

# IMAGINE N.O.W.

*Imagine Nurturing Our Warriors, Ltd.*



Imagine N.O.W., a Nevada nonprofit corporation, is bringing hyperbaric oxygen therapy to Las Vegas and other cities around the country to treat the hundreds of thousands of Veterans who suffer from traumatic brain injury in its many forms. More than 800,000 Veterans returning home from current conflicts have debilitating brain injury and many more Veterans from Vietnam still battle symptoms from brain injury incurred more than forty years ago.

## **TRAUMATIC BRAIN INJURY**

This is one injury with many names: traumatic brain injury, aka concussion; post-concussion syndrome (concussion not healed); post-traumatic stress (diagnosed brain damage not attributable to direct impact or explosive blast); and traumatic brain injury (brain damage from direct trauma or explosive blast).

Different names but a shared constellation of devastating symptoms: persistent headache, nausea, dizziness, loss of balance, loss of short-term memory, sleeplessness, nightmares, depression, loss of executive function, sensitivity to light or sound or both, anger, rage and many, many more (re: MayoClinic.org).

The Veterans Administration treats these symptoms symptomatically with pharmaceuticals which do not address the underlying injury. In addition, we know prescription drugs taken in combination can lead to depression, addiction and abuse. Traumatic brain injury has ruined millions of lives. Left untreated, it can lead to depression, despair and suicide. In fact, the Veterans Administration cites traumatic brain injury as a leading cause of Veteran suicide, now estimated at 20 a day although many believe that number is an understatement.

## **HYPERBARIC OXYGEN THERAPY**

Hyperbaric oxygen is a proven safe and effective treatment for traumatic brain injury in its many forms. It reduces inflammation (edema being a primary cause of tissue damage and pain); reperfusion the vascular system in the damaged tissue with oxygen and nutrients essential to healing notably in the frontal lobe where higher order cognition occurs; and activates the immune system triggering stem cells to grow new tissue.



Unfortunately, the Veterans Administration does not recognize hyperbaric oxygen therapy as a treatment for traumatic brain injury. That means VA does not reimburse providers for this service. Most leading insurers have followed suit and will not reimburse. This leaves Veterans, First Responders and Athletes with his debilitating injury to pay for their own treatments or to be treated by donations.

## **IMAGINE N.O.W.**

Imagine N.O.W. was formed to bring this much-needed therapy to the hundreds of thousands of Veterans with blast-induced concussion and the millions of new concussion victims each year. We are bringing hyperbaric oxygen therapy to Las Vegas as its first offering. Supported by donations, nonprofit Imagine N.O.W. Veteran Treatment Centers will provide hyperbaric treatment plus counseling, neurofeedback, physical therapy, nutritional programs and other proven adjunctive therapies to treat the whole person and, where needed, affected families.

## **VETERAN TREATMENT COURTS**

Veterans for Justice reports 3,000 Veteran Treatment Courts across the country. Veterans suffering from traumatic brain injury can have despair and rage issues which can lead to violence. Veteran Treatment Courts provide much-needed counseling and drug and alcohol abuse treatment as alternatives to incarceration. However, neither treats the underlying injury so the root cause of unlawful behavior is not addressed. Not treating the cause can lead to backsliding with drugs and alcohol and recidivism in unlawful behaviors. We believe we will see better outcomes and less recidivism when Veteran Courts also offer hyperbaric oxygen therapy as an adjunctive therapy to heal the brain and restore Veterans to normal. Once the brain is healed, drug and alcohol abuse treatment and counseling will be more effective and longer lasting. The net of which is stronger Veteran at home with family and fewer in Court.

We are pleased to say Veteran Courts in Las Vegas will soon be offering hyperbaric oxygen therapy for brain-injured Veterans and their families. We have extended a similar invitation to Veteran Treatment Courts in other sections of the country. We know this therapy will reduce recidivism and have a dramatic positive effect on Veteran lives.

#### **TEAMING WITH ATHLETES**

NFL Alumni, along with others in boxing, wrestling, mixed martial arts, hockey, lacrosse, soccer and other contact sports have come to expect concussions as an unavoidable part of their sports life. It's well established that repeated concussion, left untreated, is a leading cause of senility, dementia and CTE (Chronic Traumatic Encephalopathy). While concussion may be a fact of life for athletes, the availability of hyperbaric oxygen therapy means they need not go untreated

Imagine N.O.W. intends to include athletes, especially NFL active and retired players, suffering from concussion in clinics to treat acute and chronic concussion. Studies show best results are obtained from treating concussion acutely, that is, within a few days of injury. That said, we also know Vietnam Veterans, treated as late as 40 + years after injury, have resolved the worst neurological and behavioral issues including thoughts of suicide and have also recovered short term memory and executive function. To see how debilitated and socially isolated these individuals were before treatment and then meet them after treatment is to understand the statement 'they got their life back.' The impact on families is similarly impressive. Families, once torn apart by dark behaviors of their concussed Veteran or Athlete, can begin to heal and regain their place as the key building block of society they once were and were meant to be.

Our plan to is match a Veteran with an Athlete in treatment to provide mutual support and to forge bonds between Veterans and Athletes – essentially, matching Warriors on the Field with Warriors Off the Field, a natural connection between those involved in intense mental and physical activity.

There are hundreds of thousands of athletes who need this treatment; almost a million current-era Veterans; and the Centers for Disease Control and Prevention believes over three million civilians incur concussions annually through falls and accidents. The need for this treatment is great. The toll on the individual of untreated concussion is devastating. The toll on their families destroys the underpinning of society. The loss of millions of productive citizens and an increasing case load of misdemeanors and felonies is just beginning to be assessed. With Imagine N.O.W. we can take the first steps to turn this situation around.

#### **TREATMENT PROTOCOL**

A standard regime consists of 80 individual treatments of one hour each, at one or two treatments a day. Pricing includes cognitive testing, initial and end of treatment brain scans, nutritional support, neurofeedback, counseling and other modalities proven effective as adjunctive therapies. All treatments are overseen by an experienced physician and, funds allowing, will be conducted under a research protocol so case studies can be published to advance the science. This one-time treatment costs between \$20,000 and \$30,000, depending on adjunctive therapies, and compares favorably with an average of \$60,000 or so spent each year on a lifetime of prescription drugs, social programs and healthcare for each person unemployed due to chronic disability stemming from concussion.

#### **BUSINESS PLAN**

Our business plan is to pair a nonprofit with a profit company. The for-profit company will open integrated medical clinics specializing in profitable uses of hyperbaric such as diabetic foot wounds, stem cells, plastic surgery, and many others. A portion of the profits from the for-profit clinics would fund the nonprofit entities.

#### **PAY IT FORWARD NETWORK INTERNATIONAL**

Janet Franco, co-founder of Imagine N.O.W. also founded Pay It Forward Network International ("PIFN") to help raise funds for Imagine N.O.W. PIFN will donate up to half its profits to Imagine N.O.W.

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Thanks for your interest in Imagine N.O.W. and in the facilitating the restoration of the lives of brain-injured Veterans, First Responders and Athletes. Please contact us for more information on how you can be involved.

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