

## BCIA Prepares for the Future

**Fifteen minutes of your time is requested to help shape the future of biofeedback!**

October 23, 2007

We'd like to ask for your participation in a SWOT survey. **SWOT** surveys are used to help organizations learn more about themselves and to establish goals for the future. **SWOT** stands for Strengths, Weaknesses, Opportunities and Threats and BCIA is looking for your input on these topics to help us evaluate who we are and how we can better serve the field.

Please take a few minutes to work through the questions in this survey.

Click on the link below to begin: <http://www.resourcenter.net/survey/content/BCIA/2007/SWOT/index.htm>

Please respond by **November 1, 2007**. We are sure that you have opinions we need to hear!

This is a very exciting time for our field. Biofeedback and neurofeedback information is being disseminated to the public on a daily basis from a wide variety of media sources. This could be great news for us and for our current and future clients if accurate information is made available. Inaccurate information about biofeedback at this important juncture could be counterproductive. The BCIA Board, wanting to manage this growth instead of letting it manage us, has embarked upon a very important project that needs your input to be successful.

The time couldn't be better for our field to let the world know that not only is biofeedback a standard treatment for specific disorders, but that BCIA is the credential to look for when searching for a qualified provider. The market is large and includes the public, clinicians, insurance and health care policy decision makers, and others. Our charge, as biofeedback practitioners, is to determine the value of biofeedback certification and then publish and market a consensus opinion on the "state of the biofeedback field". This is where you come in!

BCIA will compile the results which will be used to represent practitioner input during strategic planning that includes the development of a marketing plan. Your time on this project is sorely needed and deeply appreciated!

Celeste De Bease, PhD  
Chair, BCIA

Carmen Russoniello, PhD  
BCIA Board of Directors