

MENTAL HEALTH

A COMPREHENSIVE

ONE-STOP

MENTAL HEALTH CENTER

› PG 2

TODAY

USING TMS FOR

TREATMENT RESISTANT

PATIENTS

› PG 3

THERAPEUTIC
APPROACH
AND THERAPY IN
THE NEAR FUTURE

› PG 3

BODY MIND

BRIDGE THERAPY

› PG 3



GENUINE HEALTHCARE

AT THE CUTTING EDGE OF TREATMENT

GENUINE HEALTHCARE

AT THE CUTTING EDGE OF MENTAL HEALTH



Harvey Hall is helping people achieve mental health wellness at Genuine Healthcare in Olympia, Washington. Seeing some of his loved one's struggle with mental health issues for years is what moved him to work in the psychiatric field and provide compassionate care.

"My motivation is stimulated as I think of my uncle, who I was named after. He had lifelong schizophrenia, so it's a personal thing for me. Establishing Genuine Healthcare is something that I wanted to do, and it is very fulfilling at this time in my life."

Genuine Healthcare of the Pacific Northwest is a comprehensive one-stop mental health and wellness center. The practice focuses on holistic psychiatric medicine and interventions using evidence-based science and cutting-edge technology. Harvey is an Advanced Registered Nurse Practitioner (ARNP) who has trained in the healthcare field for over 30 years. He works alongside his staff to welcome clients with various backgrounds from ages 6 and up, including geriatric clients, to help them reach greater function and quality of life.



The practice serves people suffering from a range of mental health issues, including depression, anxiety, ADHD, OCD, and schizophrenia. While medication management is offered, advanced drug-free treatments like transcranial magnetic stimulation (TMS) can be recommended to treat depression and OCD for those who do not respond well to medication.

A Focus on the Military

Harvey Hall is also a US Army Medic retiree and uses his former experience to help treat clients from

neighboring Joint Base Lewis-McChord for disorders ranging from PTSD to depression and anxiety.

Mr. Hall explained that working with clients in the military and their families has helped him understand their problems firsthand. "My wife and I both served 20 years in the Army," he said. "I have extensive experiences with soldiers and their family members. That gives me insight because with the military you have people coming from all walks of life and all types of backgrounds."

"Supervising, managing, and treating military personnel and their family members gave me the kind of perspective that allows me to treat them in our environment at Genuine Healthcare," he continued. "The Joint Base Lewis-McChord post is right next to us. What makes us different from other practices is that I've lived it. I know what it is like to be a soldier. I know what it is like to be a dependent spouse and parent to a dependent military child."

Adopting Advanced Treatments

Harvey states that the practice

was established to become more than just an ordinary brick and mortar operation. Genuine Healthcare recognizes that the practice needs to change with the times to bring mental health and wellness to the population it serves. Although he acknowledged that there is a great need for medication management, he feels there is a greater need for more cutting-edge treatments. In combination with other counseling therapeutic modalities like EMDR (Eye Movement Desensitization and Reprocessing) and play therapy for our young clients, we are able to capture a holistic approach to mental health and offer that for our clients.

"In the psychiatric arena there is a really viable opportunity to help those folks that have had treatment resistant depression," Harvey said. "We had in mind to become a comprehensive one-stop mental health entity that was targeted to provide the latest technology based on science and incorporating the principles of holism. That's what led us to investigate advanced treatment options like TMS and SPRAVATO." SPRAVATO is an intranasal delivery system for Esketamine, a ketamine derivative used for treating medication resistant depression.

Deep TMS for a Renewed Sense of Well-Being

The breakthrough BrainsWay Deep TMS technology, declared safe and effective by the US Food and Drug Administration (FDA), was invented by Israeli researchers working at the US National Institutes of Health (NIH) in the 1990's. The BrainsWay Deep TMS device is used for the treatment of depression and OCD for people who have tried other options without success. "With Deep TMS's unique treatments, patients can regain a sense of well-being and enjoy a better quality of life in just a few weeks," said Harvey Hall. Deep TMS therapy is not painful and it does not require hospitalization or anesthesia, unlike traditional Electroconvulsive Therapy (ECT) commonly referred to as "shock treatment." With Deep TMS, patients sit comfortably in a chair and



a coil is placed lightly on their head for 20 minutes. The coil stimulates the brain by creating a temporary magnetic field targeted at nerve cells so they release the "feel good" neurotransmitter substances like serotonin, norepinephrine and dopamine to correct chemical imbalances.

Using TMS for Treatment Resistant Patients

According to Mr. Hall, Deep TMS has revolutionized the treatment of depression and OCD for people who have not responded well to medication and therapy. "Medications can be pretty powerful when you really think about it," he said. "Sometimes as prescribers, you become desensitized to that fact, but we have to be aware of it. Medications can have side effects. People may not do well on them and quite honestly, they may just be ineffective for some people. I tell those patients, there are some good options for you."

He went on to say that drug free treatments are needed for many patients. "It is so important to look at treatments that are non-pharmacologic because the folks that need TMS are those folks that probably had a lot of side effects or just tried a lot of medications that were ineffective. So where do they go from there? Here at Genuine Healthcare we have alternative options like TMS, and there's SPRAVATO," he said.

TMS is not necessarily all that new and it is certainly becoming more popular in the psychiatric arena. TMS is a really viable opportunity to help those folks."

Mr. Hall makes it a point to communicate well with his patients so they understand their options. He noted that while people are used to taking medication, they are not necessarily used to alternative treatments. When explaining TMS and other alternatives, he breaks the material down into simple language. He then gives people reading material to take home so they have the information they need to make informed decisions about their treatment.

Looking Toward the Future

When asked about the direction for Genuine Healthcare going forward, Harvey Hall saw TMS as a leading treatment for medication resistant patients.

"With Deep TMS unique treatment, patients can regain a sense of well-being and enjoy a better quality of life in just weeks."

-Harvey Hall



His motivation is getting people beyond medication and giving them other options that have been studied to show that they can really help. "I see some gaps in mental healthcare, and it would be productive for us to have TMS take more of a forefront role," he said. "Until TMS becomes a household name and everybody's familiar with it, we have to educate patients about the benefits of using a treatment that is non-pharmacologic."

Mr. Hall is full of ideas. The COVID-19 environment intensified his focus on telepsychiatry, thus initiating home healthcare. "This was an unexpected yet ideal timing to increase telepsychiatry into our practice," he said. "Both our established clients and new clients enjoy the convenience of being at home, wearing casual clothes, and the feeling of being safe and comfortable as we converse. The overall experience has been very positive as we move them along their journey down the path of wellness."

He also has some innovative ideas about taking TMS treatments to the clients, instead of having the client travel to the office. "I am thinking about how to take TMS treatment into the community," he said. "This idea is especially suited to our Olympia practice, where some people may live up to 50 miles away from the office. Everyone likes convenience, so closer to home

healthcare for TMS makes treatment easy and doable. It's a good option for those in rural communities or those who find it hard to come into the office."

Therapeutic Approach and Therapy in the Near Future

Genuine Healthcare understands that therapy in conjunction to what is offered in the practice is one of the most effective treatments in achieving mental health wellness. The therapeutic modality helps complete the holistic approach that Genuine Healthcare desires to encompass. Therapies such as EMDR (Eye Movement Desensitization and Reprocessing), Body Mind Bridge, and Play Therapy for younger clients are to be implemented in the near future.

Body Mind Bridge Therapy

A new perspective of healing involves self-healing. Some chronic pain, whether physical or emotional, is caused by past events that never fully healed and continue to stay in the body. This can reflect its trauma as anxiety, back and shoulder pain, or other unexplained chronic pain. Healing happens when one is able to release this unexplained strain. A Body Mind Bridge therapist provides guided meditation and guides clients into doing their own inner work toward self-healing. During a session, the therapist provides guidance to mindful awareness and

clients' inner creative mind, having the client use both the left and right brain in a meditative state. It is in this inner world where one is able to release emotional, physical, and even behavioral symptoms.

Play Therapy

Children and adolescents are still in their development stage, particularly mentally and psychosocially. They are not yet equipped with the words needed to describe their feelings, experiences, and emotions in a way that would best convey their message and desired interpretation to their listener. Additionally, a new therapeutic environment can feel overwhelming to any client and the desire of a therapist is to lessen that natural guard in order to allow the client to feel they are safe to present their honest expressions. The play therapy environment helps lessen the anxiety or guard that a child might have. The modality also serves to communicate messages that can't easily be noticed from discussions alone. Having a child play and observing their behaviors helps a therapist pick up on those messages that their client is trying to convey. Play therapy is part of the healing solution to help process underlying thoughts and emotions that are difficult for a young child to explain. It will also allow the therapist to work with concerned parents who desire additional help in communicating and understanding the needs of their child, therefore contributing

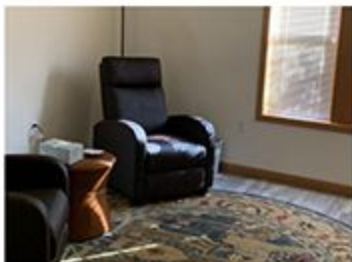


to the overall wellbeing of the family unit.

Community Health and Wellness Genuine Healthcare's ribbon cutting ceremony occurred on December 13, 2019

Genuine Healthcare's ribbon cutting ceremony occurred on December 13th, 2019. Family, friends, associates and business members from the community came to welcome our long anticipated brick and mortar mental health and wellness center. Our organization provides comprehensive and integrated medical and psychiatric services with highly qualified and compassionate professionals in order to provide the highest quality of care to individuals and the community. Our practice offers community-based outpatient care and supports higher education institution training. Genuine Healthcare assists in the coordination of training for medical professionals seeking clinical internships and practicums to complete their field of specialized study. Our organization provides various options to mitigate the challenges of COVID-19 and shortfalls in outlying areas, incorporating telemedicine and telepsychiatry services. Future planning endeavors include the employment of a mobile health clinic to service underserved communities. We provide

FDA approved Transcranial Magnetic Stimulation (TMS) therapy, which has been approved for treatment resistant depression, obsessive compulsive disorder, and smoking cessation. We also offer FDA approved Spravato services for treatment resistant depression and acute suicidal depression. Both treatments can lead to life changing treatment and healing. We believe in wholeness and respect the individuality of each of our clients. We recognize that therapy combined with medication management can mitigate and heal mental illness and we seek continued education and evidence based practices to implement new knowledge and technology for the welfare and benefit of our clients and community.



Spending two hours in your doctor's office isn't usually the premise for a story that ends with you having a good time, but with the Spravato treatment that we offer at our office,

we do our best to make sure the process is comfortable and streamlined. Since the treatment consists of an esketamine-based nasal spray, it is likely to result in some disassociation and sedation, which can last an hour or two. Here's how that works with us.

When you enter the clinic, staff will greet you and direct you to our Spravato room, which consists of comfortable chairs, soft blankets, and a bowl of mints. Our provider will come in, provide the medication, and have you self-administer the dose. After this, staff will take over monitoring, providing you with subsequent doses at five-minute intervals until your prescribed dosage is reached. Soon, you should start noticing some of the effects, which range from patients feeling tired to loopy. At this point, staff will mostly leave you to yourself, checking in every half hour, where you can log into the guest wi-fi, enjoy some music, listen to a podcast, or relax with any guests you might have along for the experience.

The treatment always lasts for two hours and you must have someone with you when you leave our office to head home, just in case you've got some residual impairment. At first, you'll come in a few times a week, but as the treatment starts to



take effect, you'll need to come in less frequently, and we'll always be happy to see you!

Before COVID-19 ravaged the nation, our practice had an idea to improve mental health by treating the whole person, and this was reflected in our approach to mental health and physical health as a whole. Patients who exercise are less likely to be depressed, and staying active is an important part of maintaining good mental health. To that end, Harvey wanted to devote some days of the week to a clinic weight-loss program involving coaching and monitoring.

We have a 360-degree body scanner in the clinic, which spins patients around and constructs a 3D model of their body. It analyzes their composition, can be used to create weight-loss plans, and sets the tone for accountability and monitoring for patients. Pre-COVID, we planned on scheduling patients for two-hour block group sessions with Harvey, where he would go over data, give instruction on health concepts, and otherwise help people on their health journeys. We look forward to re-starting the program when the pandemic allows.

There are two things that Harvey will recommend to nearly every patient, in addition to whatever

medications suit the moment, therapy and exercise (and vitamin D supplements). When it comes to mental health, it comes as no surprise that moving your body, getting out and about, and communicating with nature all help keep your stress low and your mental state stable. Thankfully, in beautiful Washington state, there are ample nature trails secluded from the bustle of other folks, and with social distancing in effect, heading out into the open air (with a mask at the ready, of course) can be a great way to get out of the house.

It can be therapeutic in its own right to experience the sights and sounds of living creatures and growing foliage. Harvey himself makes sure to take a brisk run every morning before sitting down to his daily schedule, which typically includes patient appointments that start at 8:00 in the morning and end around 7:00 in the evening. Even on his lunch, it is essential, he says, that he makes the short trip to get the mail, because if he doesn't move himself, the constant sitting for telemedicine visits becomes much more difficult.

So, if you're feeling down and have a moment of time, grab your windbreaker, pack an umbrella, and head out to a local trail. Your body will thank you.



About Harvey Hall

Harvey Hall is an Advanced Registered Nurse Practitioner (ARNP) and a graduate from the University of Cincinnati. He is both a Psychiatric Nurse Practitioner and Family Nurse Practitioner. Harvey has trained and worked in the health-care field for over 30 years. He is a 20 year retired Army veteran, who served in two deployments as an Army medic with the 82nd Airborne Division. As a Senior Non-Commissioned officer, he supervised two Hospital Emergency Departments, which included one of the Army's busiest Emergency Departments, located at Fort Bragg, NC. He has extensive experience as a Behavioral Case Manager for patients with

PTSD and depression, and he is a trained Physician Assistant (PA) and Interventional Pain Management specialist.

Mr. Hall served as a medical examiner, conducting Veteran Compensation and Pension exams as a VA contractor. He did extensive work as a solo provider in inpatient psychiatry for seriously mentally ill patients. Harvey values each patient in their individual journey towards being their best self. He is committed to excellence in psychiatric care by implementing individual treatment plans, as well as the latest evidence-based breakthroughs in both the psychiatric field and medicine in general.

Meet Our Staff!

Genuine Healthcare would not be Genuine Healthcare without the support and dedication of our staff. Providing genuine, compassionate, and holistic care is foremost to mental health and wellness. Each one of our staff members exemplifies the special characteristic of genuineness that you expect in your care keeping.



Isla B.
Administrative Assistant, Marketing Project Manager

Isla is a recent graduate of Saint Martin's University, where she earned her degree in business administration. Since graduating, she has chosen to remain local, focusing her energy on helping patients navigate the scheduling process and encouraging them to prioritize their mental health. She loves welcoming new patients to our practice and making established patients feel informed and well supported. Outside of work, Isla enjoys playing the guitar and ukulele, as well as going on walks with her Basset Hound, Cayenne.



Marie A.
Billing Manager

Marie comes to Genuine Healthcare with over 10 years of experience in the medical billing field. She enjoys working as a team to provide great patient care. Marie not only serves as our billing manager but also provides great care and attention to both our in office and tele-psych clients. She educates clients needing assistance in navigating tele-health and assists in patient care with our Spravato and TMS clients to ensure their needs are met and any issues or concerns are addressed. She enjoys cooking, the outdoors, and spending time with family and her three dogs.



Elda H.
Chief of Operations and Plans

Elda is a 26-year military veteran responsible for the operations, current and future plans for Genuine Healthcare. She is looking forward to adding various therapies as our practice grows. She is a registered Body Mind Bridge Hypnotherapist; "I am humbled and honored to share the reverent self-healing journey with others." Elda enjoys painting and the company of her family which include their kitten, Bobo.



Emily H.
Nurse Administrator

Emily has been working as a nurse for eight years and has a passion for quality patient care. Her expertise, compassionate care, and cheerful spirit provides wholeness to the Genuine Healthcare team and environment. The time and attention she gives to both patients and staff is uplifting and healing. When not at work, she likes to be outdoors, travel, and spend time with her husband and two dogs, Zoey and Mila.



Berajah J.
Administrator and Compliance Manager

Berajah is our "fix-it" person who you may see wearing a variety of figurative hats with Genuine Healthcare. He implements and maintains our various systems around the office, so if you're having an issue with your if you're having an issue with your patient portal, patiently navigating our automated voice attendant, or taking a peek at your requested records, he's probably had a hand in it. Berajah also ensures that Genuine Healthcare stays in

compliance with policies, regulations, and requirements as his foremost responsibility to providing mental health and wellness care.



Ornan J.
Facilities and Building Manager

Ornan ensures the security and orderly maintenance of Genuine Healthcare grounds, offices, and property. He was greatly instrumental in the renovations made to our facility. When you come in to the Genuine Healthcare building and feel that inviting and welcoming warmth, he is the person to thank for it.



Eevee H.
Therapy Dog

Eevee comes to Genuine Healthcare as a therapy dog in training. She is a Samoyed and is identified as a hypoallergenic breed. Eevee likes keeping our staff company in the office, barking for attention, long walks in the rain, reindeer, cats, and raw hide sticks (the stinkier, the better).

Contact Us

To learn more about Genuine Healthcare, inquire about services, or to schedule an appointment, please visit genuinehealthcarepnw.com, or email us at info@genuinehealthcarepnw.com.

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HEAR WHAT PATIENTS HAVE TO SAY ABOUT GENUINE HEALTHCARE AND BRAINSWAY

"I had been suffering from depression for many years. I wanted something different. My depression was getting worse and medication was not helping. The treatment was straightforward and easy. I progressed quickly once I started TMS treatment. I started sleeping better at night. I started waking up happy and ready to start my day."

-Jill, Brainsway Patient

"I was diagnosed with depression when I was 12. It has come and gone over the years, but it has always been there and come back. I had tried counseling and medications and they were not working. I found TMS treatment, and now my parents talk about how they have their daughter back. I have more energy. I am getting out of bed in the morning and doing things that others take for granted every day. I am living again."

-Michelle, Brainsway Patient

"Today I am 52 years old, and have been suffering from depression since I was a teenager. I have never responded to medications. Since starting TMS, my family and friends have noticed a difference in me. I appreciate life now, and notice the little things like my wife's smile."

-Joe, Brainsway Patient

"My experience with TMS was great. I was hesitant to start treatment because I was so used to not getting relief from my anxiety/depression in the past. It took me several weeks to notice a difference, but I knew that was to be expected sometimes. I finally, after over 15 yrs, feel amazing. I no longer have constant racing thoughts that prevent me from sleeping and focusing. The feeling of dread, sadness and hopelessness is gone. I still feel stressed, upset and sad sometimes, which is to be expected, but I'm able to move past it now and know that it's only a temporary feeling. I finally feel "normal"!

-Jennifer, Brainsway Patient

