

Mind Matters Research LLC

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Medical rehabilitation

Company Overview: Mind Matters Research, LLC develops, tests, and markets clinically tested, quality-controlled and imagery-based rehabilitation group intervention programs for cancer survivors. These mind-body, integrative medicine programs address the long-term and late-term effects of cancer treatment (chemo-brain, fatigue, sleep deprivation, stress, anxiety, depression & PTSD.), as identified by the Institute of Medicine. Primary product is the "Envision The Rhythms of Life" Rehabilitation Program for breast cancer survivors.

Target Market(s): Hospital and out-patient clinics and non-profit medical organizations providing patient cancer treatment or support.

Key Value Drivers

Technology*: The "Envision the Rhythms of Life" programs include (1) **Innovative animations** of biochemical processes, brain plasticity and lymphedema management for classroom education and to facilitate imagery practice (2) a **Password protected website** to integrate materials, program delivery, and patient/trainer interactivity; (3) **Polycom High Def camera systems** and screens to bring the trainer into the classroom anywhere across the country or the world; and (4) a **Dynamic training format** which includes original and thematic artwork, patient and trainer manuals, audiofile imagery recordings, and Power Point training materials.

Competitive Advantage: This rehabilitation program specifically addresses the side effects of cancer treatment, and improves overall quality of life in breast cancer survivors, after completion of conventional care. No other integrative medicine program has been developed and tested specifically for this purpose, and in so targeted a manner. Ability to deliver the program live or via telemedicine camera systems, and as a group intervention, makes this program cost effective. Internal program assessment model assures quality of delivery over time.

Plan & Strategy: Seeking partners to 'host' delivery of the program, across the USA.

Management

Leadership:

Lyn Freeman, Ph.D., President and CEO
Derek Welton, Chief Financial Officer

Scientific Advisory Board:

Lorenzo Cohen, Ph.D., Director of Integrative Medicine, MD Anderson Cancer Center, Houston TX
Candace Pert, Ph.D., former Section Chief of Brain Biochemistry, Clinical Neuroscience Branch, (NIMH), current scientific director, RAPID Laboratories, Inc.
Lynn Palmer, Ph.D., biostatistician, Department of Symptom Control and Palliative Care, MD Anderson Cancer Center.
Mary Stewart, MD, Oncologist, Oncology & Hematology Associates, Anchorage.

Product Development & Pipeline

Product Development:

Programs materials and technology completed August, 2009
Alaska-based program testing completed February, 2010
Seattle-based program testing completed October, 2010

Product Pipeline

Program Launch and Sell, October, 2010