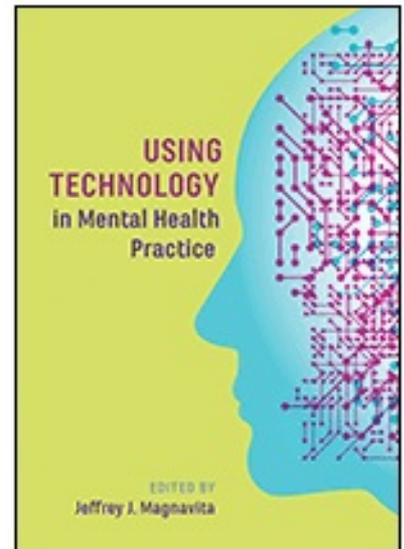




## AMERICAN PSYCHOLOGICAL ASSOCIATION

The American Psychological Association has published a new book, [Using Technology in Mental Health Practice](#). Released in April 2018, the book is comprised of contributions from healthcare experts who discuss how technology can enable better treatment options and outcomes. It is targeted to help mental health professionals “determine which technological advances best align with their goals, and strategically consider how they will purchase new tools and train users, while ensuring clients’ personal health information is protected.”

Alpha-Stim®’s own Dr. Daniel L. Kirsch and Dr. Jeffrey Marksberry co-authored a chapter for the book, titled “Cranial Electrotherapy Stimulation”. The chapter outlines the history of CES, and presents clinical evidence of its effectiveness and safety for a host of applications including [depression](#), [anxiety](#), [insomnia](#), and [pain](#). Drs. Kirsch and Marksberry also explain how practitioners can get started with Alpha-Stim, and how to integrate CES treatments into their practices.



Technology is ubiquitous in our lives today, although physicians are still primarily enamored with chemicals and psychologists with talk. Why not use technology to help evaluate and treat a client?” says Dr. Kirsch. “This book lights the way towards the possibilities of better outcomes in a 21st century practice.”

Dr. Marksberry echoes that sentiment, stating, “We are able to see technology advancing at what seems like light speed all around us and one can only hope that medicine is able to make the same leaps forward. We are very proud to have taken part in this unique publication that delivers some key insights as to where mental health providers will be focusing their attention in the future.”



[Daniel L. Kirsch, Ph.D.](#) is the Chairman of Electromedical Products International, Inc. and the President of the American Institute of Stress. He has over four decades of experience in the medical field, including extensive clinical practice experience, and has been working extensively with the United States military since 2005. Kirsch held board certification in pain management with the American Academy of Pain Management since 1990. Throughout his career, Dr. Kirsch has designed medical devices and their applications and developed clinical systems for implementing pain and stress control technologies.



[Dr. Jeff Marksberry](#) serves as the Chief Science and Clinical Officer at Electromedical Products International Inc. He has more than ten years of experience in medical education as a special consultant for two international medical schools. He also has expertise in medical licensure regulations for all 50 states and sovereign Native American governments as well as Canada, Australia, New Zealand and The Netherlands. His focus areas included writing curriculum for continuing medical education programs for medical schools and universities.