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Press Release

Alaskan Company Offers Intervention for Cancer Patients and Survivors

July 11, 2011, Anchorage Alaska. Mind Matters Research LLC (MMR) has taken seven years of research and development, clinical trials, personal challenges, scientific review, and a bag of business knowledge and resources to develop ENVISION Behavioral Medicine Intervention. The ENVISION intervention relies on brain plasticity strategies that are imagery-based. Strategies include imagery-driven biofeedback to assess and modify heart rate variability and temperature; art, storytelling, and sound to effect physiology and mood state; mind mapping memory practices; and many other therapies that are implemented and evaluated on a daily basis with cancer patients and survivors. Methods utilized are personalized depending on participant symptoms and response. The Intervention optimizes health promoting changes in physiology, biochemistry and mood state. Originally tested with breast cancer survivors, ENVISION is now available for persons with other cancer diagnoses as well. MMR founder and owner, Dr. Lyn Freeman, is pleased to announce that this therapeutic intervention is now available for Alaskan cancer patients and survivors and MMR will officially begin accepting new clients on July 15th, 2011.

ENVISION Behavioral Medicine Intervention is one of a kind in Alaska, or for that matter, in the nation. Complementary therapies like imagery are not conventional medicine but when integrated into the conventional medical plan, improve recovery time and outcomes. Additionally, it can enhance participants' well-being and give them more control over their health. The intervention was demonstrated to produce clinically and statistically significant improvements in the Institute of Medicine (IOM) defined late-term and long-term effects of cancer treatment. Effects may include one or more of these symptoms:

- Cognitive deficits (memory and focus problems)
- Sleep deprivation
- Unremitting fatigue
- Anxiety
- Depression
- Stress
- Post-traumatic stress disorder (disease related)

Dr. Freeman began work on the program back in 2005 when she submitted a SBIR (small business innovation research) Phase I proposal to the National Cancer Institute and successfully earned a \$145,000 award. The ENVISION intervention was then cultivated over

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the next six years with a \$1, 000,000 Phase II SBIR grant, supplemental funding, owner financing, and a lot of determination.

SBIR is a highly competitive national program that provides qualified small businesses an opportunity to meet specific research needs for various agencies of the federal government. The grants are not easily achieved. Reviews are rigorous and based on scientific, technical, and commercial merit. "Developing a research project based on the SBIR criteria is demanding. A company has to produce something that has never been in the commercial marketplace, so the business takes a leap into the unknown," said Carolyn Pratt, director of the Small Business Development Center's Technology Research and Development Center (TREND). TREND provides technical assistance to Alaska companies pursuing SBIR funding.

Dr. Freeman attributes part of her success to a good working relationship with TREND. "Carolyn arranged an introduction to the National Institutes of Health's SBIR program manager" Dr. Freeman said, "and that's what got the ball rolling on this understanding I have on the effectiveness of integrative therapies." Mind Matters Research also used TREND's Alaska Phase 0 grant to address challenges that often surface in between SBIR phases. "The bridge grant allowed us to evolve the grant application in new and exciting directions that were not even anticipated at the time of bridge grant submittal." Dr. Freeman says. "The monies provided by this award allowed us to significantly strengthen our NCI/SBIR Phase II application, improve our likelihood of funding and create a more dynamic Intervention."

Based on the Phase I and II results, and on funding requirements, the National Cancer Institute has directed MMR to make the ENVISION Behavioral Medicine therapeutic Intervention available to cancer patients and survivors. While the company is launching the program in Alaska, there is every possibility that it will grow nationally. The technology side of the grant required Mind Matters Research to develop and clinically test a tele-behavioral medicine delivery approach, evaluating Intervention delivery via the web and videoconferencing. Because of this, the Intervention can be delivered 'live' to individuals or groups anywhere in the country. Mind Matters Research captures an entrepreneurial spirit that has taken Dr. Freeman on paths through the academics, clinics, her own battles with family cancer, the small business world and landed in the nation's cutting edge R&D world. That is not the usual path to success for a small business, but then, this is an Alaskan business.

All patients and survivors must be referred by their oncologist or physician. MMR will assist with this process. MMR is a preferred provider with Premera Blue Cross, Aetna and Tricare. Other insurance carriers may also be accepted. Call MMR at (907) 868-7737 for more information or visit the MMR website <http://www.mindmattersresearch.com> for specific details of the therapeutic Intervention.