

Neuroplasticity Alliance Announces Launch to Accelerate Transformative Treatment Approach for Brain Dysfunction

[Neuroplasticity Alliance](#) is working to remove the barriers stalling a paradigm shift towards recovery versus treating symptoms.

Atlanta, GA / April 28, 2020 - The Neuroplasticity Alliance (NPA) today announces the launch of a new not-for-profit focused on accelerating development of [neuroplastic treatments](#) and their integration into the healthcare system. These treatments target the root cause of neurologic disorders. They focus on recovery and regaining function rather than on treating the symptoms and learning workarounds, which is a paradigm shift in neurologic care. They empower individuals with brain or nervous system dysfunction with the ability to significantly improve, and in some cases eliminate, the impacts of the disorder. Despite their effectiveness, significant barriers prevent their adoption. NPA is working to remove these barriers by building bridges between neuroplasticity visionaries, practitioners, innovators, and forward-thinking investors.

[Barriers](#) preventing translation of neuroplasticity discoveries into treatments include consumer awareness, physician acceptance, insurance reimbursement and ease of access. NPA is partnering with players in the industry to address these barriers at a comprehensive level and is initially focused on educating consumers and physicians about treatment options and the supporting science. They are also helping clinicians expand their offerings and geographic presence as well as develop new services. Other activities include supporting research and setting standards for evidence-based results.

“There’s a general lack of awareness for neuroplastic treatments, which often results in people pursuing these options as a last line of defense, when all other approaches have failed. We want to switch this order and ensure people have the information they need to consider these options at the time of diagnosis, to let them know there are ways to reduce and potentially eliminate the impacts of these challenges rather than learning to compensate for the disability. While not all disorders can be resolved with these treatments, many can, and knowing that gives people a sense of hope and purpose,” said [Sherry Odom](#), the founder and executive director of NPA.

Up to 25% or 82 million people in the US suffer from some form of neurologic disorder, which is expected to increase as the population ages. Sixty-six million of these, or [1-in-5](#) people suffer from some form of learning disorder such as dyslexia and ADHD. Another 5% experience other cognitive challenges, injury or disease such as Alzheimer’s, multiple sclerosis, Parkinson’s, autism and Down’s Syndrome. Neuroplastic visionaries, including Drs. [Norman Doidge](#) and [Michael Merzenich](#) have detailed how these neurologic challenges can benefit from various types of neuroplastic treatment.

“The discovery of neuroplasticity, overturns 400 years of brain theory. Because it affects the foundation of so many healthcare disciplines, the full translation of this discovery into clinical practice could take over 40 years, which is 2-3 times the typical 17-year stretch. If translation isn’t accelerated, an entire generation, our children’s generation, could miss the opportunity for a much better quality of life,” states Odom.

ABOUT

[The Neuroplasticity Alliance](#) is not-for-profit on a mission to accelerate awareness of, access to, and development of neuroplastic treatments in order to change the trajectory of patients and families affected by brain and neurologic dysfunction. NPA seeks to have neuroplastic treatments become a 1st line of defense rather than a last resort. In practice, this requires building bridges between neuroplasticity visionaries, the best practitioners, the brightest innovators, and forward-thinking investors. Visit [NPAllies.org](#) to learn more.

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