



The Neurofeedback  
Advocacy Project

# Bringing Neurofeedback to Nonprofit and other Public-Serving Agencies

## Evidence & Case Studies



# OUR MISSION

*To implement neurofeedback within our existing healthcare system, with particular concern for agencies working with the underserved.*

## ABOUT THE NAP

The Neurofeedback Advocacy Project (NAP) started in 2018 with 3 agencies in Oregon: a county behavioral health department, a community mental health agency and a program for felons just released from prison.

In 2020, we added six more agencies and added multiple social determinants to our Results Tracking System (RTS). In 2021, we received 501(c)(3) nonprofit status from the IRS and expanded our current sites.

Our Board Members are Matt Fleischman, PhD, a psychologist with 35 years doing and teaching about neurofeedback, Henry Kaiser, PsyD, MBA who was on the board of Kaiser Permanente for 30 years and Erin Beyer, LD who has 30 years doing complex medical litigation and saw the impact of neurofeedback on clients with catastrophic injury.

Sincerely,

Matthew J. Flesichman, PhD  
Executive Director

We aim to expand by an additional 25 sites in the coming year.  
We hope you will join us too!

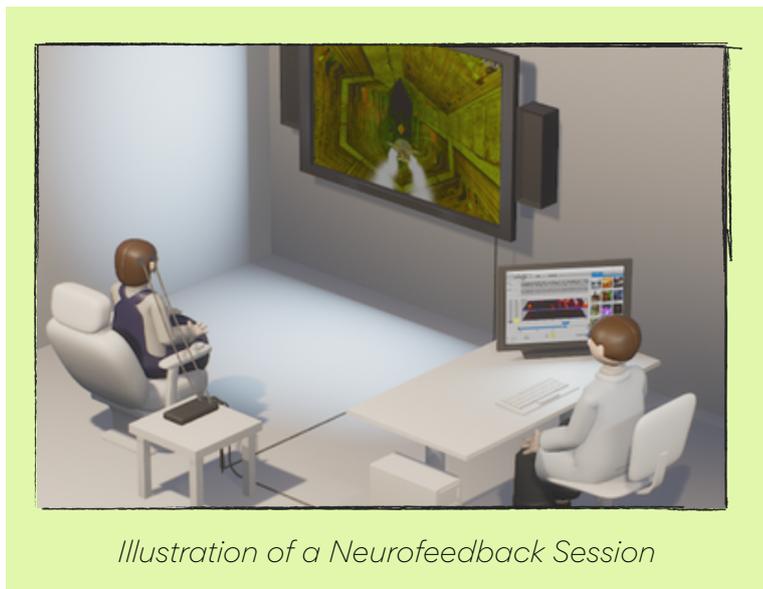
**Questions? Contact us at**  
**[info@neurofeedbackadvocacyproject.com](mailto:info@neurofeedbackadvocacyproject.com)**.

# ABOUT NEUROFEEDBACK

Neurofeedback is a non-invasive procedure to train the brain to improve its own ability to self-regulate the timing of its internal signaling. Doing so can resolve chronic stress and improve sleep, mood, attention, pain and physical functioning.

In a session, the client plays a video game or watches a movie where a race car accelerates or the movie images gets larger when the brain activity moves into an optimal pattern. The client is not asked to do anything other than choose something they want to play or watch. Using feedback, even that which is outside our awareness, to self-regulate and improve our performance is a fundamental ability of the brain.

The therapist's role is to establish a therapeutic relationship, develop a treatment protocol based the client's history and concerns and adjust the protocol based on the client's response. In addition, the therapist uses all of their other therapeutic tools to assist, support and encourage the client.



## OUR EVIDENCE

Unique to the Neurofeedback Advocacy Project, we collect and update daily our results using our online, HIPAA-compliant **Results Tracking System** (RTS). All agencies that participate report their data in RTS, allowing us to demonstrate outcomes across all sites.

Our key outcome measure is reduction in the severity of client-selected, client-rated concerns. We also collect data on the impact of neurofeedback on clients quality of

life, healthcare usage, behavior, cognitive function, safety and acceptability of neurofeedback as well as client ratings and reviews.

For baseline, clients were asked about the year prior to starting neurofeedback. Neurofeedback has no predetermined length though most clients get at least 20 sessions. Data reports after 40 sessions will be posted when enough clients reach that point to make the data meaningful.

842

Total Number of  
Clients  
Since 2018

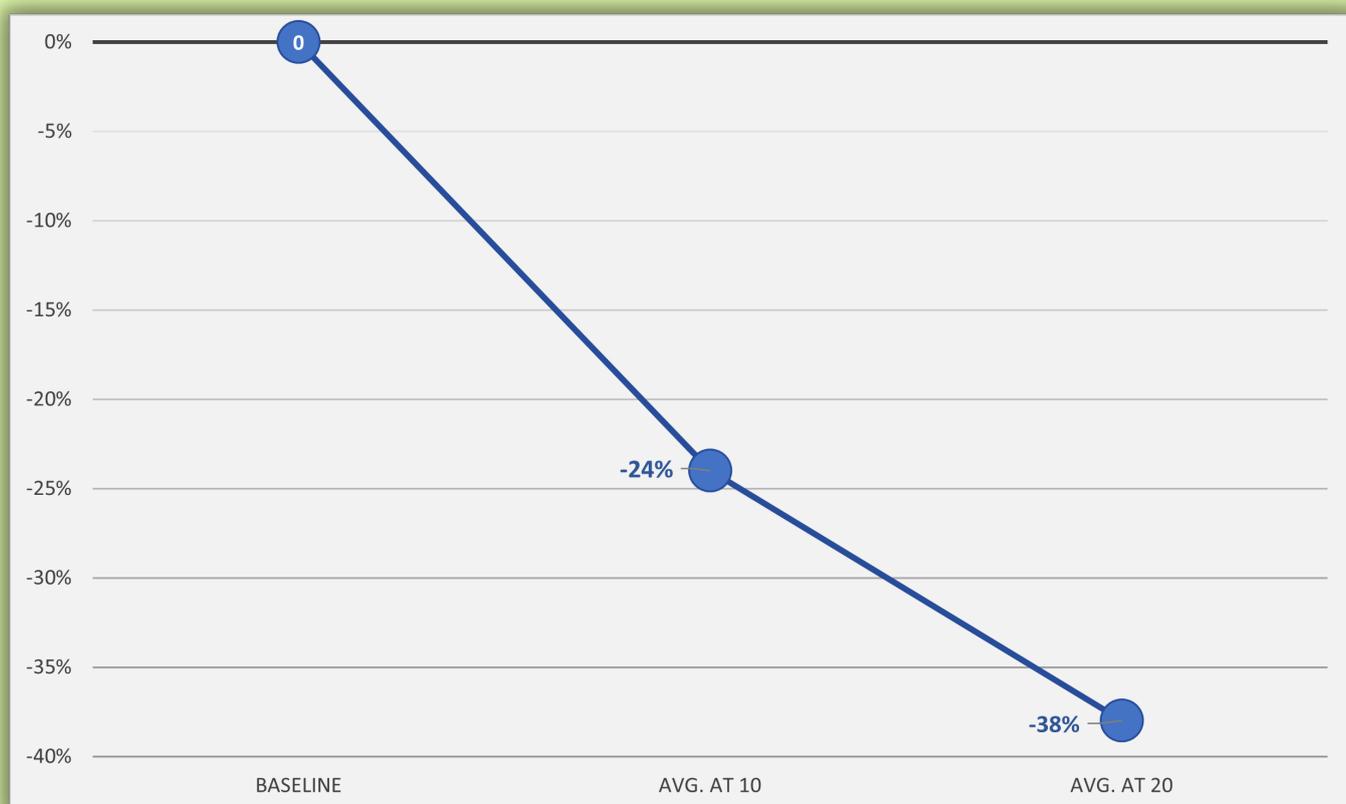
156

Total Number of  
Clinicians Trained  
Since 2018

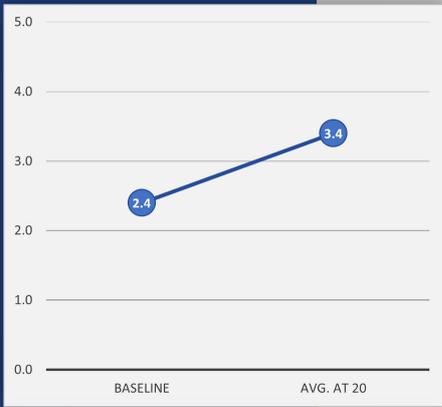
20

Total Number of  
Participating Sites

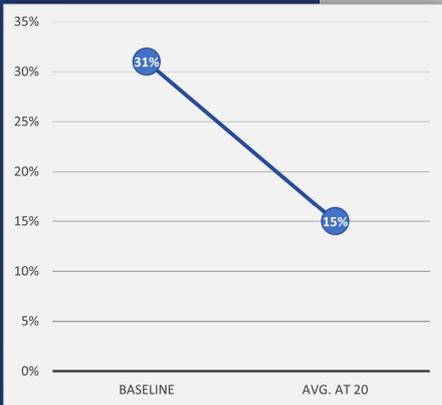
## 38% Reduction in Severity of Client Concerns



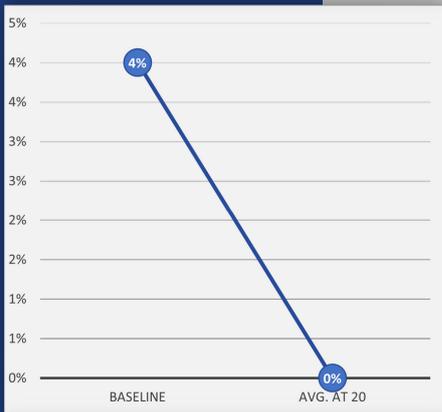
*Prior to starting neurofeedback, each client is asked to identify from five to eight concerns that they can observe and rate on a day-by-day basis. They are given a list of possible concerns in all areas including sleep, attention and learning problems, sensory problems, behavioral problems, emotional problems, physical problems and pain as suggestions. Once the concerns have been selected, they are asked to rate each concern on a 0 to 10 point scale for a "Bad Week", "Good Week" and a "Usual Week" where lower numbers indicate the concern is less severe.*



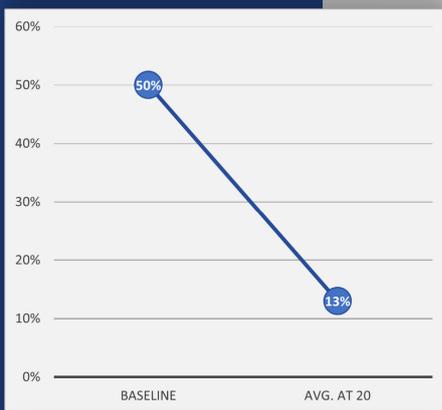
**42%**  
Increase on Self-Rated Ability  
to Cope with Stress



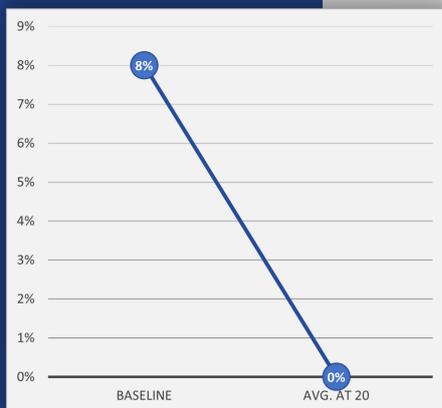
**53%**  
Reduction in Self-Harm /  
Suicidal Ideation



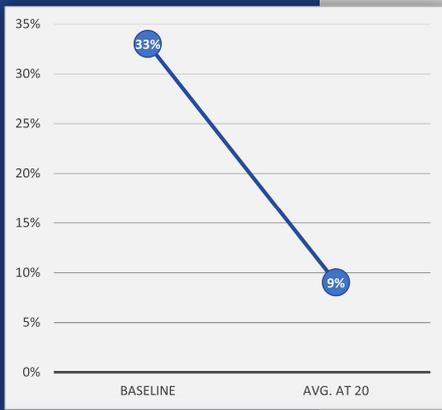
**100%**  
Reduction in Arrests and/or  
Incarceration



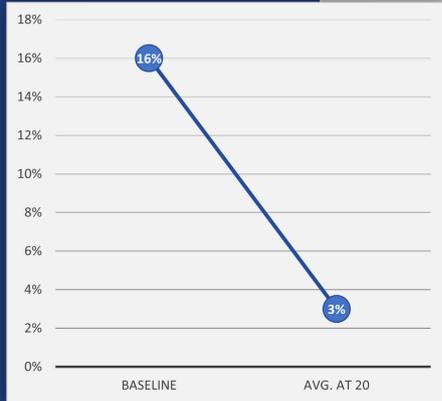
**75%**  
Reduction in Discipline  
Actions in School



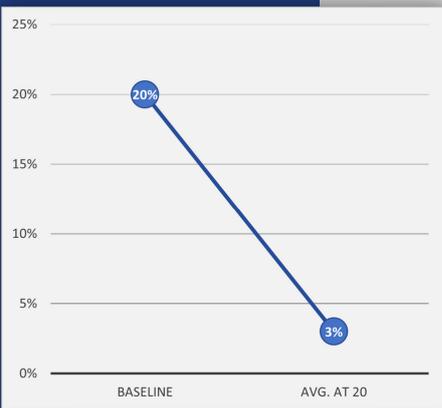
**100%**  
Reduction in Drug and  
Alcohol Relapses



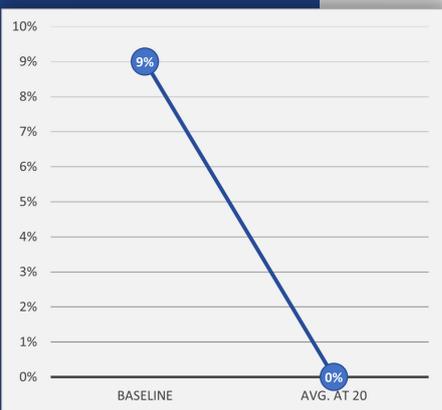
**72%**  
Reduction in ER Visits for  
Medical Reasons



**80%**  
Reduction in Hospitalizations  
for Medical Reasons



**84%**  
Reduction in ER Visits for  
Psychiatric Reasons



**100%**  
Reduction in Hospitalizations  
for Psychiatric Reasons

View More Data:

[www.NeurofeedbackAdvocacyProject.com](http://www.NeurofeedbackAdvocacyProject.com)

# Summary of Key Findings from the Agency Case Studies



## Impact on Clients with Significant Trauma

All of the participating agencies reported using neurofeedback with clients who had a strong history of trauma. These are the clients that they often see the most impact with. In fact, they indicate that the more severely affected a client is by trauma, the more of an impact that they see with neurofeedback.

These clients almost consistently have high scores for Adverse Childhood Experiences (ACEs). Across all participating sites, more than 30% of clients have extremely high ACE scores (7 or above).

Neurofeedback is attractive to many clients because it requires no disclosure, and they do not have to discuss their trauma during the session. Children like it because it uses video games, YouTube, Netflix and movies.

## A Professional Obligation

The agencies we interviewed for these case studies have seen, firsthand, the power of neurofeedback. About half of the participants shared that they now feel a professional obligation or duty to provide neurofeedback because of its potential to change clients' lives.

## Don't Go It Alone

Membership in the NAP has been a critical component in successfully implementing a neurofeedback program. This is because the NAP helps agencies develop expertise through introductory and advanced trainings, then supports them through managing difficult cases via biweekly case supervision consultations. The RTS also guides them in developing and following protocols for each client.

## Combined Modalities: An Integrative Approach

Neurofeedback is most effective when it is combined with other modalities, such as EMDR and traditional psychotherapy. Agencies report that neurofeedback allows clients to be more successful in other treatment sessions. Clients are better able to self-soothe, self-regulate their emotional responses and calm their nervous systems.

As such, they are able to explore topics that were previously off-limits due to being too upsetting or triggering. Therapists and clients both feel the clients' overall physical wellbeing and mental health is greatly improved by neurofeedback over traditional therapies alone.

# Making Sound Fiscal Decisions in the Nonprofit & Government Sectors

Like all nonprofits and public-serving agencies, our members must manage shoestring budgets. They have a number of strategies for making neurofeedback sustainable.

## **Leasing Equipment**

Many of our members take advantage of our partnership with Bee Medic to lease a complete Cygnet neurofeedback system, which includes tech support, system updates and repairs when needed for just \$400/month. This avoids budgeting for a significant expense and there is no long-term contract.

## **Affordable Training & Development**

As members of the NAP, the initial 40-hour training is just \$300. Trainees who join the NAP can access monthly advanced training courses, biweekly case supervision consultation calls and use of the RTS for just \$100/month per clinician. Supervisors and administrative leadership do not pay for training or membership.

## **Insurance Billing Practices**

Many of our members work with Medicaid clients, the rules of which vary across states. When billing directly for neurofeedback is not covered, often state or insurance rules allow for billing these services under general psychotherapy codes. When this is not allowed, the first portion of the session (approx. 30 minutes) is billable as symptom management and tracking.

## **Grant Funding & Fundraising Efforts**

Some members of the NAP have been successful in applying for grant funding to cover the cost of training, equipment and services. Others have solicited donations from past supporters and the community. These funds have allowed them to expand services to those whose insurance does not cover neurofeedback or who are uninsured.

## The Results Tracking System: A Needed Resource

How do we know we are making difference if we do not measure it?

Agencies who participate in the Results Tracking System (RTS) indicate that it is imperative to use this measurement tool to ensure adherence to treatment protocols, monitoring of client symptoms and concerns, and to demonstrate the effectiveness of neurofeedback to clients, colleagues and external stakeholders.

All agencies and clinicians struggle with the already existing amount of paperwork involved in client care. However, they have found ways to integrate the RTS into existing practices, often collecting and reporting data during the session.

Clinical and administrative leadership make use of RTS to report on key performance metrics, make fundraising pleas, and guide clinical supervision of neurofeedback.

## AGENCY CASE STUDY #1

### THERAPEUTIC PARTNERS

*A human services agency that offers a continuum of psychiatric, therapeutic and special education programs.*



Covington, LA

[www.therapeuticpartners.net](http://www.therapeuticpartners.net)

### Why We Offer Neurofeedback

Our program became a hub for clients with trauma, and we sought a solution beyond EMDR and psychotherapy. We knew that our clients were missing something they needed, results related to physiological responses to trauma.

We were familiar with neurofeedback and had renewed interest in it from its feature in Bessel van der Kolk's *The Body Keeps the Score*. We knew of agencies who participated in the Neurofeedback Advocacy Project. The NAP made it feasible by combing consultation support, training, and equipment leasing in one affordable package.

### How We Implemented Neurofeedback

Only licensed clinicians at our agency offer neurofeedback so that we can bill insurance for symptom management and tracking during the first 30 minutes of neurofeedback appointments. Our clinicians were trained through the NAP and attend both the biweekly case discussions and the monthly advanced trainings. This ongoing professional development is crucial to their success as practitioners.

### Challenges

#### Billing Insurance for Neurofeedback

Insurers in our state do not allow for billing of direct neurofeedback services. We hope to use data from RTS to demonstrate the value of these services and change billing practices.

#### Serving a Larger Portion of Clients

Our clients' need for neurofeedback is currently greater than our staff can accommodate. We hope to double the number of clinicians offering neurofeedback from 3 to 6, and we plan on conducting fundraising efforts to supplement these costs. In the meantime, we must prioritize which clients can receive these services.

### AT A GLANCE

#### Our Mission

With compassion, respect, and knowledge, we work to encourage resiliency through personal growth and development.

#### Our Services

- Individual & Family Counseling
- Infant & Early Childhood Program
- Psychological Assessments & Testing
- EMDR
- Neurofeedback
- Classroom Behavioral Management

#### Our Clients

- All Ages
- Predominantly Medicaid or Low-Income

#### Our Neurofeedback Team

- 1 Supervisor
- 3 Clinicians
- All are licensed mental health professionals.

## Benefits

### Improves Effectiveness of Other Modalities

Not only do we see positive clinical outcomes directly related to neurofeedback services, but we also see that neurofeedback has a profound impact on clients' ability to be successful with other modalities, like EMDR or talk therapy. Through improved self-regulation and calmer nervous systems, clients are able to discuss topics that were previously too triggering or upsetting. Their therapy and EMDR sessions are much more effective after beginning neurofeedback.

### Ongoing Professional Development

As a member of the NAP, our benefits include ongoing professional development and supervision support through the biweekly case calls. Clinicians must be committed to these activities in order to be successful neurofeedback practitioners. This is a low-cost way to provide ongoing training, and it helps us ensure that we are "doing it right."

## Outcomes

### Using RTS to Measure Outcomes

Using the Results Tracking System (RTS) is an absolute must for our clinicians. We rely on it to know whether we are making a difference. It is very important to both clients and clinicians to be able to physically see the improvements in clients.

We are really excited that our clients report nearly a 50% reduction in symptom severity, a 67% reduction in self-harm/suicidal ideation and and 75% reduction in school disciplinary events.

## THERAPEUTIC PARTNERS



### CLIENT SUCCESS STORY

*An adult female client with severe PTSD had been enrolled in our EMDR services prior to receiving neurofeedback. While moderately effective, the client was not making as much progress as desired.*

*Within 90 days of beginning neurofeedback, the client's symptoms greatly improved. Her PCL-5 (PTSD diagnostic tool) score went from 52 down to 21. In fact, she no longer met the diagnostic criteria for PTSD.*

*Neurofeedback was greatly beneficial and improved the effectiveness of her EMDR sessions as well.*



*Seeing how neurofeedback improves outcomes is a life-changing experience for both clinicians and clients.*

*Why do we offer neurofeedback? After our experiences with it, it's not even an option anymore. Neurofeedback is necessary for our trauma clients.*

### Colette Melancon, LCSW

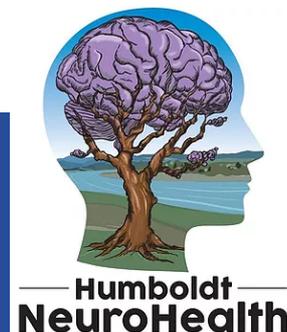
Chief Executive Officer  
Therapeutic Partners, LLC



## AGENCY CASE STUDY #2

### HUMBOLDT NEUROHEALTH

*We are a 501C3 community based mental health agency serving all ages in a rural area of northern California.*



Humboldt, CA

[www.HumboldtNeuroHealth.org](http://www.HumboldtNeuroHealth.org)

#### Why We Offer Neurofeedback

Many of our clients have severe trauma and haven't responded to talk therapy or they are not ready to talk about their trauma. Neurofeedback helps get them ready to process their past negative experiences. With neurofeedback we are also able to treat TBIs as well as other neurological disorders with success.

#### How We Implemented Neurofeedback

Our most common way of providing therapy emphasizes neurofeedback in the beginning, and then we integrate various trauma modalities as the client stabilizes.

#### Challenges

##### Cost

Getting the training and equipment was costly. The Neurofeedback Advocacy Project made it possible for us to expand to 11 trained clinicians utilizing neurofeedback.

##### We Would Like to Move Faster with Clients

Clients most seem to benefit with 2-3 sessions a week, however, this isn't covered by their insurance, so we have to communicate to our clients that progress will be slower because of this limitation.

##### Matching Therapies to Neurofeedback

Not all therapists are a good fit to provide neurofeedback. We work on being sensitive to who is likely to do well with neurofeedback and supporting them as they gain confidence.

#### AT A GLANCE

##### Our Mission

To cultivate wellness by supporting the healing and strengthening of individuals and families in order to lift and empower our community.

##### Our Services

- Neurofeedback, EMDR, Parts work (IFS/CRM)
- Play therapy
- School-based therapy
- Wrap around for adopted youth

##### Our Clients

We serve everyone in the community regardless of their socioeconomic status.

##### Our Neurofeedback Team

We have 11 therapists and two supervisors trained in neurofeedback.

## Benefits

### It Helps Reduce Therapist Burnout

The time spent with the client is more playful and the focus is more on symptoms and their improvement than replaying traumatic events.

### Clients Enjoy Coming to Therapy

The No-show rate is very low. Clients still want to come to sessions over summer/winter and holidays.

### We Are Busy Serving Our Community. We Are Financially Stable with a Large and Growing Staff.

We have over 200 people on our waiting list. Most of this is because they know we offer neurofeedback.

## Outcomes

### We are able to help clients that typically would not be willing to reach out for help.

We have people who come who say that their previous therapy "made them worse," but now with using neurofeedback as the treatment modality, they are making progress and feeling hopeful again that they can heal.



## CLIENT SUCCESS STORY

*We worked with a veteran with TBI, severe headaches and explosive anger. Since neurofeedback he no longer has explosive episodes, manages his infrequent headaches with just ibuprofen and he and his family are thriving.*



*It is rewarding to watch people have hope again that healing is possible!*

**Jennifer Brown, LCSW**

Executive Director  
Humboldt Neurohealth



## AGENCY CASE STUDY #3

# UNITED AMERICAN INDIAN INVOLVEMENT (UAI)

*Nonprofit agency that provides physical and behavioral health, education, and social support services that promote healthy lifestyles and individual responsibility to strengthen American Indian/Alaska Native communities*



Los Angeles, CA

[www.uaiisevengenerations.org](http://www.uaiisevengenerations.org)

### Why We Offer Neurofeedback

The Native American population has a history of multigenerational trauma due to historical and ongoing systemic racism and injustices. We know from personal and educational experiences that neurofeedback can have a profound impact on trauma, which is why believe that it is an ethical imperative for us to make it available.

### How We Implemented Neurofeedback

There are currently 6 clinicians/staff who are trained in neurofeedback and offering services. Clients commit to receiving 2 neurofeedback sessions per week in addition to talk therapy and other traditional therapies. Our standard procedure is to offer therapy in-office, but when transportation or other barriers are a challenge, we can travel to the client to provide in-home sessions.

### Challenges

#### Learning Curve for Clinicians

Neurofeedback is a technology-heavy modality, and it can take a little while for clinicians to feel comfortable using the equipment. However, even if they are not particularly tech-savvy, they are successful if they are committed and willing to learn.

#### Growing and Sustaining the Program

It makes the most financial sense for us to lease the equipment, but as we continue to expand the number of clinicians and neurofeedback systems, that cost can become substantial. We bill Medi-Cal for services, but we have also been able to secure grants and donations to supplement equipment costs. We plan to leverage RTS data to demonstrate ROI to our funders and solicit additional funding.

### AT A GLANCE

#### Our Mission

To promote and support the physical, behavioral, and spiritual well-being of American Indian/Alaska Natives in the urban Los Angeles area by providing comprehensive, integrated services that focus on all age groups and incorporate American Indian/Alaska Native cultures and traditions.

#### Our Services

- Health Clinic
- Behavioral & Mental Health
- Substance Abuse
- Youth & Families
- Senior Services
- Workforce Development & Training

#### Our Clients

We serve all ages. Our clients are members of the American Indian/Alaska Native communities.

#### Our Neurofeedback Team

We have 1 supervisor and 5 clinicians trained (6 total).

## Benefits

### Improved Attendance

We have seen that neurofeedback clients like coming to their sessions and have higher attendance rates. They feel that it's more effective so they're willing to be more consistent.

### Serving the Underserved

This is a client population that is drastically underserved and that faces significant health disparities. By offering neurofeedback, we are able to not only help address their trauma but we're also providing a critical service that they would not otherwise be able to access.

## Outcomes

### Therapists See a Difference

Therapists see clients as more willing to talk about more difficult things and being more comfortable doing so. They have better coping skills and emotional self-regulation. They're able to contain and self-soothe much better both in-session and out-of-session. Even caregivers have noticed a difference in their children and have shared this with our staff.

### Making Progress with Difficult Cases

Even the most difficult cases see major improvements with neurofeedback. From improved relationships to sleeping through the night, increased attention, and lessened PTSD symptoms, neurofeedback is making a real, measurable difference in our clients' lives.



## CLIENT SUCCESS STORY

*An 11-year-old child who had experienced abuse and trauma, and had significant behavioral impairments including aggression, self-harm, depression, and sleeping difficulties. They had been in therapy for years with limited success.*

*Within 3 weeks (8 sessions) the child had begun sleeping through the night, had calmed significantly, and stopped self-harming. Caregiver reported child was a "different kid."*



*All of who have started seeing clients have been blown away by the impact on the clients. That for me is worth it and makes me more willing to find a way to sustain it. It's just been unexpected. What I've seen is that the more dysregulated and more trauma a client has experienced, the more neurofeedback has an impact.*

**Jennifer Alquijay, PsyD**

Clinical Supervisor  
United American Indian Involvement



## AGENCY CASE STUDY #4

### THE CHILD CENTER

*a non-profit human services agency that offers a continuum of psychiatric, therapeutic and special education programs.*



Springfield, OR

[www.thechildcenter.org](http://www.thechildcenter.org)

### Why We Offer Neurofeedback

One of our staff members had worked with Dr. Fleischman close to 20 years ago and was familiar with the potential impact of neurofeedback from this experience. We work with a lot of highly emotional reactive kids, with a lot of trauma and attention disorders, and we identified the need to better serve them through additional therapy modalities, and neurofeedback just made sense because of the benefits we knew it could offer in these areas.

### How We Implemented Neurofeedback

We currently see 15-20 neurofeedback clients. Our clients participate in neurofeedback twice a week for a period of 20-40 sessions. The majority of our clients also have a primary therapist that they see in conjunction with neurofeedback.

### Challenges

#### Unique Billing Situations

While we do bill insurance for neurofeedback, there are a handful of circumstances in which we are unable to do so. For instance, a client who is also in our day treatment program cannot be billed for that program and the neurofeedback simultaneously. In those instances, we offer neurofeedback services pro bono.

#### Barriers to Commitment

Most of our neurofeedback clients are seen twice per week for a total of 40 sessions. This is a significant commitment on their part, and while we have low no-show rates, there are still barriers for clients, such as transportation.

### AT A GLANCE

#### Our Mission

To provide individualized, diagnostic, therapeutic, and educational services for the emotional and behavioral issues children exhibit in the home, school, and community via integrated community based psychiatric and support services that are child centered, family driven and culturally competent, and to advocate for preventative and educational services from community resources as well as promoting and/or developing other specialized services for children with serious mental, emotional, and behavioral disorders and their families.

#### Our Services

- Outpatient Counseling,
- Intensive Treatment Services
- Intensive Outpatient Services and Supports
- Crisis Response Program
- Neurofeedback

#### Our Clients

Children & their families

#### Our Neurofeedback Team

- 1 Supervisor
- 3 Staff

## Benefits

### Improved Emotional Regulation

We've made the most progress with emotional regulation. There are reduced safety concerns at home and school. Teachers tell us they notice benefits with children who are able to better function within the classroom.

### Affordability of Equipment Via the NAP

As members of the NAP, our agency takes advantage of leasing program made available through the NAP and Bee Medic. We do not have thousands of dollars to purchase a new system, but we can afford to lease one at \$400/month, particularly because we are now billing insurance for an additional 2 sessions per week for neurofeedback instead of just 1 therapy session.

## Outcomes

### Satisfaction from Parents and Teachers

One of the most impactful experiences we've consistently seen is that parents stop getting phone calls from the school regarding behavioral issues and safety concerns. It is such a relief for many parents who used to receive daily calls.

### Staff Enjoys Offering Neurofeedback

Our staff have shared that offering neurofeedback provides them with a much-appreciated and needed break from traditional therapy. They enjoy the diversity of having something else to offer clients instead of just talk therapy. This has improved their job satisfaction and burnout rate.



## CLIENT SUCCESS STORY

*We have seen such great results with kids doing much better after neurofeedback. We worked with one particular child with a history of trauma, adoption and likely ASD. He was physically assaulting his mother and could no longer be at school due to his violent behavior.*

*Neurofeedback has helped him. Though he still has a long journey ahead, he is back at school and the home is now a safe environment for both the child and the parent.*



*I like being able to log into the Results Tracking System that the Neurofeedback Advocacy Project has put together for us and being able to see the charts showing client outcomes. The improvement in disciplinary actions in school has been one of the biggest things we've seen.*

**Christy Johnson, MA**

Outpatient/Neurofeedback Supervisor  
The Child Center

