

Nonprofit: Five Questions With President William T. White MSN, APRN-BC



BRAIN IN PLAY FOUNDATION

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"Our nonprofit foundation's scientific brain wellness cause envisions more youth, adults, and families benefiting from brain-wellness best practice Psychiatric, Addictions, Parkinson's, Early Alzheimer's and Brain Injury treatment. It's all about education, awareness and finding new and better ways to save brains and improve lives."

*William T. White APRN-BC is a clinician-scientist who is president of both Brain In Play Nonprofit Foundation and the neurobehavioral therapy company Brain In Play International Inc., both dedicated to prevent, heal, and improve degenerative brain diseases, psychiatric/addiction problems, and youth-sports and adult concussions. He is the author of the book *Winning the War Against Concussions in Youth Sports*. For 20 years, White was COO/CNO at Bradley Hospital, the nation's first brain and behavioral health hospital for youth - while managing a clinical practice, raising 5 high-school athletes (one with severe post-concussion syndrome), and caring for a parent with Alzheimer's at home. With clinician scientist wife Katharine, he originated Brain Performance Enhancement, a scientific brain wellness system helping prevent or improve neurodegeneration caused by Alzheimer's or Parkinson's, neuro-behavioral diseases like depression/substance addiction, and concussive injuries. Here he discusses the work of the foundation and how it saves and improves brains and lives.*

PBN: The Brain in Play Foundation Nonprofit has achieved official 501(c)(3) status, and is a direct outgrowth of Brain in Play International Inc. - how will the two companies relate?

WHITE: The organizations are inextricably linked. **The Foundation** promotes awareness re: **BIP-International's** dual vision: saving youth brains by preventing/healing concussions, and saving adult brains by preventing and improving dementias and other neurodegenerative diseases, like Alzheimer's and Parkinson's, and Mental Health and Substance Addiction illnesses. **While our clinical practice saves brains and improves lives one at a time, the Foundation can help thousands with one research project, press release, or national presentation.**

The BIP-Foundation facilitates patient, family and provider awareness and access to **BIP-International's** service marked brain wellness Fast-Track systems to avert and/or best heal neurodegenerative diseases or injuries. The foundation also supports pilot research to learn even more about new scientific brain wellness prevention and treatment options. The will foundation also fund access to our game-changing book for players, parents and coaches about youth sports concussions, as well as care provider training/certification in Brain Performance Enhancement – both of which help further introduce scientific brain wellness to the public.

PBN: Tell us more about each mission (neuro-diseases and brain injuries) and why you're addressing both.

WHITE: Our neuro-disease mission (Psychiatric, Substance Addiction, Alzheimer's and Parkinson's) is enabled by our scientific brain wellness therapies - which optimize the functioning, communication, preservation and growth of brain cells. Our concussion mission helps youth to more safely play sports, and adults/seniors to best recover from concussive brain damage. This happens at the brain's molecular, cellular and organ system levels.

We are addressing **both** injuries and diseases of the brain because the prevalence of both is skyrocketing and both have been deemed a public health crisis by the Institute of Medicine and CDC - as combined they are our nation's fastest growing cause of death and disability. Our innovative brain/body scientific wellness approach improves the care, and lowers the incidence, of both – and perhaps most importantly, reduces patient and family suffering.

PBN: What are the advantages of basing your Foundation in RI, with offices in Pawtucket and Warwick?

WHITE: We are excited that Rhode Island's governor [Gina M. Raimondo] is aggressively addressing healthcare reform and has chartered a healthcare working group. Rhode Island has some innovative healthcare leaders and many successful provider companies with whom/which to partner - key when your foundation's brain health value proposition is leading-edge, and your vision is statewide, national and global.

Warwick's Congressman, Jim Langevin, and Mayor, Scott Avedisian, are proponents of health and wellness innovation, as are Pawtucket's Congressman David Cicilline and Mayor Don Grebien. These cities are strategically located on either side of RI's major traffic congestion point during AM and PM rush hours – making for easy access.

PBN: The Foundation has already supported important research with national implications– tell us about that!

WHITE: Our first pilot research investigated exercise's effect on memory, cognition and mood. The results were groundbreaking. We identified an 'exercise threshold' whereby all subjects improved cognitive and memory performance, with 50% significantly reversing cognitive/memory deficits, and 94% showing improved mood.

These breakthrough results followed the recruitment of Tufts Medical School Professor and St. Elizabeth Hospital's physician-leader icon Dr. Al Ashare, to medically direct our clinical enterprise and academically advise our foundation. He has testified on Capitol Hill before the Institute of Medicine on concussive injuries.

PBN: What type of pilot research does the foundation anticipate supporting going forward?

WHITE: Initial pilot research projects will likely focus on Mild Cognitive Impairment, Alzheimer's, Parkinson's and Psych/Addictions - studying how scientific brain wellness might help adults with these chronic brain challenges.

CLOSING: Our company's Brain Performance Enhancement innovation combines neuro-behavioral protocols and therapies that improve brain cell functioning, communication and growth. We will offer this clinical system at our outpatient therapy locations, and at select partner organizations. Medscape just announced that in the baby-boomer population, ***Alzheimer's will increase in prevalence from 1.2% to 50% of the senior 'boomer' population between 2015 and 2040/2050. Concussions, suicides and opiate overdoses are skyrocketing. These alarming realities make prioritizing scientific brain wellness awareness, clinical care and research long overdue.***

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