



Dr. Brenda K. Wiederhold Featured at the National Institutes of Health in February

Brenda K. Wiederhold, Ph.D., MBA, BCIA, was invited to address the National Institutes of Health (NIH) in Washington, D.C. on February 24, 2004, as one of the world's leading specialists who utilize virtual reality to treat medical illness. This one-day symposium featured presentations by multidisciplinary experts who described the theory and applications of virtual reality (computer-generated stimulus environments), emphasizing how this technology is being used in prevention and treatment therapies for phobias, post-traumatic stress disorder, eating disorders, drug abuse, and pain. Dr. Wiederhold delivered a presentation on how virtual reality technology is being used in clinics throughout the world to treat panic disorder and various phobias--including fear of flying, driving, heights, public speaking, spiders, and agoraphobia.

Dr. Wiederhold serves as Chief Executive Officer of the San Diego-based Interactive Media Institute (IMI), a 501(c) 3 non-profit organization dedicated to furthering the application of advanced technologies for patient care, and as Executive Director of the Virtual Reality Medical Center (VRMC), a professional medical corporation with offices in San Diego, Santa Monica and Palo Alto, California. She is also a Clinical Instructor in the Department of Psychiatry at the University of California, San Diego. Dr. Wiederhold is a licensed clinical psychologist and has a doctorate in Clinical Health Psychology, as well as national certification in both biofeedback and neurofeedback. She serves on the editorial board of *CyberPsychology & Behavior Journal*, the advisory board for the International Child Art Foundation, and the technical advisory committee for the California Science Center's exhibit on the scientific and cultural aspects of fear.

She is recognized as a national and international leader in the treatment of anxiety, panic, and phobias with virtual reality exposure and cognitive-behavioral therapy, having completed over 4,000 virtual reality therapy sessions. She is currently completing her sixth book and has over 100 scientific publications. VRMC offers comprehensive programs to treat fear of flying, driving, public speaking, heights, claustrophobia, panic disorder and agoraphobia, social phobia, and eating disorders. In addition, she has served as an invited speaker in Canada, Germany, Israel, Korea, and Switzerland on the topic of technology in healthcare.

Dr. Wiederhold was featured in a live guest appearance on January 7, 2004, on San Diego's NBC 7/39 *News in the Morning* as the founder of the 9th Annual CyberTherapy 2004 conference "Using Interactive Media in Training and Therapeutic Interventions" and Cyberarium host. The 10th Annual CyberTherapy Conference will be held in Basel, Switzerland, from June 6 – June 10, 2005.

