

Ben implements NovaMynd to extend his CBT practice

Background: Ben is a licensed CBT therapist with a focus on treating anxiety and depression. He runs a small practice and is always looking for innovative ways to enhance his therapy sessions and offer more value to his clients.

Challenge: Many of Ben's clients struggle with anxiety and stress management. While CBT techniques are effective, Ben seeks to add more quantifiable methods to help clients practice and measure their progress.

Solution with NovaMynd:

1. Initial Integration:

- **CREATOR License:** Ben purchases the NovaMynd CREATOR License for €399, which includes an EEG headband. He starts exploring the platform to understand how it can complement his CBT sessions.
- **Training and Validation:** He uses the STUDIO membership included in his CREATOR License to design initial neurofeedback protocols tailored to anxiety and stress management. The 1GB storage and 200-session cap provide ample space for his initial trials.

2. Client Sessions with STUDIO Membership:

- Ben upgrades to STUDIO 3 Membership to manage a small group of clients.
- During therapy sessions, he integrates NovaMynd's neurofeedback as a tool to help clients visualize their brain activity and understand their stress triggers.
- He assigns specific brain-training exercises as homework, monitored through NovaMynd.

3. Expanding Services with PERSONAL Packages:

- To reinforce therapy, Ben encourages his clients to use the PERSONAL Package at home.
- He guides them on how to use the EEG headband and NovaMynd app to continue their exercises between sessions.
- He tracks their progress remotely, adjusting the therapy plan based on the insights from their at-home neurofeedback sessions.

Outcomes:

- **Client Engagement and Progress:** Clients are more engaged in their therapy. They find the visual feedback from neurofeedback sessions helpful in understanding and managing their anxiety.
- **Enhanced Therapeutic Techniques:** Ben is able to offer a more holistic approach, combining traditional CBT with advanced neurofeedback.
- **Business Growth:** With positive client feedback, Ben's practice grows. He plans to expand his NovaMynd STUDIO membership to accommodate more clients and explore the enterprise solutions for larger-scale deployment.

Future Prospects:

- Ben considers collaborating with other therapists to share insights and best practices using NovaMynd.
- He's interested in developing specialized neurofeedback protocols for other cognitive behavioral issues, utilizing the CREATOR License's full potential.

