

## Case Study with JLC Services

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## History

In 2021, Zeto started working with JLC Services, which provides innovative neuromodulation programs to improve mental wellness in Ohio, Virginia Beach, Austin, Kansas City, and Seattle.

Depression, substance abuse, and post-traumatic stress disorder (PTSD) are massive health issues and, when left unmanaged, cause poor outcomes. According to National Alliance on Mental Illness, 21% of U.S. adults experienced mental illness in 2020, representing 1 in 5 adults.

[Joe Charles, President of JLC Services](#), says his company's mission is to save lives and help people become the best version of themselves. The company's goal is to provide the highest quality treatment for individuals with behavioral health disorders to enhance their recovery and improve their quality of life.

The Zeto EEG headset is an important assessment tool of JLC Services' behavioral health program, as it provides the flexibility and portability to do EEGs where needed. For this program, JLC Services partnered with Zeto to conveniently record EEGs, and other healthcare companies to develop technologies that personalize brain care.

## Problem

JLC Services was looking for an EEG device with a simple, easy setup that could be done by the company's staff after minimal training. JLC Services needed a convenient device for the team and for patients that is modern, portable, and does not use gel.

## About the Program

The JLC Services program consists of four steps that use brain wave recordings via EEG for the first and final steps. The process uses an EEG to detect unique frequency patterns that occur within each patient's brain before and after brain stimulation. This pattern differs from person to person based on their neurophysiology and current cognitive condition.

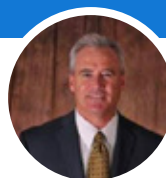


The brain wave recordings take about 10 minutes to perform while the patient keeps their eyes closed. That's when the Zeto EEG headset is used. The resulting EEG data is submitted for quantitative analysis, often called quantitative EEG (qEEG). During this analysis, the JLC Services team assesses specific brain coherence patterns to help shape the patient's brain stimulation protocols.

Based on their unique EEG metrics, each patient receives a series of personalized (noninvasive) brain stimulations that can occur over several days or weeks. Upon completion of these brain stimulations, patients receive their second 10-minute Zeto EEG to assess changes in brain wave activity that result from these sessions. As result, JLC Services can objectively assess the treatment outcomes.

## Solution

**“Zeto has all I need – it’s portable and wireless. The setup is under 5 minutes and could be done after minimal training. Patients like it because there is no gel. It’s easy for me to travel with it and do EEGs where I need them to do. I have multiple people do EEGs at various locations throughout Ohio, Virginia Beach, Kansas City, and Seattle. Zeto has made the process of setup and doing the EEG very simple and effortless.”**



**Joe Charles**  
President of JLC Services

## How It Works

“My colleagues do a few EEGs every month. I will do as many as 20–30 in a month. I do EEGs in sheriff’s offices in Ohio, a CrossFit gym in Kansas City, a naval base in Virginia Beach, private residences throughout the country, and the other day I did an EEG at a college campus building in Cleveland. I am not sure if your system can be any more flexible and durable.

Having never done an EEG before using Zeto, I can only say it is very easy to set up. People think it is very cool looking. Many take selfies with it on. I do not have anything to relate to it other than it is simple, and it always works. Being wireless and the ease of use of the electrodes provides me the opportunity to do EEGs anywhere in the country,” Joe explained.

## Support

Regarding customer support, Joe stated, “Zeto’s support team is by far one of the best I have ever worked with. In my 30-plus years of working with IT support teams, yours is phenomenal to work with.

When I call for support, which 99.9% is user error on my part, someone from your support team always answers the phone and helps solve the issue. It is great to work with a company that understands customer service, and support is not to be done via voicemail or email but having someone actually answer the phone is really extraordinary.

It is not just Zeto's support team. Everyone who I have had the pleasure to work with at Zeto over the last few years has been wonderful to work with.”



## What Patients and Staff Say after Using Zeto

Patients or family members that see Zeto in action are impressed, especially the ones who had EEGs done before at a hospital with all the wires and paste in their hair. JLC Services has never received a complaint about Zeto.

Some of the parents whose children have had to go into hospitals to get an EEG are amazed at how simple it is to use Zeto.

## Testimonial: Brittney, a 33-year-old from Kansas City

“I was diagnosed with borderline personality disorder, post-traumatic stress disorder, major depressive disorder, and generalized anxiety in my early 20s. When I began this program, I had been in therapy for a decade. I have tried cognitive behavioral therapy and group therapy. I have been in and out of psychiatric hospitals for suicide attempts and suicidal ideation.

This program has brought an entirely new light to my life. Within 2 weeks of starting the program, I was able to take a job and was volunteering nearly every night for a local pumpkin patch for the kids. I have been working as a litigation paralegal, family division for 3 months now.

This program has not only allowed me to start working and dreaming again, but it’s allowed me to love those around me better. I am finally feeling safe and learning to feel safe in my own body. My thoughts are clearer. I’m no longer getting as many intrusive paranoid thoughts. I can use skills better than I ever have. I hope my testimony helps you to see even just a glimpse into what this program can provide for people.”



### Notes

The International Neuromodulation Society defines therapeutic neuromodulation as “the alteration of nerve activity through targeted delivery of a stimulus, such as electrical stimulation or chemical agents, to specific neurological sites in the body”.

### Disclaimer

Zeto offers FDA-cleared hardware and software solutions to record clinical-grade EEG data with minimal setup needs, as detailed here:

[https://www.accessdata.fda.gov/cdrh\\_docs/pdf17/k172735.pdf](https://www.accessdata.fda.gov/cdrh_docs/pdf17/k172735.pdf).

The decision when or where to apply Zeto EEG headset remains with the clinical service providers. Statements about clinical treatments and patient outcomes go beyond Zeto’s claims, involving third-party products, or other provider-initiated interventions.

The statements made regarding brain treatment have not been evaluated by the Food and Drug Administration. The efficacy of such products has not been confirmed by FDA-approved research.

The testimonial was provided by JLC Services.



[www.zeto-inc.com](http://www.zeto-inc.com)