



## **Rhythmic Entrainment Intervention™ (REI)**

[www.stronginstitute.com](http://www.stronginstitute.com)

Rhythmic Entrainment Intervention™ is an auditory brain stimulation program that uses musical rhythm to stimulate and re-pattern neurological function. REI facilitates long-term behavioral and cognitive improvement in individuals with neurological disorders.

REI was developed by ethnomusicological research the creator Jeff Strong began in the early 1980s. His research resulted in 2 important findings:

- \*Exposure to specific musical rhythm patterns elicits immediate calming and focusing effects.
- \* Repeated exposure to these rhythms results in long-term behavioral and cognitive improvements.

**Custom Program:** Following the intake process, major issues are identified a custom-made program is made specifically for the listener. Sophisticated algorithms are used to assemble the proper rhythms for the client and are placed on a track. Subsequent tracks are created in 14-day intervals.

Symptom areas where improvements have been noted include:

- \* Anxiety
- \* Attentions/focus/hyperactivity
- \* Behavioral issues-includes issues such as aggression, compliance, tantrums and others
- \* Cognitive issues-such as memory, reasoning, and others
- \* Language/communication –including speech and written
- \* Mood issues- such as depression, bipolar, and overall mood
- \* Self-stimulatory behaviors – rocking, flapping, vocal perseveration, and others
- \* Sensory Processing – both sensory defensive and sensory seeking behavior
- \* Sleep – including issues related to falling asleep and staying asleep
- \* Social Interaction and engagement

**Brain Shift Radio:** Personalized music that focuses or calms your brain. Choose the area you want to address at any time. These areas include: focus and attention, sleep, meditation, energy and brain boost.