

# Ashland Pain Institute, Inc.

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**Mission:** Ashland Pain Institute will convert the pain management industry to a pain elimination industry.

## Summary

- Ashland Pain Institute (API) researches a **new form of medicine** with proprietary methods for chronic pain elimination—a profound improvement over pain management—of Nobel Prize merit.
- API provides pain elimination services for the public and military/veterans with injury-related chronic pain and certain diseases, collecting data therefrom in preparation for R&D and company expansion.
- Data collected by API will permit engineering of robotic and virtual reality devices with duplicate benefits, thus rendering obsolete half of the pain management industry worldwide.

## The Problem

- 25 million Americans suffer unnecessarily from **injury-related chronic pain**—for decades—because the nervous system protocol for pain elimination is not yet known to practitioners in any profession.
- Advanced therapies require specialized training—and decades for widespread adoption—and therefore don't scale easily.
- Total economic burden of chronic pain in the US: between \$560 and \$635 billion annually.

## The Solution

- Autonomic Nervous System Self-Regulation (ANSSR) therapy<sup>SM</sup> provides exactly the nervous system conditions needed for rapid, **predictable healing** of injury-related chronic pain and certain diseases.
- ANSSR medical devices will standardize the benefits of ANSSR therapy without the need for a special skill set, for explosive worldwide adoption.
- Pain elimination technology will save billions on healthcare in every developed country.

## How ANSSR therapy works

Injury-related pain is caused by a severe stress response (tissue contraction) in the afflicted area, e.g. muscle spasm. Pain management provides partial relaxation of this stress response, for temporary pain relief.

In contrast, when the stress response is reduced to a critical threshold, the nervous system accesses recently discovered healing responses for permanent **pain elimination**—a spontaneous, utterly reliable process.

Andrew Arneson terms this Autonomic Nervous System Self-Regulation<sup>SM</sup> (ANSSR).

ANSSR therapy provides predictable access to the ANSSR healing process. Healing is predictable simply because that is how the nervous system operates when properly supported. The ANSSR healing process cannot be accessed by pain management methods, therefore it remains unknown and seemingly impossible. Since ANSSR healing responses are intrinsic to the ANS, **they can be accessed with technology that cancels stress response.**

ANSSR therapy involves no technology, substances, massage, energy medicine, or manipulation of any kind. It is the medical application of Arneson's groundbreaking behavior science, in continuous development since 1992. This behavior science permits the client to achieve **absolute comfort**, i.e. a distinct state of relaxation essential for spontaneous nervous system healing responses.

Absolute comfort affords the known ANSSR therapy benefits of migraine cessation, spontaneous skeletal realignment (i.e. without manipulation), spontaneous relaxation of severe muscle spasms, elimination of neck exhaustion (the primary cause of 80% of chronic neck pain cases), midsection stabilization for low back pain elimination, access to the pain discharge mechanism, cessation of osteoarthritis pain, immune system regulation, and discharge of early life trauma in infants.

All ANSSR benefits are Arneson's discoveries. ANSSR is new, foundational biology of Nobel Prize merit.

## **ANSSR technology**

The raw technology already exists in robotics and virtual reality tech, but must be reengineered to access the ANSSR healing process. But first, ANSSR must be demonstrated repeatedly by **the only practitioner aware of the ANSSR phenomenon and able to access it predictably.**

1) The first devices will trigger the **pain discharge mechanism**, which neutralizes the shock of traumatic injury that remains in the nervous system after the injury damage heals. Untreated, this shock provokes pain and other symptoms indefinitely. The effect of pain discharge is permanent relaxation of the injury site, and therefore pain elimination. Arneson discovered the pain discharge mechanism in 1997. It remains entirely unknown to other practitioners. Since 1997, pain discharge has afforded consistent symptom resolution for traumatic injury-related complaints. An estimated 80% of injury-related chronic pain cases worldwide would be healed by the pain discharge mechanism alone. See medical theory, case studies, and videos at [KonaPainInstitute.com](http://KonaPainInstitute.com).

Three robotic devices will apply precise, slow movement in sites of old injuries and osteoarthritis. Unrelated to anatomical manipulation, this treatment engages behavior impulses and maximizes relaxation response—thereby cancelling stress response—affording predictable activation of the discharge mechanism. There will be a full-body clinic model and separate, portable models for neck and one leg/hip.

2) The second device will induce the distinct state of relaxation that Arneson calls **absolute comfort**—with or without the robotic devices—for treatment of injury-related chronic pain, migraines, and eventually neuropathy, infectious diseases, cancer, etc. A menu of virtual reality programs will engage behavior impulses (emotional needs) for an immersive experience beyond the capability of existing devices and methods, which are not yet informed by Arneson's behavior science. Average relaxation experiences **do not** access absolute comfort, therefore practitioners remain unaware of ANSSR healing responses.

## **ANSSR Precedents**

**Dr. John Sarno** and **Dr. Robert Fulford** were renowned for curing musculoskeletal pain—by unknowingly accessing nervous system self-regulation. Both received lifelong ridicule and accusations of fraud, from doctors and laypeople, for the extraordinary achievement of chronic pain elimination. Mainstream medicine maintains that there's no cure for chronic pain.

1) **Dr. Sarno proved that people could heal their pain with behavior medicine alone**, despite severe spinal degeneration. His relaxation protocol requires days, weeks, or months to yield benefits. Many of Dr. Sarno's followers need to reapply his protocol for pain management. He did not access pain discharge.

In contrast, ANSSR therapy **eliminates** injury-related pain **anywhere** in the body, literally from head to foot. Dramatic healing responses occur in real time during treatment, including skeletal realignment.

2) **Dr. Fulford proved that injury-related pain could be cured in one or two treatments** by applying electronic vibration to trigger minor nervous system discharges, which he identified as “connective tissue release.” His work was documented by Dr. Andrew Weil in his bestseller, *Spontaneous Healing*.

Dr. Fulford's methods require extensive training for osteopaths. Some of his results have not been duplicated. Owing to his reliance on manipulation, Dr. Fulford never realized the full potential of the ANSSR healing process or pain discharge per se.

ANSSR technology will require a mere user's manual to elicit stronger healing responses for a broader scope of applications, including diseases. Currently, ANSSR therapy effects injury-related chronic pain elimination in an average of two treatments, without manipulation of any kind. Manipulation cannot compete with innate healing mechanisms **designed for pain elimination**.

## Competition

Pain **management** falls into two categories:

1) **anatomical manipulation**, including surgery, oral and injectable drugs, microcurrent devices, energy medicine, and manual manipulation of bones, muscles, connective tissue

Manipulation forces changes in anatomy that lead to a **secondary response** of increased relaxation and reduced stress response, for temporary pain relief. There's always an element of guesswork because sufficient relaxation is not guaranteed.

In contrast, ANSSR therapy leads directly to absolute comfort, which allows the autonomic nervous system to perform its own, internal manipulations and symptom healing. The ANSSR healing process is **actual healing**, as opposed to **the attempt to stimulate healing** seen with anatomical manipulation. Like every other body system, the nervous system responds predictably to proper support. The ANSSR healing process is foundational biology and the future of pain medicine, but requires medtech for standardization and scaling.

2) **behavior medicine**, including virtual reality devices, relaxation massage, relaxation exercises, CBT, meditation, biofeedback, Dr. Sarno's protocol, and support groups

The efficacy of behavior methods—i.e. meeting emotional needs—proves that the relaxation **first** approach is often superior to anatomical manipulation for chronic pain relief.

However, psychological science is unaware of foundational **behavior mechanics** identified by Andrew Arneson. Therefore, the benefits of established behavior methods are inconsistent and typically limited to pain management. ANSSR therapy is the only method that offers comprehensive behavior support (without psychotherapy), and therefore maximum, biological healing capacity. ANSSR technology will be comparable.

## Team

**Andrew Arneson, LMT** is a uniquely qualified medical scientist who began developing ANSSR therapy in 1992. To date, he has made a dozen major medical discoveries—possible **only** in a clinical study of relaxation by a practitioner with Arneson’s background and unique skill set. These discoveries can be explained with concrete logic and science, and are **easy to demonstrate**. See videos and case studies at [KonaPainInstitute.com](http://KonaPainInstitute.com).

Arneson is also the founder of a revolutionary behavior science (and psychotherapy method) that details the mechanics of converting ineffective behavior to effective behavior in any context. The science of behavior mechanics can be applied to human behavior in any context—government, foreign relations, education, business, etc—and offers a critical, missing piece of the puzzle for world peace and societal reform.

From 1995, Arneson opened ANSSR therapy and psychotherapy practices in New Jersey, Arizona, Colorado, Oregon, and Hawaii. He is the founder and sole practitioner of ANSSR therapy—for which he received no training—and a master practitioner with a nearly perfect success rate.

**TBD, research/office assistant.** A third party is essential for accurate data collection from ANSSR therapy clients, and for interfacing with the public and clients in general.

## Roadmap

- Arneson receives a research grant to prove and document ANSSR methodology; conducts a free study of ANSSR therapy for injury-related chronic pain elimination; video database created
- Arneson partners with a medtech manufacturer of robotic rehabilitation devices
- Arneson relocates from Hawaii to Ashland, Oregon
- Arneson opens the Ashland Pain Institute
- API collaborates with engineers who suggest data collection methods and equipment; medtech team assembled; device prototypes in development
- API solicits local and national news coverage for life-changing medical breakthroughs; major podcasts; partners with veteran groups and military bases

Media coverage will be essential for ANSSR therapy and technology, as **credibility** has always been the primary challenge—despite consistent benefits since the 1990s. Drs. Sarno and Fulford had similar issues. As a new form of noninvasive medicine, ANSSR solidifies a new paradigm in pain medicine, i.e. providing exactly the conditions needed for predictable healing without anatomical manipulation. However, due to the radical nature of ANSSR benefits, research centers and medical practitioners of both conventional and alternative camps have heretofore either 1) dismissed ANSSR therapy as a hoax, or 2) suffered severe envy because they knew that it was all true. They have offered zero support, consequently. Such is the typical evolution of disruptive medicine. Fortunately, whereas the founder of ANSSR therapy may be unjustly accused, high-tech devices that standardize ANSSR therapy benefits will be accepted immediately because people are comfortable with robotic and visual technology.

## **ANSSR technology market**

In the US alone, treatment costs for **injury-related** chronic pain management range between \$100 billion and \$200 billion annually. ANSSR technology will shift the focus from pain management to pain elimination, with enormous savings for insurance companies and reduced downtime for employers. Professions will be remodeled to reflect a new medical paradigm.

### **SOM in US:**

500,000 practitioners (hospitals, pain management physicians, family medicine clinics, naturopaths, physical therapists, etc.) x \$10,000 per professional ANSSR unit (combined robotic bed and virtual reality devices)

200,000 self-employed massage therapists in US x \$1500 per portable robotic unit

20 million American adults with chronic stress and a healthcare budget x \$2000 per personal comfort unit