

TOUCHPOINTS AND FOCUS: A CUSTOMER CASE STUDY



CASE STUDY SUMMARY:

USER PROFILE:

- Josh, 14 year-old student
- Homework avoidance and test anxiety

CHALLENGES:

- Hyperactive, distractible, anxious
- Poor grades despite high intelligence
- Needs constant reminders to do simple tasks
- Homework takes 3x as long as normal
- Test failure

SOLUTION:

- TouchPoints in the morning, at school, during tests, and during homework

KEY RESULTS:

- 45% reduction in anxiety
- 25% reduction in hyperactivity
- 36% improvement in attention
- 2.3 GPA rose to 3.1 GPA
- More self-confidence
- Improved relationships with parents

Josh* is a 14-year-old teen who struggles with hyperactivity and being focused. Josh starts out school mornings flitting from distraction to distraction in the house while his parents try to redirect him to get dressed, brush his teeth, and complete other tasks that are easy for his 9-year-old brother to finish with no reminders.

“It’s exhausting” says Carole, Josh’s mother. “It’s like if you aren’t on him for every little thing he can’t do it. I’ll leave him for a few minutes while he’s putting his shoes on and he will come out to the car with only one on if I don’t make sure he gets it done.” Most mornings are tense and one of Josh’s parents was likely to raise their voice to get Josh to comply with basic tasks.

At school, Josh struggles with attention in the classroom and often gets reprimanded for not staying in his seat and for not keeping his hands to himself. Mrs. Geary, Josh’s teacher talks regularly with his parents about the fact that he is smart but makes careless mistakes and has extreme anxiety during math tests, which he often fails even though he knows the answers. Josh is frequently in the principal’s office for impulsive behaviors and feels a lot of remorse because, he says “I know what I should do but it’s like my body moves before my brain can say stop.”

Homework that takes his peers 30 minutes often that showed his anxiety to be worse than 90% of his peers, hyperactivity worse than 95% of peers, and attentional problems were at the 98th%ile compared to peers. Solution takes Josh 90 minutes or more with Carole constantly redirecting Josh or threatening him with consequences if he doesn’t finish.

By dinnertime, Josh’s parents are exhausted from the extra work and Josh is just starting to get his “second wind” where he goes into a state of restless hyperactivity and has a hard time calming down by bedtime. He is often moody at bedtime as parents try to corral him into each activity of his bedtime routine, which he completes only if they are standing over him. He wonders why things are so easy for his brother. Josh’s parents and teacher completed psychological profiles that showed his anxiety to be worse than 90% of his peers, hyperactivity worse than 95% of peers, and attentional problems were at the 98th%ile compared to peers.

“The day Josh started using TouchPoints I feel like everything started to turn around,” says Carole. Josh started using TouchPoints to help him focus for 30 minutes each morning. “I don’t know exactly how to explain it,” said Carole, “but he just seems more centered and he can get through his morning

easier, which means I get through my mornings easier.” At school, Josh uses TouchPoints during lecture time and during tests.

Mrs. Geary notices that he is less restless and his trips to the principal’s office were reduced from four or more per week to less than one per week. His math grade improved from a D to a B within three weeks of use. “It’s just easier to focus” says Josh, who now lends them to friends if they are nervous or having a hard time focusing. He likes the wristbands because they are easy to take on and off and he can be hands-free at school while they are working. “At first I thought my friends might think it was weird to wear these but now some of them wear them and some teachers have them in their classrooms,” says Josh.

During homework, Josh turns the TouchPoints on again each night and parents noted a significant reduction in the time it takes for him to finish his homework. “He does it in less time, with less struggle, and with more accuracy,” reports Carole. “And I’m not as moody anymore because my job is so much easier. I feel like now I can enjoy him without being such a taskmaster all of the time.”

If Josh has difficulty with his bedtime routine, he turns the TouchPoints on again. “Usually I

don’t need them late at night,” says Josh “because my days are better and I’m feeling pretty good.”

Repeat psychological measures after one month of daily TouchPoints use indicated a 45% reduction in anxiety, a 25% reduction in hyperactivity, and a 36% improvement in attention. Josh’s midterm grades went from a 2.3 average grade point average to a 3.1 grade point average with approximately 1 hour less of homework time per day.

“I’m so relieved that we found TouchPoints,” says Carole. “They help us get through the day and have totally changed our family dynamic for the better.” Carole plans on trying TouchPoints for herself at work and when she has difficulty going to sleep at night. “Now that I know they work I can think of how everyone in my family can benefit.”

ABOUT TOUCHPOINTS:

TouchPoints are twin neuroscientific wearables that are worn on either side of the body preventatively or on-the-spot for 15 minutes before, during or after a stressful situation. They were designed to provide fast relief from stress and anxiety at the push of a button. Using gentle, haptic microvibrations called BLAST (bilateral alternating stimulation tactile). This technology is backed by decades of scientific and academic research on bilateral stimulation that quantifies significant brain changes after just seconds of use.

TouchPoints give the user a gentle vibration that affects the brain and alters the body's fight, flight or freeze response to restore calm nervous system functioning. This not only helps to reduce the amount of perceived stress experienced, but also the associated body sensation that comes with it (i.e. stomach butterflies or tightness in the chest). TouchPoints are a natural and effective solution to anxiety and focus issues, and can enhance performance and sleep.