

Breaking down barriers to provide hospital-quality AEEG for patients with autism



Brad Levy

SUMMARY:

Brad Levy, COO of Brain Science Technologies and EEG to Go in Irvine, CA, found his inspiration to go into the EEG services provider business by way of his daughter Sophie. His journey began when Sophie was diagnosed with epilepsy in 2005. After five years and a brain surgery she achieved seizure freedom. Levy wanted to give back to the community that helped his family so much, despite having no prior medical experience. Find out how he launched a successful start-up as an EEG service provider and expanded the norms of EEG monitoring with Lifelines Neuro's Trackit EEG Systems.

CHALLENGE:

In 2015, Levy launched EEG to Go, receiving key referrals from a renowned pediatric neurologist who treated patients from around the world. Levy learned that routine 20-40 minute EEGs were not effective in diagnosing children with autism and absence epilepsy. Extended 72 - 96 hour studies were a must, yet hospitals were not always the best option for the emotional needs of children with autism. And with a good portion of these patients traveling internationally for care, hospitalization compounded the stress for both the families and patients. Performing an EEG study in a home or hotel was a much more comfortable option. The current state of available in-home EEG options were mediocre at the time. Often these studies were not monitored, lacking video, full of artifacts, or prone to hardware failures.

Levy was disappointed from his experience using AEEG equipment that had been unreliable, low quality, or malfunctioning, with no hope of simple repair. Until he could find the right equipment, he couldn't provide the high quality study needed by epileptologists. What Levy was searching for was a specialized partner who could help him provide a high-quality, real-time EEG monitoring service. So how do you achieve a hospital-quality EEG study without visiting a hospital?

SOLUTION:

While attending the American Epilepsy Society (AES) Symposium, Levy met Simon Griffin, Founder of Lifelines Neuro. Griffin demonstrated the durability and ease of Lifelines Neuro's ambulatory EEG systems, winning a new customer. Designed for durable in-home use, the Trackit series of EEG systems and amplifiers were among the first miniaturized 32 channel EEG amplifiers that provided hospital EEG lab quality results in the home. High-fidelity signals were essential in competing with the harsh electrical environment of a patient's home.

Switching to state-of-the-art technology proved very beneficial. "Lifelines Neuro's devices were incredibly fast, sleek, and durable and the same caliber equipment (if not better) than level 4 epilepsy centers," says Levy.

Levy appreciates the thought that goes into Lifelines Neuro's product design. "There is a constant evolution of product features, some of which I didn't even know to ask for," says Levy. "Like resilient Gorilla glass tablets with anti-microbial surfaces that stand up to tough use. These are essential for caring for patients with autism to perform EMU quality tests outside of a hospital."

With Lifelines Neuro hardware and software, Levy is able to deliver quality EEG studies while giving a positive experience to patients. A path to diagnosis and eventually treatment is available all without a hospital admission, saving Epilepsy Monitoring Unit (EMU) beds for patients that need a higher level of care, and providing care at a lower cost outside the hospital walls.

RESULTS AND BENEFITS:

Performing studies in the comfort of a patient's home provided Levy's business a differentiator few others had. Now studies can be performed with less patient anxiety. The quality of the study is unmatched - every sound and environmental factor plays a role in what is causing patients' seizures on a daily basis. This unique advantage is something that cannot be easily replicated in a sterile hospital monitoring unit.

AEEG products are Lifelines Neuro's specialty, and while we also make EEG solutions for hospital and clinic use, we've been focused on in-home EEG solutions for more than 20 years. The same consultative approach Simon Griffin presented to Levy continues at Lifelines Neuro. Today, Levy is excited to help provide his insights on the next generation in-home EEG system under development, including testing tougher, touchscreen tablets.

Levy, his wife Candy and daughter Sophie, have impacted lives from around the globe by founding **Epilepsy Awareness Day** at Disneyland. This annual event connects families, patients and expert epileptologists to expand knowledge of treatment options and create bonds that last long after the event is over. "The products from Lifelines Neuro gave me the opportunity to do so much more than just treat patients. We really change lives by opening doors for patients and their families to new care options," says Levy.



The Epilepsy Day at Disneyland team, featuring Brad and Candy (rear with dog) and their daughter Candy (seated.)



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