

TouchPointsTM and EMDR: A Customer Case Study

CASE STUDY SUMMARY

USER PROFILE

- Sandra*, 25 year-old
- Panic attacks and sleep difficulties

CHALLENGES

- Panic attacks 4-6x/week
- Falling asleep takes 1 hour or longer
- Wakes up during sleep hours 5x/week
- Can't stop anxious thoughts during the day
- Avoids social situations and driving
- Feels exhausted

SOLUTION

- EMDR Therapy
- TouchPointsTM 15 minutes in the morning, 30 minutes during stressful situations, 15 minutes at bedtime, and as needed if panic starts

KEY RESULTS

- Panic gone (100% reduction in panic attacks)
- Falls asleep within 15 minutes (75% improvement in sleep onset)
- Wakes up 1x/week during sleep hours (80% reduction in wakefulness)
- Engages more socially and doesn't restrict her activities
- Feels energized and happy



Sandra* is a 25-year-old insurance agent who suffers from panic attacks almost daily. “I never know when they are going to happen. It’s scary. I’m afraid to drive, I avoid social things, and I am starting to become introverted because I never know when they will happen.”

Sandra started EMDR therapy to treat panic and sleep problems. Her therapist recommended using TouchPointsTM at home to help her with general stress, panic attacks, and to improve sleep.

“My therapist showed me the TouchPointsTM and when I put them on I immediately felt less stressed out. I could breathe deeper and my tight chest loosened up. I thought wow!...

"If these could help calm me down then I would use them for sure. She explained that TouchPointsTM might help therapy work faster and I wouldn't have to live with panic anymore."

The first night Sandra used TouchPointsTM before sleep she noticed "it usually takes me like an hour to sleep and I start worrying that I won't be able to sleep. I check the time and just get stressed. A million thoughts run around my mind that I can't shut down. I've tried breathing, meditation apps, music, essential oils, and nothing worked.

"But when I had the TouchPointsTM on it seemed like it just kind of quieted my mind down for me. It still took me a while to go to sleep but I kept doing it every night and sleep got easier and easier. If I did wake up too early like I normally did, I could turn the TouchPointsTM on and try to go back to sleep. The first few nights I wasn't able to go back to sleep, but having them on helped me not stress about it. I was at least falling asleep faster so I wasn't as exhausted the next day."

After Sandra's 3rd EMDR Therapy session and with 3 weeks of TouchPointsTM use, she was able to fall asleep within 15 minutes and stay asleep until her alarm in the morning.

During that time, her panic also started to lessen.

"My therapist and I would process the panic in therapy so I had fewer panic attacks. I wore TouchPointsTM 15 minutes each morning so my brain wasn't having so many stressful thoughts and I felt like my days started off better.

"At work I put TouchPointsTM on if I started to feel stressed to prevent panic, and if I was already panicking then I would turn them on to help the panic go away faster. Over about 4 weeks the panic got less and less until I just stopped having any attacks."

"I'm so happy
to have my life
back..."

~ Sandra

Sandra has not had a panic attack in over 2 months. Her sleep is regulated, and she no longer restricts her activities for fear that she might have a panic attack.

“Honestly if someone would have told me that this would be the result I would have done it a long time ago. But I’m so happy to have my life back. I felt helpless because I couldn’t imagine I could live my life without being exhausted and stressed every day. I’m not sure why everyone doesn’t know about this.”

About TouchPointsTM:



Here's how it works: two TouchPointsTM devices can be worn on your wrists, held, or clipped to clothing. TouchPointsTM use Bi-Lateral Alternating Stimulation - Tactile (BLAST) technology transferring alternating vibrations to alter the body’s Fight, Flight or Freeze (F3) response to stress and anxiety and to restore homeostatic nervous system functioning, allowing you to think clearly and experience calm.

Neuropsychologist Dr. Amy Serin and executive and child advocate Vicki Mayo founded The Touchpoint SolutionTM in late 2015 with the mission of bringing relief to the millions of people who suffer from stress and anxiety. Over the last decade, Dr. Serin’s work in therapy and neuroscience led to the discovery that a component of successful PTSD treatment could be used as a stand-alone product for gifted children and executives whose stress and intensities hamper performance, relaxation, sleep, and their ability to cope with sensory stimuli.

Dr. Serin used quantitative electroencephalogram data, existing neuroscientific research, and archival data to quantify significant brain changes after just seconds of use. Dr. Serin recognized that this method was too powerful a treatment to be confined to doctors' offices due to its effectiveness and simplicity and partnered with entrepreneur Vicki Mayo to bring TouchPointsTM to the world.

Dr. Amy Serin
Co-Founder and Chief Science Officer
The TouchPoint SolutionTM