

THE LATEST GREATEST INNOVATION IN PSYCHOTHERAPY SINCE FREUD
BY
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If I could show you a device that is twice as effective for the treatment of depression than any psychotropic medication on the market with no side effects, would you be interested? And what if the same claim is made for the anxiety, stress and insomnia? Too good to be true? Wait I'm not finished. What about being able to treat chronic pain in a two to three minutes period of time with dramatic results? No do I have your attention?

The device is called the Alpha-Stim and the technology is called cranial electrotherapy stimulation (CES). Is this device straight from the department of snake oil filled with testimonials from friends and fiction writers? Yes, if this is what you call “over 125 research studies on CES in humans and 29 experimental animal studies. The overwhelming majority of the scientific research is extremely positive. No significant lasting side effects have been reported.”

Harvard University School of Public Health, Department of Health Policy and Management found: “The meta-analysis of anxiety showed CES to be significantly more effective than sham ($P < .05$). Reported by Dr. Stanley Klawansky et al. *Journal of Nervous and Mental disease*, 183(7): 478-485. 1995.

Treatment via use of the Alpha-Stim is simple. The device (Alpha Stim 100 or the Alpha Stim SCS) is a battery powered electrical stimulator which is applied by easy to use clip electrodes that attach to your ear lobes. It is not painful but rather feels like a slight electrical pricking in your ears which should be lowered slightly below this threshold and continued for 20 minutes three times a week. Some people have compared the Alpha-Stim to a TENS but there is no comparison because each Alpha-Stim treatment is culmulative but when the TENS session is terminated the pain returns often at the same intensity as it started. Using the Alpha-Stim 100 to treat pain is very effective in less than five minutes often reducing the pain by 50% or more (sometimes 100%) and it remains gone for hours even days.



Treating *anxiety,* *depression,* *and/or insomnia* with CES

The Alpha-Stim 100 treats anxiety, depression, and/or insomnia with microcurrent using a method called cranial electrotherapy stimulation (CES). The treatment is very simple. The current is applied by easy to use clip electrodes that attach on the ear lobes. Used just 20 to 40 minutes every day, every other day, or on an as-needed basis, it can help induce a pleasant, relaxed feeling of well being. The Alpha-Stim 100 is well tolerated and very safe in contrast to drugs used in the treatment of mood disorders, many of which have been proven to have undesirable side effects and can be addictive. Unlike drugs, the Alpha-Stim 100 leaves the mind alert. Anxiety reduction is usually experienced during treatment. Depression and insomnia control is generally experienced after one to two weeks of daily treatment. CES can also help treat the underlying mood disorders associated with pain.

It may be used as an adjunct to medication and/or psychotherapy. After treatment, there are usually no physical limitations imposed so the majority of people can resume normal activities immediately. Maintenance of a relaxed, yet alert state is generally achieved with treatments three times per week. As a result, the Alpha-Stim 100 is suitable for clinical or home use.

ALPHA-STIM RESEARCH ABSTRACTS

Kirsch, Daniel L. Post-marketing survey of Alpha-Stim CES patients. Summarized here and presented in detail in the book *The Science Behind Cranial Electrotherapy Stimulation*, 2nd Ed., Medical Scope Publishing Corporation, Edmonton, Alberta, Canada, 2002.

A post-marketing survey was originally conducted for the FDA during October, 1995 of all known health care practitioners using Alpha-Stim CES technology. A total of 313 individual patient report forms were received. Another survey was conducted in 1998 and ended in April 1998 when 187 more forms were received providing combined data on a total of 500 patients. 174 males and 326 females were identified, ranging from 5 to 92 years old. 21 of the forms were completed on inpatients, and 423 on outpatients. 197 (41%) of the patients were reported to have satisfactorily completed CES treatment, and 207 (43%) were still receiving treatment at the time of the survey. Ten patients discontinued treatment because it was not efficacious, 3 discontinued due to undesirable side effects, 13 because their insurance ran out, and 20 for other reasons.

The most important aspect of this survey was the results reported as a degree of improvement in the seven symptoms present in most patients for which CES is prescribed; i.e., pain, anxiety, depression, stress, insomnia, headache, and muscle tension. A degree of improvement of 25% or greater was considered to be clinically significant. The combined data for all 500 patients reporting on multiple symptoms is summarized below:

Condition	N	Worse	No Change	Slight <24%	Fair 25-49%	Moderate 50-74%	Marked 75-99%	Complete 100%	Significant >25%
Pain	286	1 0.35%	5 1.75%	20 6.99%	48 16.78%	77 26.92%	108 37.76%	27 9.44%	260 90.91%
Anxiety	349	0 0.00%	8 2.29%	14 4.01%	39 11.17%	89 25.50%	181 51.86%	18 5.16%	327 93.70%
Depression	184	0 0.00%	8 4.35%	11 5.98%	31 16.85%	38 20.65%	82 44.57%	14 7.61%	165 89.67%
Stress	259	0 0.00%	6 2.32%	12 4.63%	37 14.29%	70 27.03%	124 47.88%	10 3.86%	241 93.05%
Insomnia	135	0 0.00%	16 11.85%	12 8.89%	17 12.59%	34 25.19%	45 33.33%	11 8.15%	107 79.26%
Headache	151	1 0.66%	8 5.30%	6 3.97%	25 16.56%	32 21.19%	63 41.72%	16 10.60%	136 90.07%

Negative side effects were all mild and self-limiting: 472 (94.4%) reported none. 6 (1.2%) reported dizziness as a side effect, and 2 (0.4%) reported nausea, both of which normally occur when the current is set too high or in patients with a history of vertigo, 3 (0.6%) reported skin irritation, and 1 each (0.2%) reported anger, a metallic taste, a heavy feeling, or intensified tinnitus.

Page 3.

The complete report contains comprehensive summary data detailing the findings and results of this post-marketing survey. The first data set is an overview of the 500 individual patient reports. Tables and graphs are provided for the results of prior treatment plotted against the efficacy of Alpha-Stim CES on pain, anxiety, depression, and insomnia. Following that are two sub-categories, one for primary psychiatric and psychological diagnoses, and the other reporting on the efficacy of Alpha-Stim CES on symptoms of anxiety, depression, stress, and insomnia in primary pain-related disorders and other diagnoses. Then the data is further broken down into 22 diagnostic sub-categories.

Several observations were evident from this data. Overall, the results of Alpha-Stim CES are highly significant and consistent for all seven symptoms in all diagnostic categories. While Alpha-Stim provides consistently safe and effective results well beyond the previous therapies used, it works slightly better for patients with primary psychiatric and psychological diagnoses. The efficacy is greatest for anxiety and stress patients, and then for depression and insomnia. The results also indicate that Alpha-Stim actually works best for muscle tension, and it is at least as efficacious for relieving headaches as it is for the other indications.

The majority of people used the Alpha-Stim for 10-60 minutes, with only 6.74% reporting using it for more than one hour. The recommended frequency setting of 0.5 Hz was used 92% of the time. It is no surprise that a variety of current strengths were used as people have varying afferent tolerances.

Far more people reported that their anxiety relief lasted days (67.93%) than those who said it only lasted hours (18.87%). While 12.26% of 106 reports stated their anxiety was relieved for more than a week, half that many (6.60%) stated it never returned. 68.42% of the people who reported said that they would use Alpha-Stim again, and 48.87% said it was the most efficacious treatment for their diagnosis. Quality of life measures were also significantly improved with 85% reporting it helped overall.

Alpha-Stim CES eliminated or at least reduced the need for some medications in more than half the

people who use it.

Medical doctors wrote most of the prescriptions for Alpha-Stim, although a lot of dentists use it in-office for situational dental anxiety. Chiropractors, psychologists, physical therapists, and nurses also use Alpha-Stim.

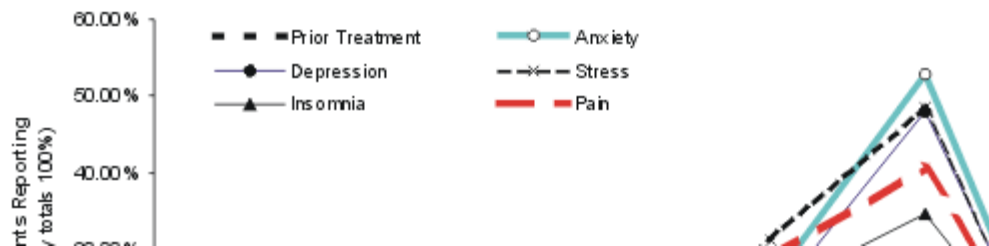
There were 22 diagnostic sub-categories for which Alpha-Stim CES was analyzed. These may be useful in evaluating the potential outcome in a given patient population, and they also provide additional confirmation of the consistency in which Alpha-Stim technology is able to control pain, anxiety, depression, insomnia, and other symptoms in any patient population. The 22 sub-categories are:

Psychiatric/Psychological Diagnoses

76	anxiety
61	dental anxiety
18	depression
7	mixed anxiety depressive disorder
21	stress
48	mood disorder due to a medical condition
14	insomnia disorder due to a medical condition
20	substance abuse and withdrawal
1	post traumatic stress disorder
1	attention deficit disorder
3	other

Pain-Related and Other Diagnoses

50	back pain
35	joint pain
24	cervical pain
38	headache (including migraines)
32	fibromyalgia and chronic fatigue syndrome
	complex regional pain syndrome (a.k.a. RSD)
5	closed head injury
4	temporomandibular disorder
3	carpal tunnel syndrome
3	chronic pain and pain not otherwise specified
17	not specified
19	not specified



These graphs illustrate how Alpha-Stim cranial electrotherapy stimulation (CES) is more cost-effective and efficacious than antidepressant medications.

Alpha-Stim is More Cost-Effective

Alpha-Stim can save thousands of dollars per patient over medication. A person being treated with Prozac may cost \$1,644 annually. Treating the same condition with Alpha-Stim CES for one year would save over \$1,100. During Alpha-Stim's five year warranty period, it could save you \$7,100.



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WHY SHOULD I USE THE ALPHA STIM IF MY DEPRESSION/ANXIETY IS UNDER CONTROL WITH MEDICATION?

Many individuals are very concerned about the money he/she spend on medication and medical supplies which I think is much less important than the cost to the body and liver especially not to mention the terrible side effects of some psychotropic drugs.

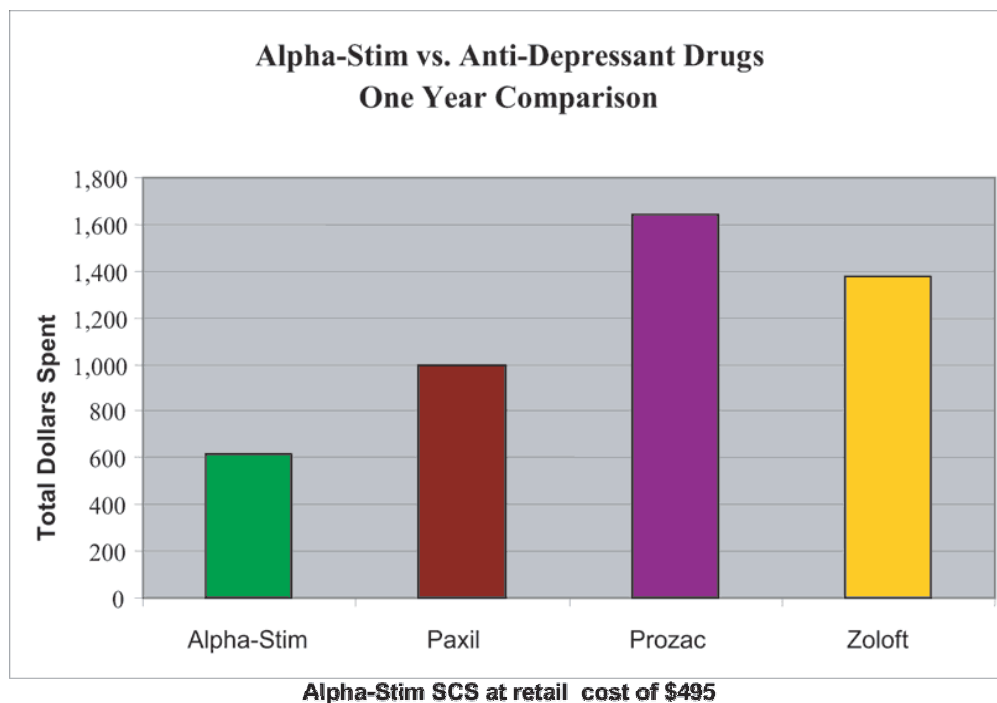
But let's take a look at the cost effectiveness of the Alpha-Stim with the following graph:

COST CONTAINMENT VS. DRUGS

These graphs illustrate how Alpha-Stim cranial electrotherapy stimulation (CES) is more cost-effective and efficacious than antidepressant medications.

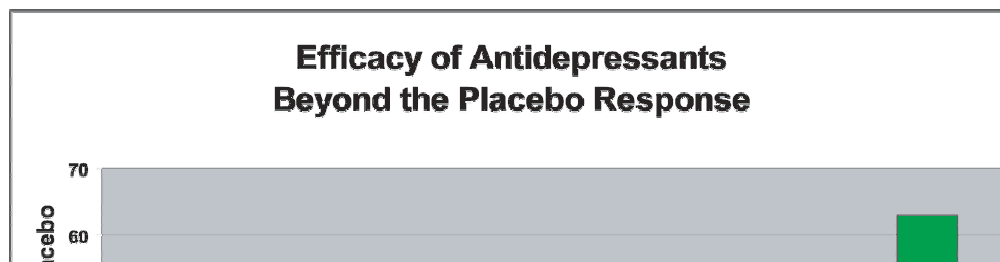
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Alpha-Stim® is Proven More Efficacious

With 55 completed studies, and many more underway, there is more research supporting Alpha-Stim technology than there is for most drugs. The US government has funded two major Alpha-Stim studies: one is a NCI/NIH study for breast cancer and the other is a VA study for veterans with spinal cord injuries. Read annotated abstracts and full text reports at: <http://www.alpha-stim.com/Information/Technology/Research/Index/index.html>



CLINICAL APPLICATIONS of ALPHA-STIM IN PRIVATE PRACTICE

This psychologist is new to the use of the Alpha-Stim but has been using in his practice for several weeks. Presently it is being used on approximately 20 clients with the following diagnoses: major depression, generalized anxiety disorder, Post-traumatic stress disorder, and chronic pain.

One of the clients happens to have a Ph.D. in Statistics and suffers from an anxiety disorder. I ask the client to rate the severity of the issue on a scale from 1 to 10 with 10 being the absolute worst. This individual who I will call Dr. Joe rated his anxiety level as being a 6 on this scale. Since I was occupied, I put the Alpha-Stim 100 on Dr. Joe and left him unattended for 20 minutes after which I asked him to rate it again and he said it was 0 gone. I asked Dr. Joe to do me a favor and to check out the research on the Alpha-Stim website (www.alpha-stim.com) and see if it was as good as I thought it was. One week later Dr. Joe told me the research was very sound and convincing to him.

One Friday a nurse client who has been going very high stress is being treated for severe anxiety and depression resulting from her job. She was put on the Alpha-Stim for 40 minutes while in therapy and reported she felt slightly better at the end of the session. The next Monday morning she arrived with a huge smile on her face reporting she felt great with no anxiety and depression on Saturday, Sunday and Monday. Coincidence? From Severe to None in 24 hours? Possibly, but I don't think so. I'm not thinking or claiming this treatment and its outcome is permanent. I'm thinking she will need treatments three times a week for six to eight weeks in addition to psychotherapy.

So what about pain? I have a client with tendonitis in her elbow for which she has been treated by: an acupuncturists, message therapist, physical therapist, medical intuitive, and several physicians. She was treated with the Alpha-Stim 100 for 3 to 5 minutes and reduced the pain level 50% (from an 8 to 4). None of the other therapists had accomplished this level of relief.

HOW MUCH DOES THE ALPHA-STIM COST?

The Alpha-Stim SCS which treats anxiety, depression and insomnia costs \$495 and the Alpha-Stim 100 which treats all that the SCS does but also treats chronic pain costs \$895. All distributors, providers and the company, EPI, all are required to charge the same price. There are rental agreements available also. Many insurance companies will cover the cost of all or some of these products. Clients can not go directly to the company and purchase the Alpha-Stim but instead a Statement of Medical Necessity for Alpha-Stim Purchase must be completed by a licensed provider. A form can be completed by the client and provider and submitted to their insurance company for reimbursement.

HOW DO I INCORPORATE THIS INTO MY PRACTICE?

One way is to purchase a unit for your practice and utilize it as a part of your therapy or as a supplement separate from psychotherapy. A procedure code of 97014 is an unattended electrical stimulation and a code of 97032 is an attended electrical stimulation code for each 15 minutes. Some clinicians charge \$45 for this treatment. There is also an arrangement for the selling or renting of this equipment to individuals if your state allows this arrangement.

WHAT IS THE HISTORY OF THE COMPANY PRODUCING

ALPHA-STIM?

Electromedical Products International, Inc. (EPI) was established in 1981 by Dr. Daniel L. Kirsch to develop, manufacture and market Alpha-Stim technology worldwide. The company was launched with a sophisticated clinical model, the Alpha-Stim 2000 which weighed over 40 pounds and cost \$5,850. Since that time, the company has taken advantage of advances in electronics and computer technology to bring the size and price down significantly while improving efficacy and ease of use. This is accomplished partially through the development of clinical protocols that are proven to work.

When you invest in Alpha-Stim technology, whether a patient for a medical problem, a doctor who wishes to utilize a safe, effective, approach to pain and stress management, or a distributor who wishes to offer an advanced medical technology to the marketplace, you are investing in more than a medical device. You are investing in a proven technology backed by decades of research and a company who supports its products and its customers to the fullest.

EPI is truly a global enterprise. Alpha-Stim products have earned the CE mark through compliance with the European Medical Device Directive and provides Owner's Manuals and product brochures in seven languages.

A company is more than its product offerings. Our people are our most important resource.

If you would like to learn more about joining our growing family of successful distributors, check out our [Business Opportunities](#) section.