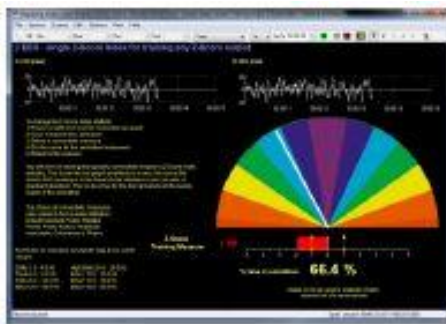




FOR IMMEDIATE RELEASE:
March 12, 2013, London, England

Biofeedback Federation of Europe Launches New Software to Help Practitioners Focus on Integrative Medicine

The BFE's new Integrative Medicine software suite, created by Dr. Robert McCarthy, provides a comprehensive resource for clinicians who want to set up their own state-of-the-art integrative medicine practice.



The [Integrative Medicine](#) suite supports techniques utilized and developed by Dr. Robert McCarthy throughout his 30 years providing assessment, diagnosis, remediation and treatment for individuals with emotional, physical, neurological and developmental problems. The software features a

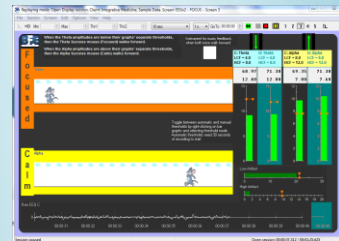
psychophysiological profile assessment protocol, a paradoxical temperature increase (PTI) assessment protocol, training screens, Excel reports and documents containing technical and clinical information provided directly from Dr. McCarthy's practice.

The field of Integrative Medicine has grown considerably over the last decade. According to [WebMD](#), "Both doctors and patients alike are bonding with the philosophy of integrative medicine and its whole-person approach - 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."

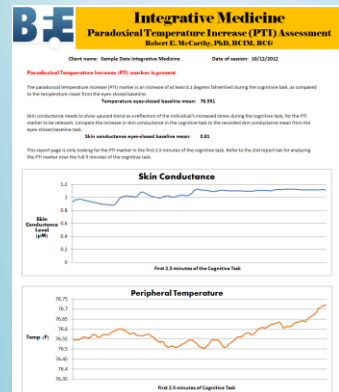
Dr. McCarthy incorporates the use of biofeedback as part of his Integrative Medicine approach. According to Dr. McCarthy, "The underlying philosophy of biofeedback is to basically return responsibility for one's wellness back to the individual. This is done through increasing a patient's awareness of stress and improving the ability to voluntarily control psychophysiology through use of visualization and imagery. Biofeedback is now a scientifically-based treatment for a number of disorders including Attention-Deficit/Hyperactivity Disorder,



Robert E. McCarthy, Ph.D.



Integrative Medicine Software Screen



Integrative Medicine Assessment

Alcoholism, Anxiety, Chronic Pain, Migraine and Tension Headaches, Hypertension, Incontinence, Insomnia and Traumatic Brain Injury.

Dr. McCarthy's optimism and belief in the limitless potential and buoyancy of the human spirit remains an endless source of motivation and excitement as he works with others on a daily basis. He will be joining the BFE online to present an [upcoming class](#) for professionals interested in learning more about the use of the software, data collection, interpretation and review.

Integrative Medicine Online Class

Presented by: Dr. Robert McCarthy

Date: May 6 | May 13 | May 20 | May 27

Time: 10:00 – 11:30 AM Eastern Time (US & Canada)

Dr. Robert McCarthy

[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.

About the Biofeedback Federation of Europe

The Biofeedback Federation of Europe (BFE) is leading the way to share knowledge in the field of biofeedback through its "Learn From the Best" program which offers a variety of webinars, online classes, courses, software and workshops with applications in healthcare, mental health, optimal performance and sport. Our content is developed independently by International Research & Education Project teams. For more information, visit the [BFE Online Shop](#). The next [BFE Annual Conference](#), their seventeenth, is scheduled to take place February 11-15, 2014 in Venice, Italy.

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