stimulation in order to rewire your child’s brain. Connecting the underconnected areas of the brain enables the Left and Right Hemispheres to better communicate which increases your child’s functional abilities and they are better able to achieve academically, behaviorally and socially.
So how do you get started with the Brain Balance Program™?

When we initially engage with a family we first have the parents come to one of our Parent Events. We usually hold one every two weeks on Tuesdays. At the Parent Event you will get to see the Center and meet the Center Director. The Director will also more thoroughly explain the program and answer any questions you may have. After you have been to a Parent Event, then you can sign your child up for an Assessment. The Assessment will be followed up with a Report of Assessment at which time the parent(s) will sit down with the Center Director to review the results and to determine if the child is a candidate for the Brain Balance Program™.

FAQs

Q. How much does your program cost?

A. That’s a great question but the answer is that we don’t know yet. The results of your child’s assessment will tell us which of your child’s two hemispheres is delayed and how much work it will need. So we won’t know the answer to that question until after we do the assessment.

Q. How much does the Assessment cost?

A. $295
Q. Does my child need to have a diagnosis to be assessed?
A. No, your child does not need a diagnosis to be assessed. Parents know their children best and sometimes a parent will know "something isn't right" even if the child does not have an official diagnosis.

Q. Will my medical insurance cover the cost of your program?
A. Unfortunately not. Brain Balance is a Learning Center and not a Medical Program. Some of our families have had success using their Medical Savings Accounts (MSAs) and Health Savings Accounts (HSAs). Although we make no guarantees, we are more than happy to share with you what other families have done to be successful.

Q. What if I'm from out of state or from another country?
A. Not a problem. Since opening our first center four years ago Brain Balance Atlanta has played host to over 50 families from out of state or from another country. We are well aware of the difficulties involved with a temporary relocation and help families with housing, schools, and even things like obtaining a car.

Q. How can I get my child assessed?
A. Easy. Just call any of our three metro Atlanta locations and sign up for a Free Parent Event:

Peachtree City: 770-631-3033  
Suwanee: 770-614-4790  
Roswell: 770-650-8010

We look forward to meeting you soon.

Sincerely,
The Brain Balance Atlanta Team
Feel free to call anyone of our three metro Atlanta locations (listed below) to register for our next Parent Event. Also, someone from Brain Balance will be calling you in the next few days to see if you have any further questions. Thank you again for your interest and don’t forget to check out Brain Balance Atlanta’s YouTube Page.