

# Biofeedback Matters<sup>®</sup>



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## New Portable Device for Smart Phones and Tablets

We have been waiting for the introduction of this new product from Thought Technology for a long time. I have known that it was in the works but I have not been allowed to talk about it until the official release. We have seen several other devices that work on smart phones or tablets. These include the Inner Balance HRV device that works on Apple smart phones and tablets and the E-Sense Temperature and E-Sense Skin Conductance devices and the PIP Skin conductance which run on Apple or Android smart phones or tablets. They are all good, low cost products. That's why we sell them. As far as I know the new eVu-TPS sensor is the only one that combines these three modalities in one device –Heart Rate Variability, Skin Temperature, and Skin Conductance. The eVu-Senz Android App works on Android smart phones and

tablets only. There are many Android tablets available for under \$100 so it makes it more economical than Apple tablets. Before you ask I will tell you that this device is not

eVu-Senz  
Android App



intended to replace your professional clinical biofeedback system. It is intended to be used as a home-trainer for



your clients to rent or borrow and use between sessions or possibly when they are finished with their series of sessions with you to continue practicing at home.

With a compact and light-weight design, the eVu TPS is an elegantly portable sensor that brings biometric measurement out of the clinic and into your client's smartphone and tablet. Applied to a single finger with a fabric strap, the sensor detects and transmits three highly-researched measurements of psychophysiological health: heart rate variability, skin conductance and surface temperature.

Data transmission takes place in real time via Bluetooth to the companion app, providing the user with both an accurate and immediate gauge for stress, focus, relaxation and recovery. Included with the eVu TPS sensor is the carrying case, ensuring the sensor is protected wherever it goes in the user's pocket, purse or side bag.

You can rent them out to clients for home use. Call 877-669-6463 or 914-762-4646 to place your order today with a 30-day money back, no risk guarantee and mention coupon code TPS217 for a \$20 discount.

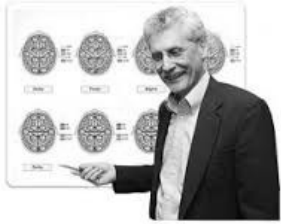
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## Neurofeedback and the Presidential Cabinet Hearings

### Featured Product:



#### Instant Brain Map Analysis Reports

**The NewMind QEEG Analysis and Client Management system is a unique system designed specifically for the field of Neurofeedback. Practitioners can use the system to obtain an instant analysis of EEG brain maps, manage clients, track Neurofeedback sessions, and build progress trackers tailored to the client's specific symptoms. All analysis reports are client friendly and easy to read, making them highly effective sales tools when reviewing EEG analyses with clients.**

**\$1,495 Yearly**

**\$395 Quarterly**

**\$145 Monthly**

Have you ever heard the saying "Any press is good press"? Here is a perfect example. I have been getting emails and calls about the January 30, 2017 New York Times article by Sheri Fink, Steve Eder, and Matthew Goldstein titled "Betsy DeVos Invests in a Therapy Under Scrutiny" This article talks about Betsy DeVos who is President Donald Trump's nominee for education secretary and her investment in a company called Neurocore a chain of neurofeedback centers. What a coincidence that someone nominated for a presidential cabinet position would have a connection to neurofeedback!

The article is not a very positive one but the attention can be used as a positive thing.

The description of neurofeedback as "showing movies to patients and interrupting them when viewers become distracted" was incomplete, somewhat inaccurate, and unflattering. It sounds rather belittling. It was impressive to see that Neurocore has been able to develop 8 centers in Michigan and Florida already and are still expanding. The claims made in marketing may be too much for skeptics to allow to pass without comment, inspection, and challenge. Usually the biggest problem with providing neurofeedback is a lack of reimbursement by insurance companies for small scale practices. A case where an insurance company denied payment for neurofeedback for anxiety and migraines was cited in the article. The case was reviewed

by the Michigan insurance department and the denial was upheld. I have, over my many years, seen several denials for biofeedback for similar reasons. During that time I have seen biofeedback covered by insurance if researched and billed properly based on what the insurance company covered under the policy by both diagnosis and CPT procedure code matching. If the policy covered biofeedback for headaches it doesn't mean that they would cover neurofeedback for autism. It might in fact be reasonably considered experimental in that case. Now that companies like Neurocore are going big, they are being targeted more. We have always cautioned our clients to be careful with the wording in their marketing material and the claims that they make. We have to be careful about what we say because of the FDA. They take claims very seriously. Some of the criticism of neurofeedback in the article was about the lack of research. That's an old argument that we have been dealing with for a long time. The fact is that there is research. It seems that there may never be enough research for some people, especially those who have already made up their minds to be negative about neurofeedback. There was no discussion about the validity of brain mapping. The article was also critical of Neurocore for its practice of using social workers and low paid technicians to do assessments and treatment sessions. The chief medical



officer of Neurocore admitted that they don't have physicians on site at the facilities and that they use social workers who supervise technicians who do the work. He admitted that the social workers are offered less than \$20 hourly to start and are responsible for assessment of patients with serious problems.

We don't recommend that just anybody be responsible for diagnostic assessments and treatment plans for complex cases. Dr. L. Eugene Arnold professor of psychiatry at Ohio State University is setting up a large controlled trial of neurofeedback and its effectiveness for ADHD. He summed up what I see as the problem in this NY Times article when he said "Neurocore's claims for the treatments "poison the well, ... They oversell it."

He also gave a warning about potential side effects including headaches and disrupted sleep which I think is reasonable. These can be corrected by adjusting the protocol if they occur.

I don't think it matters if Mrs. DeVos is confirmed or not or if she has to leave Neurocore's board or divest of her millions of dollars invested in the company. I believe that the effect of having neurofeedback mentioned in another New York Times article is an example of any press being good press for the field of neurofeedback.



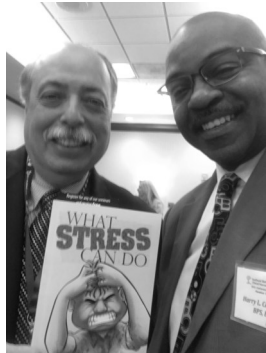
## Conferences, Presentations, and Seminars



The Mid-Atlantic Society for Biofeedback and Behavioral Medicine Conference October 2016 Presentation on Interpersonal Biofeedback: A Hybrid of Two Evidence-Based Therapies by Steven C. Kassel, Marriage and Family Therapist

Steven Kassel also presented Biofeedback Goes to School K-12 Both presentations were very informative and enjoyable.

After the presentations I was even more motivated to start my Youth Biofeedback Program. I also got a chance to catch up with many old friends from the Mid-Atlantic region and met some new people with an interest in biofeedback.



At the Southeastern Biofeedback and Clinical Neuroscience Association conference which was held in Atlanta, GA, I attended presentations by J. Michael Griffin, Ed.D., Ph.D., David S. Cantor, Ph.D., Dick A. Ginardi, Ph.D., and Richard Soutar, Ph.D. I also presented on Youth Stress Management

and Performance.



In December during a trip to Virginia Beach, VA I did a presentation on Youth Stress Management and performance at the Oceanfront Area Public Library.

In January Dr. Jorge Palacios and I taught a biofeedback seminar and a neurofeedback seminar in Miami, FL. It was good to get out of the New York winter weather for a week and to help another group of practitioners get started in biofeedback and neurofeedback. In February I will be in Puerto Rico. I will be meeting with at least one of our clients who is a psychologist and professor at EDP University. We are planning for me to do an introduction to biofeedback and



neurofeedback for students and faculty. I am also working on offering a seminar at Carlos Albizu University while I am there. I hope I still have time to vacation. My wife will make sure of that. This is a picture of her modeling for me with EMG sensors back in the day.



### Biofeedback/ Neurofeedback



#### Seminar Schedule

- BCIA Certification
- Biofeedback**
- April 21-23, 2017**
- June 23-25, 2017**
- Hawthorne, NY
- July 23-25, 2017**
- Houston, TX
- October 20-22, 2017**
- Hawthorne, NY
- Fees: \$1,195**

- BCIA Certification
- Neurofeedback**
- May 6-8, 2017**
- August 19-21, 2017**
- Dec 2-4, 2017**
- Hawthorne, NY
- Fees: \$995**



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It makes doing HRV assessment and biofeedback easier.

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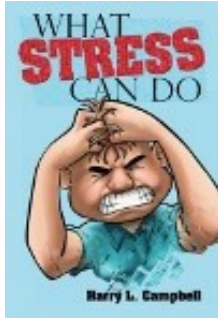
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## New Addition to Product Line

### Delight



For many years I have avoided using audio-visual stimulation/entrainment because when I first tried it I didn't like the feeling and also didn't like the idea of a device doing something to me rather than the self-regulation of bio and neurofeedback. Micro current therapy is another method that does something to you by introducing an electrical signal into your body. I use micro current so it makes sense to

give AVE another look. Dr. Robert Reiner has been encouraging me to take another look at it and so here I am. I will be using it myself and offering to my clients. Let me know if you would like to try one out.

The DAVID Delight provides a unique fusion of audio-visual entrainment (also known as brain-wave entrainment) sophistication and simplicity. The sessions have been thoroughly tested and are designed based on most current research findings to ensure you the most effective results. The sessions on the Delight are supported by research studies which include Seasonal Affective Disorder, stress reduction, insomnia, improved mood, mental sharpness and balance (reduced risk of falling) in seniors, and reduced worry plus improvements in concentra-

tion and memory in college students. The Delight sessions also include a proprietary randomization process, which helps encourage dissociation and brain frequency tracking to the stimulus.

From \$295. Call for details.



Be on the lookout for me on Facebook Live. I will be talking about things related to biofeedback, stress management, or just letting you know what I am up to. If you are not already connected with me look me up on Facebook and please subscribe to BRI on YouTube.

### Harry L. Campbell

