

# Integrative Medicine

## Treating the Whole Person, Not Just the Disease



**Dr. Robert McCarthy**, is a Licensed and Board Certified Professional Counselor and Supervisor with over thirty-eight years experience in the assessment, diagnosis, remediation, and treatment of individuals with emotional, physical, neurological, and learning disorders. His work experience includes employment in a variety of public and private settings: County and State mental health programs, correctional facilities, educational institutions, and private practice.

Dr. McCarthy is Board Certified in Integrative Medicine by the American Association of Integrative Medicine (AAIM), a Master Addiction Counselor by the National Board for Certified Counselors, and a Board Certified Fellow in EEG and General Biofeedback with the Biofeedback Certification International Alliance. Currently, Dr. McCarthy is Executive Clinical Director of McCarthy Counseling Associates, PA, and a Consulting Staff member of Grand Strand Regional Medical Center in Myrtle Beach, South Carolina.

### What is Integrative Medicine?

Contemporary integrative medicine views the human being as one extremely complex interactive system, consisting of many interrelated, interdependent subsystems on many different levels. It encompasses the patient's biological, emotional and social subsystems.

All of these subsystems, on some level, are believed to be ultimately capable of having a positive impact on our health and well-being, and thereby, bringing about desired changes in the larger system. Yet, no greater value or sense of importance is attributed to any one particular subsystem, or the potential for that subsystem to bring about crucial changes in the larger global system responsible for our health and wellness.

It is believed each and every subsystem contributes something of vital significance and importance to the total strength and organization of the larger system, making important contributions in different ways, and on many different levels. Some contributions to the larger system may be scientifically known at this time, while others are still scientifically unknown. Thus, all changes in ourselves and

## A Systemic Approach to Health and Wellness

The field of Integrative Medicine has grown considerably over the last decade. Doctors and patients alike are understanding the importance of the use of integrative medicine designed to treat the person, not just the disease. When asked about this holistic approach, Dr. McCarthy replied, "The contemporary philosophy of integrative medicine involves working directly in cooperation with traditional physicians and medical approaches. Working with the human being as one complex, interactive, biological, emotional and social system can result in enhanced health and well-being."

***Contemporary integrative medicine views the human being as one extremely complex interactive system, consisting of many interrelated, interdependent subsystems on many different levels. It encompasses the patient's biological, emotional and social subsystems.***

The BFE Learn From the Best program publishes the Expert Opinion Series that features world-leading clinicians from the field of biofeedback. For more information on the BFE please visit [www.bfe.org](http://www.bfe.org).



**"The underlying philosophy of biofeedback is to basically return responsibility for one's wellness back to the individual. This is done through increasing a patient's awareness of stress and improving the ability to voluntarily control psychophysiology through the use of visualization and imagery." - Dr. Robert McCarthy**

our lifestyle have the inherent potential on some level to strengthen us, foster healing and bolster well-being.

Integrative medicine also makes the patient's dignity a top priority, along with acceptance and integration of the individual's belief system, personal values, and wishes, regardless of how consistent, or inconsistent, these may be with our own.

Finally, integrative medicine practitioners in all healthcare disciplines recognize that they do not have control over treatment outcome, just the selection of certain treatment procedures, and how these treatments procedures are, or are not, applied to the patient on the interpersonal level.

### **Integrative Medicine and Biofeedback**

Dr. McCarthy incorporates the use of biofeedback as part of his Integrative Medicine approach. According to Dr. McCarthy, "The underlying philosophy of biofeedback is to basically return responsibility for one's wellness back to the individual. This is done through increasing a patient's awareness of stress and improving the ability to voluntarily control psychophysiology through the use of visualization and imagery."



*Clinicians learn how to set up their own state-of-the-art Integrative Medicine practice.*

### **Treatable Conditions**

Scientific research has shown that biofeedback is effective in treating the following conditions (see the [AAPB](#) website).

- Chronic pain\Fibromyalgia
- Substance abuse
- Irritable or inflammatory bowel
- Cardiovascular disease
- Hypertension
- Sinus problem
- Recurrent infections
- Migraine or tension headaches
- Cancer
- Sleep disturbance or insomnia
- Stress or urge incontinence
- Depression
- Anxiety
- Multiple sclerosis
- Lupus

### **The Integrative Medicine Suite**

The BFE has worked with Dr. McCarthy to create a software suite called *Integrative Medicine: Setting Up A State-of-the-Art Practice*. The suite supports techniques utilized and developed by Dr. McCarthy throughout his 30 years providing assessment, diagnosis, remediation and treatment for individuals with emotional, physical, neurological and developmental problems. The software features a psychophysiological profile assessment protocol, a paradoxical temperature increase (PTI) assessment protocol, training screens, Excel reports and documents containing technical and clinical information are provided directly from Dr. McCarthy's practice.

---

## Scientifically-Based Integrative Medicine Assessment Techniques

- Quantitative Electroencephalogram (qEEG)
- Psychophysiological Profile Assessments (PPA)
- Paradoxical Temperature Increase (PTI)
- High Risk Model of Psychophysiological Disease

## Scientifically-Based Integrative Medicine Treatment Modalities

- Individual, Couple, Group and Family Counseling
- Cognitive-Behavioral Techniques
- Biofeedback
- Neurofeedback
- Clinical Hypnosis
- Cranial Electrical Stimulation
- Audio-Visual Entrainment

### A Case Study

After years of frustration, underachievement and mounting despair, during which prior involvement in traditional talk therapy yielded little progress, "Danny" sought treatment with Dr. McCarthy.

A middle-aged man, he had literally come to the end of the line. Despite working as a full-time college professor and previously earning an accredited doctoral degree in a business related field, his personal life was totally void of reward and fulfillment. In order to function on the job, he worked from sun up until sundown, seven days a week. He was unable to write professional manuscripts, stopped dating several years be-



*Photo courtesy of Dr. McCarthy's BFE Team.*

fore, and was now experiencing suicidal ideation and contemplating taking his life.

Upon completion of a qEEG, he was diagnosed with Attention-Deficit/Hyperactivity Disorder and Obsessive-Compulsive Disorder. After receiving the results of the qEEG, he felt grateful and for the first time felt he had objective information to look at. The qEEG makes problems tangible and receiving the results is an enlightening and emancipating experience for many patients. The qEEG results can be used with both standard neurofeedback and Z-score training screens contained in the *Integrative Medicine* suite in conjunction with Dr. Thatcher's database.

"Danny's" therapy consisted of weekly counselling with 20-25 minutes of neurofeedback, along with talk therapy for the remainder of the session. His progress gradually increased from several weeks after beginning treatment through its termination.

### Results

Let's now look at "Danny's" life after two years of weekly clinical counseling, neurofeedback and achieving a normalized qEEG in his post-treatment qEEG. During the course of treatment, "Danny" stopped having suicidal thoughts. He slowly came out of his chronic persistent depressive disorder, became increasingly focused, organized and productive at work, and resumed dating. "Danny" is now married, has published numerous professional articles in major business journals, and is actively involved in a National professional business organization. In fact, he was recently asked to be a guest speaker at the organization's National conference.

Many other clients come to the practice for issues that they have had a lack of success with elsewhere and want to try to refocus on an integrative medicine approach to yield results not previously attainable.

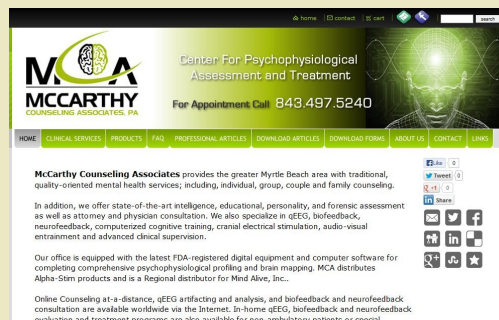
---



# Contact McCarthy Counseling Associates, PA



**McCarthy Counseling Associates** is fully accredited by the American Association of Integrative Medicine (AAIM) Accreditation Commission in recognition of providing quality integrative healthcare; and, all members of the Clinical Staff are either Board Certified in their respective discipline and/or Board Certified in Integrative Medicine by the American Association of Integrative Medicine.



**McCarthy Counseling Associates, PA**  
4603 Oleander Drive Suites 1 & 2  
Myrtle Beach, SC 29577  
Phone: (843) 497-5240  
Email: [MCA1970@aol.com](mailto:MCA1970@aol.com)

## Integrative Medicine Software Suite

This Limited Edition suite supports techniques utilized and developed by Dr. McCarthy throughout his 30 years providing assessment, diagnosis, remediation, and treatment for individuals with emotional, physical, neurological and developmental problems. The additional documents included in this suite come directly from Dr. McCarthy's clinic and provide a comprehensive resource for clinicians that desire to set up their own state-of-the-art integrative medicine practice.

### Early Reviews of the Software...

*Dr. Robert McCarthy's Integrative Medicine suite provides an extensive methodology for developing a very detailed psychological profile for patients. The results will allow the clinician-practitioner to know which peripheral and EEG based modalities are most relevant for biofeedback training and monitoring. Although psychophysiological profiles have been in existence since the 1940's, this one is the most extensively developed so far.*

*Joel F. Lubar Ph.D.*

*I am very impressed with the comprehensiveness and ease of use of Dr. Robert McCarthy's Integrative Medicine suite. It helps clinicians to develop psychological profiles and clinical tests appropriate for a given patient. The integration of psychophysiology and EEG is important and this is the only suite that I know that is complete and readily usable. The manual is concise and well written and is an asset for any clinician. It will facilitate assessment and treatment and this is what the field of biofeedback needs.*

*Robert W. Thatcher, Ph.D.*



10 John Street  
London, England, WC1N 2EB  
Tel: +44 20 3289 8033  
BFE-IREP, Carol Meyers,  
[education@bfe.org](mailto:education@bfe.org)

The Biofeedback Federation CIC is a non-profit community interest company located in the UK, formerly known as the Biofeedback Foundation of Europe (BFE). The BFE supports the LFB "Learn From the Best" program and IREP "International Research & Education" program. For more information on the BFE please visit our website at [www.bfe.org](http://www.bfe.org).