

A New Biofeedback Alliance

A special event has taken place. The Presidents and Presidents-Elect from the three bodies representing biofeedback, AAPB, BCIA, and ISNR, have come together to discuss the future of the profession. By coming together, we learned that we share the same goals and vision for advancing the future of biofeedback and that there is a unity of spirit among the three groups in achieving qualified growth in this profession. Read more about the goals set forth by the alliance.

1. Third-party reimbursement for biofeedback services
2. The need to attract young practitioners and scientists into our memberships and the biofeedback certification programs, and
3. A desire for greater awareness of the health and performance benefits of biofeedback in the medical/healthcare community and the public.

The outcome of these discussions was most productive and truly exciting! Not only are these three organizations working together for the good of the profession but three very important initiatives were established to address the topics above. Task forces were established, each to be driven by one of the three organizations and with representation from each group. BCIA has taken responsibility for the Advocacy Task Force to address item #1, AAPB will head the University Outreach Task Force in tackling item #2, and ISNR will spearhead the Public Awareness Task Force in addressing item #3.

This new affiliation was dubbed the Biofeedback Alliance. We all walked away from this new alliance with a renewed vision for the future of biofeedback. We believe that the three themes are critically intertwined in addressing the growth and professionalism of our collective futures. Improved reimbursement helps to attract qualified professionals to the field, as does achieving greater inclusion of biofeedback in doctoral curricula and a heightened awareness of the overall health and performance benefits derived from biofeedback.

In the spirit of cooperation, the Biofeedback Alliance also approved a new definition of biofeedback. We encourage you to use this definition in your promotional efforts for your biofeedback services. Post it on your website, use it when addressing your local media, and share it with other professional societies with which you are associated. Here is the definition:

Biofeedback is a process that enables an individual to learn how to change physiological activity for the purposes of improving health and performance. Precise instruments measure physiological activity such as brainwaves, heart function, breathing, muscle activity, and skin temperature. These instruments rapidly and accurately "feed back" information to the user. The presentation of this information - often in conjunction with changes in thinking, emotions, and behavior - supports desired physiological changes. Over time, these changes can endure without continued use of an instrument.

Biofeedback Alliance - that has a nice ring to it! We hope that each of you will support your respective organization's involvement in these new initiatives and volunteer to participate where needed.