

Your Journey Toward a Bigger Future:

Welcome to one of the most friendly “counseling practices” in Arizona, California, and across the nation, providing clients with expert counseling, coaching, advanced neurofeedback treatments, brain performance audits to track improvement, and powerful personal technologies to balance brain performance and your life.

First, we will help you to identify what really needs to be improved, and then change and optimize the way your brain, nervous system, habits and relationships function. Then you will learn new habits to make these changes a long-lasting part of your life.

Powerful neurofeedback treatments are included in the services that we provide to our clients. We use CalmWaves Direct Neurofeedback technology, and the CES ultra technology, often combined with the LifeWave stem cell activation technologies.

Direct Neurofeedback is available in our Scottsdale AZ location. It gently helps our brains to get “unstuck” from bad habits and bad brain-wave patterns, becoming more flexible, peaceful, focused, productive, and can help you to reach your goals much faster.

And your progress along the way can be measured and tracked using brain assessment tools from Cambridge Brain Sciences of Toronto, Canada, and the Test of Variables of Attention (TOVA) developed at University of Minnesota. It’s like having a “brain audit” every few months to see how progress is going. These state-of-the-art tools are available to all of our clients.

Douglas Cowan, Psy.D., L.M.F.T. is licensed in California and Arizona.



Your Journey:

The next 100 days could be
the most important of your life!

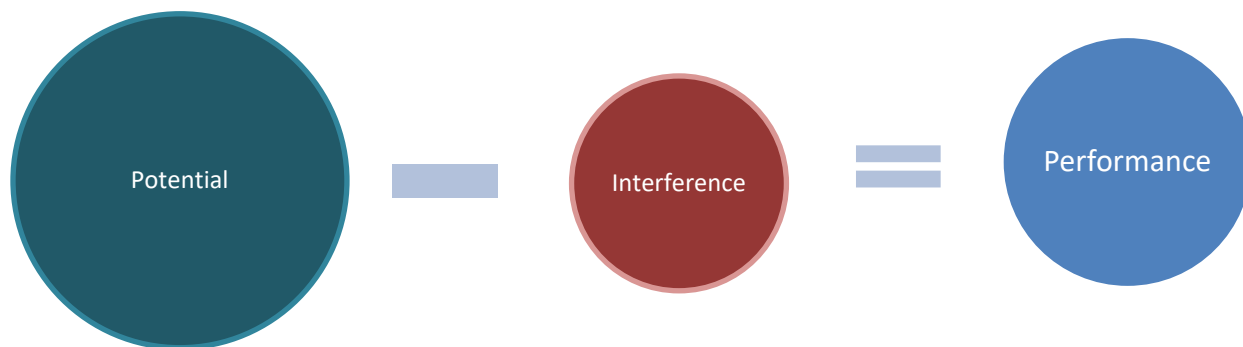
Over the next 100 days, what do you want to accomplish together?

What is your "vision" for your future? What are your wishes, hopes, and dreams? What would a "Bigger and Better Future" look like to you?

Your Journey:

Here is a KEY concept that is both simple, and powerful:

Your PERFORMANCE = Your Potential minus The Interference in Your Life



Whether you are a professional athlete, a leader in the business world, a child with ADHD, or someone suffering from the pain of depression or anxiety – this simple formula holds true. Your “performance” today will equal your “potential,” minus the “interference” in your head, or in your life.

You can work either side: you can actually increase your potential, and you can identify and decrease the “interference” in your life.

And for now, let’s call this “interference” the “challenges” in your life.

What are the biggest challenges in your life, or school, or business?
What is the "interference" holding you back?

What has it cost you up to this point in your life to have this "interference"?
What have you lost? What have you missed out on?

What are you afraid that you might miss out on in the future, if nothing changes? What strengths do you possess that need to be capitalized on and maximized?

To make you happy, what must happen now, or over the next year or two?

Are you currently under a doctor's care for any condition?

Are you currently prescribed any medications? Please list if any.

Do you have a history of dealing with depression or anxiety?

Do you have a history of trauma, car accidents, or head injuries?

Great job! Thank you for taking the time to carefully think through the answers to these questions! There will be more questions that Dr. Cowan will ask you face to face when the two of you meet together.

Now, please complete the standard office "in-take information" below, and bring all of these forms with you to your first meeting with Dr. Cowan.

New Client Information

Client's Name: _____ Date of Birth: _____

Soc Sec # : _____ Cell Phone: () _____

Address: _____

City, Zip: _____

Email Address: _____

Parent or Guardian (if client is a minor): _____

Date of Birth: _____ **Soc Sec # :** _____

May our office communicate to you via text messages? _____ Yes _____ No

Confidentiality: Everything that we discuss in our session is "confidential," with three exceptions which are important for you to understand:

- (1) anything having to do with Child Abuse, or with Elder Abuse, even if it is just suspected, must be reported by any mandated reporter, including Dr. Cowan;
- (2) If any client intends to harm himself or herself, authorities must be notified;
- (3) If any client intends to harm someone else, authorities must be notified.

This form if signed by a parent or guardian gives Douglas Cowan, Psy.D., LMFT permission to treat the minor child named above. If there is a shared or joint custody situation, only one parent must sign, but both parents are entitled to be updated unless this would not be in the best interest of the minor/child.

I have read the above information and agree to the terms and conditions:

Signature: _____

Date: _____

Office Fees and Payment Policies

Individual Counseling and/or Neurofeedback includes:

- Counseling and Coaching with Dr. Douglas Cowan, Psy.D., M.S., LMFT;
- CalmWaves Direct Neurofeedback technology, Scottsdale office only;
- Brain Performance Audits with Creyos Brain Science assessment tools;
- Nutritional Education if indicated,
- Performance and Mental Efficiency Coaching and technology recommendations;
- Brain Health and Performance Coaching;

- 60 minute sessions are \$180.00 payable at the time services are rendered by Credit Card, Debit Card, or other payment method, usually through our SimplePractice practice manage system;
- Counseling or coaching sessions are telehealth via Phone, Zoom, or FaceTime.
- We can provide you a Superbill receipt upon request for you to submit to your health insurance company for possible reimbursement, and sometimes we can submit that superbill for you if your company connects with our SimplePractice software.

If you have health insurance that may reimburse to you a portion of the fees, we are happy to provide you with a “superbill” receipt for each and all of the services that you receive with the proper procedure codes and office information for you to submit to your insurance company.

Each insurance company and plan is different, so we do not know what your plan or policy will reimburse for any or each of our services. Your treatment agreement will be between you and Dr. Douglas Cowan, Psy.D., LMFT, and separate from any contract or policy that you have with your insurance company.

Initial Here:

Other Office Fees and Policies:

Additional services such as writing letters or reports are billed at \$250/hour plus any expenses.

Missed Appointments or Late Cancellations are charged to your credit card at ½ your hourly rate, as we have set aside that hour in our calendar for you. Please be sure to call at least 24 hours in advance if you cannot make your appointment so that someone else can use that time.

Please, if you are sick and contagious, please stay home - we won't charge you.

Court appearances, for any reason, are billed for an entire day as we have to cancel all of the scheduled appointments for that day, and reschedule all of those clients. This is disruptive to lots of people. Appearances at court are billed at \$1,800.00 per each day required, whether Dr. Cowan actually has to testify or not. This fee will be charged to your credit card one week in advance of the court date – no refunds.

We usually do our billing daily, and we will charge your credit card as necessary to zero balance your account at the end of each day.

***This is a contract for services.** I have read the above terms and fee schedule and agree to the terms, conditions, and fees. I understand that I am personally financially responsible for the fees for services and I agree to pay for these services in full at the time services are rendered.*

I understand my insurance coverage is a separate contract between myself and my insurance company that does not involve Dr. Cowan.

I agree to keep a current credit card on file to pay for the services received.

Signature: _____

Date: _____

Electronic Payment Authorization



Credit Card Holder Information: Please Print Clearly

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____ CVV or Security Code: _____

Billing Address for Credit Card: _____

City, State, Zip Code: _____

I authorize the fees for the services provided by Douglas Cowan, Psy.D., LMFT to be charged to the credit card or deducted from the debit card listed above. I certify that I am the cardholder and my signature below authorizes each individual charge for all dates of service, all charges, and all services provided.

Signature: _____

Date: _____

This form may be duplicated in our SimplePractice Intake Forms as we set up your Patient Portal. Once the CC payment information is successfully input to your secure SimplePractice patient portal, this paper form will be deleted.

Terms of Service Agreement

These terms of service govern both your access to and use of our services either at our counseling offices, in our community, via electronic communications, or on our websites. Your access to and use of our services are conditioned on your acceptance of and compliance with these Terms.

I understand that Douglas Cowan, Psy.D., M.S., is a licensed Marriage and Family Therapist in both California and Arizona. He has been licensed since 1988. I understand that he and his staff also provide Neurofeedback services to those who request these services. From time to time he may offer nutritional suggestions, educational suggestions, or other ideas that may help people to be more successful in their relationships, at school, work, or at home.

This process of counseling, psychotherapy, coaching, or neurofeedback therapy can result in a number of benefits to you, and to others. Sometimes during this process memories of unpleasant events, or unpleasant feelings may arise causing discomfort. Please let us know as this happens.

You have the right to terminate services from Dr. Cowan at any time, and he will certainly assist you in finding another professional if requested.

Any disputes that might arise out of, or in relationship to this agreement to provide services shall first be referred to mediation, and any costs of such mediation shall be split between parties unless other agreements made.

I give permission to Douglas Cowan to email me his newsletter with resources or articles that he believes might be helpful to me. I give permission to Douglas Cowan to text me or phone me for communication as necessary.

I understand that Douglas Cowan has been in ministry in a variety of positions since 1998. He is a Board member for 88.3 Life FM radio station in Bakersfield, CA. He will always seek to work and live according to the tenants of his faith based upon his understanding of the Bible. His faith makes him an optimist, believing that it is the heart of God to make "all things new!" He is always happy to discuss matters of faith with people.

I agree to the Terms of Service

Signature: _____

Date: _____

Please complete these rating scales

How often in the past month, or in the past 24 hours, have you experienced problems in the listed areas? Use a scale of 0 to 10 – with 0 being “not at all” and 10 being “all the time.”

	Past Week	Past Month	
I have “brain fog”	_____	_____	[PFC]
I am often sad or depressed	_____	_____	
I am easily distracted	_____	_____	
I have problems with focus/concentration	_____	_____	
I have short term memory issues	_____	_____	
I have one or more addictions	_____	_____	
I can be very impulsive	_____	_____	
I am often late for appointments	_____	_____	
I am not as motivated as I used to be	_____	_____	
I am more stressed than in the past	_____	_____	[TEMP]
I have problems with my anger	_____	_____	
I am often irritable	_____	_____	
Sometimes I feel paranoid	_____	_____	
I can feel “spaced out” and can’t explain it	_____	_____	
I have problems with my hearing	_____	_____	
My memory isn’t as good as it once was	_____	_____	
Hearing or smelling things that aren’t there	_____	_____	
I feel like I’m having seizures or similar	_____	_____	
Light or Lights can really bother me	_____	_____	[STEM]
I have problems with my sense of touch	_____	_____	
I’m having sleep problems	_____	_____	
Dizziness or migraine headaches	_____	_____	
It’s worse if I’m reading or looking at a screen	_____	_____	
I have unexplained times of anxiety or panic	_____	_____	
I have problems with endurance, stamina	_____	_____	[SLEEP]
I get very fatigued during the day	_____	_____	
I have problems falling asleep at night	_____	_____	

I wake up often during the night	_____	_____	
I have trouble getting back to sleep	_____	_____	
It is hard to focus my eyes on things	_____	_____	[TBI-PCS]
Head pain that is steady, constant	_____	_____	
Problems with nausea	_____	_____	
Problems with speech or articulations	_____	_____	
Problems with dizziness	_____	_____	
Tinnitus, or noise in the ears	_____	_____	
I have sudden, unexplained mood changes	_____	_____	[MOOD]
I have sudden, unexplained fearfulness	_____	_____	
I have unexplained times of depression	_____	_____	
I have unexplained times of elation	_____	_____	
I have unexplained explosiveness	_____	_____	
I have problems with being irritable	_____	_____	
I have times of being suicidal	_____	_____	
I have problems making relationships	_____	_____	
Problems keeping relationships	_____	_____	
Problems keeping jobs	_____	_____	
Problems with school grades	_____	_____	
Problems driving a car	_____	_____	
I cannot think clearly because of "brain fog"	_____	_____	[ADHD]
I have problems following conversations	_____	_____	
My thinking gets confused	_____	_____	
I have problems following what I am reading	_____	_____	
I have problems paying attention	_____	_____	
I have problems with the sequence of things	_____	_____	
Problems with prioritizing	_____	_____	
Problems not finishing what I start	_____	_____	
Problems not organizing room, office, work	_____	_____	
Problems with day dreaming	_____	_____	
Can't remember what I was just told	_____	_____	
I have no idea what I just read	_____	_____	

Information About “Direct Neurofeedback”

Direct Neurofeedback is a “biofeedback” technology. As powerful as it is, we do not promote it as a cure for any medical condition or psychological condition.

Over 300,000 people have received treatment with “Direct” or “High Performance” Neurofeedback and nearly 90% have reported improved functioning in mood, anxiety, depression, cognition, movement, and energy levels. Dr. Cowan has used neurofeedback as a part of his practice since 1991, and was a part of the original research team providing data for the FDA on early versions of direct neurofeedback back in 1993.

Clients have reported improvements with their symptoms of :

- Anxiety, worry, or panic;
- Asperger’s Syndrome (especially the anxiety and over-focus);
- ADHD
- Symptoms of Depression, Sadness, or Grief;
- Anger, explosiveness, irritability from PTSD;
- Head injuries and concussions
- Fibromyalgia or Chronic Fatigue Syndrome
- Performance, Focus, Clarity, Efficiency, Effectiveness

Clients often notice effects of neurofeedback treatment during, or immediately after a session. Sometimes our clients notice effects from the treatment a few hours after. Rarely someone might not feel the effects until the next day. Initial improvements often last for a few hours to a few days, as the brain is adjusting and seeking a “new normal.” With additional sessions the improvements last longer and will finally “endure.”

Our clients can expect to experience these improvements:

- A greater sense of calm and clarity;
- More energy and a sense of optimism;
- A sense of wellbeing and greater peace.

Sometimes the brain will “over-react” to the treatment and the changes that it brings. This “over stimulation” usually brings the mild side effects of feeling:

- Tired, or foggy, or even clumsy;
- Wired, or giddy, or really happy, or even anxious;
- Lightheaded, or Slight pressure in the head, and perhaps a mild headache;
- And as the para-sympathetic nervous system is activated, the gut may respond with activity and rarely even nausea.

These mild symptoms are NOT common, are always temporary, and are actually a positive sign that your brain is responding to the feedback.

The treatment session itself doesn’t require much from you. You simply relax in a chair and pay attention to how you feel. We are looking for a change in how you feel as a marker that you are responding to the mild stimulation – feeling more relaxed, more insightful, warmer hands or feet, more content – whatever changes you might feel. That’s when we know that you have received enough for that session and we stop. Simple. And sometimes amazing.

We look forward to answering your questions, and working together with you in the neurofeedback therapy.

Keywords for a Google or YouTube search:

Low Energy Neurofeedback, LifeStream Direct Neurofeedback, High Performance Neurofeedback, Len Ochs, David Dubin, The Dubin Clinic in Los Angeles, IASIS Microcurrent Neurofeedback in Temecula, CA. (YouTube) “High Performance Neurofeedback Information” with Julie Onton Ph.D.

Initial Here:

Brain Audit Begins the Process

After you read and complete the paperwork, you will be ready to begin the process with our Brain Audit from Cambridge Brain Sciences (cambridgebrainsciences.com) of Toronto, Canada. Our “audit” consists of six “games” that will take you about 20 minutes to complete. We can do a more in-depth assessment down the road if needed.

We will be auditing how well various systems in your brain are performing, or if the different regions of your brain are working together and playing together nicely or not. In general, we are looking at your:

- Memory
- Reasoning
- Verbal Ability
- Attention and Concentration

Once you have printed out, read, and completed all of this paperwork package, simply text or call us and we will chat for a few minutes about moving forward working with us.

If we agree to begin working together, we will send you an email inviting you to begin taking the CBS brain audit. We will not give you the full CBS assessment battery at this time, we can always give it later. But the partial CBS will give us a lot of information even before we ever meet face to face for the first time.

- ✓ This audit will take you about 25 minutes. Please turn off your cell phone and block out 30 minutes of uninterrupted time in a quiet place. Please do your very best.
- ✓ You must use a desktop or laptop computer. Using a mouse makes everything easier and faster.
- ✓ You cannot use your smart phone. It won't work.

Once you are done with the “brain audit” we will get the results automatically from Cambridge Brain Sciences. Then we will reach out to you to schedule our initial appointment where we can:

- ✓ go over the results of the brain audit,
- ✓ go over the paperwork that you have completed,
- ✓ discuss your personal goals,
- ✓ discuss the results that you want to achieve from working with us,
- ✓ get started with a treatment plan,
- ✓ and sample the neurofeedback technology if you want to.

Some Examples of Things We Talk About with Clients

A Great Morning Routine for Performance and Production During Your Day

Get up 30 minutes earlier. Grab your pad of paper and get comfortable.

1. **Gratitude:** Write down 5 people, places, or things that you are truly grateful for today. Take a minute or two and think about each one of those people, places, or things. Take the time to thank God out loud for those 5 things in your life. Begin your day with gratitude. Yes, it makes your brain and soul happy and energized!
2. **Big Goals:** Write down your 3 goals that you want to achieve in the next 90 days. Hold them in your mind for a few seconds. Write them down as if you are actually achieving them today. This is the big picture.
3. **Weekly Goals:** Write down the 3 most important tasks to accomplish during this week. What you write down on Monday stays your goal for each day of the week during this exercise. These are either things that are timely and need done this week, or they are things that “move the ball forward” toward achieving your 90 day goals.
4. **Schedule:** Write down what time today you are going to start investing time in achieving your weekly goals. Schedule the exact time that you are going to work on them. Schedule everything that is important. Begin with scheduling your sleep, and plan for 8 or 9 hours of sleep whenever you can. Then schedule time with your spouse, children, family. Put it on your schedule. And now begin to schedule the times when you will be productive : producing income, producing school work, etc. Finally begin to schedule time for other relationships such as friends, for reading, rest, and for fun. Honor the starting times, and the ending times of what you schedule. Note: to achieve your big goals, and to achieve your destiny, you cannot just make up your day as you go along. Focus on the most important things. Use the 80/20 rule. Be committed.
5. **Relax for a few minutes:** Read your Bible, read a favorite book, read a book that will help you to acquire better character, or some new skills that you need to accomplish your 90 day goals. Or quietly listen to some relaxing music. Prepare yourself for the day ahead.
6. **Start the day:** When it's time to work, work. When it's time to play, play. But during those periods of time that are blocked off to be productive, be productive. Go full speed. Be committed to being productive.

Performance Cycle



Awareness, Situational Awareness: The Enhanced Performance Cycle begins with understanding the situation, and assessing the challenges and the opportunities this moment presents. This state may begin in the video room, in the clubhouse, on the drive to work that day, or in the first few minutes in the office. But it certainly must be activated during the walk from the on-deck circle to the batter’s box, standing on the dirt before placing both feet on the pitcher’s rubber, or before the first meeting of the business day.

Goal Setting, Describing and Envisioning the Desired Outcome: Begin the goal setting process with the desired outcome, and work backwards to this situation, this moment. Mentally picture the steps between now and the desired outcome. Envision the first step. Envision the last step – the target or result. Using your imagination, picture achieving your desired result. This mental practice is powerful, and can be done, should be done, dozens of times before “game day.” The more one practices through the powerful theater in the mind, seeing each and every step toward an outcome of excellence, the more likely it is that the athlete or business executive will achieve that outcome.

Focus, Attention, Concentration: Fully paying attention to the single-point that is right before you – the ball, the shot, the presentation. Small focus. The brain lights up, especially in the front of the brain, when confronted with novel situations, opportunities to learn, or important situations. Focus and concentration activate the front part of our brains so much that this brain state is easily measured and can be trained so that one can learn to focus and concentrate better, sustain the focus longer, and control attention even in high stress conditions. To perform at our best when it matters the most, we much pay attention to the right thing at the right time, for as long as needed.

Alertness, Excitement, Activation, Vigilance: Sustained attention, or alertness to the surroundings. Completely tuned in to what is happening, or about to happen, outside of your skin in the environment around you. This requires that the Central Nervous System activate to proper levels of arousal and alertness. Too little CNS arousal leads to the below average performance of one who “doesn’t care,” and too much alertness leads to adrenaline in the blood stream causing anxiety, uncontrolled focus and distractions, and poor performance. This state of alertness can also be measured and enhanced through training, helping the athlete or peak performer to find the “sweet spot” of CNS arousal for any given activity.

Flow State, Enhanced Performance: The “flow state” is highly sought by professional athletes, peak performers, and business executives. It is perhaps the most productive and enjoyable of brain states. It requires challenges slightly beyond competencies, and novel situations to overcome. And to get into this state of “flow,” the human brain does something unusual – shifting from lots of activity in the front of the brain (hyper-frontality for focus, concentration, alertness) to a state called “hypo-frontality” where the critical, ego-driven, concerned for the future, regretting the past, hesitating, too careful and analytical coach inside your head... gets turned off. And in this state that is both measurable and trainable, the athlete or peak performer is allowed to just play. To perform as he or she has trained to perform a thousand times without hesitation. Quiet excellence. Timeless. Creative. Completely absorbed in the activity of the moment.

Brief Recovery to Recharge, Repeat Cycle: Each of the states described above requires a great deal of energy for the brain. Stringing them together, moving from one state seamlessly to the next through this Enhanced Performance cycle burns a lot of glucose in the brain, so the brain needs a moment to recover and recharge before beginning the next cycle. But it is just a moment. Just long enough for the brain to enter an “idling rhythm” where slow brainwaves can be seen (and measured, and trained), anywhere from half a second to half a minute. But not long. Then the brain is ready for the next cycle to begin.

Other Common Topics for Our Clients

Potential – Interference = Performance Let's discuss each element of this formula.

What is the biggest challenge that you face?

Telos = "What's the Point?" And what is the best path to get there?

Planning your Bigger and Better Future

- What habits are sustaining your present level of performance?
- What habits are needed for your "next level" of performance?

Setting Goals for peak performance

Stress Management: Strategies to deal with the stresses, strains, and surprises of life

Mental Preparation: keeping your world small

Visualization: Practicing success

Confident Thoughts and Self-Talk

Increase the Skill of Small Focus

Increase Broader Situational Awareness and Alertness

How to Practice and Prepare Better

Having a “Growth Mindset”

Flow: Reach a little farther – just 2% beyond

Self-Awareness, Self-Control, Self-Regulation

- Control your thoughts, blood flow, and brainwaves

Set Clear Goals, Select Clear Targets

Flexible Thinking: accept the unpredictable and win

Energy management

Breathing for Calm Focus, Breathing for Energy and Alertness

“Tapping” for Peace, Calm, Clarity

Better and Faster Decision-Making Wins

The D.A.D. Scale – Living better than a dead guy

“When the Pressure’s on, you don’t ‘rise to the occasion’ – you fall to your highest level of preparation.”
– Chris Voss, FBI retired

