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Disclosures

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Does Treatment X work?

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- 1. As compared to what?
- 2. What does it mean for a treatment to "work"?

Is Treatment X better than no treatment?

Is Treatment X better than placebo or sham?

Is Treatment X better than Treatment Y?

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Is Treatment X better at reducing PTSD symptoms than no treatment?

Is Treatment X better at reducing PTSD symptoms than placebo or sham?

Is Treatment X better at reducing PTSD symptoms than Treatment Y?

What treatments, delivered <u>how</u>, by <u>whom</u>, and under <u>what</u> circumstances, are most effective for <u>this</u> person?

What treatment	Cognitive proce	essing therapy (C	PT)	
Delivered how	Individual Weekly	Group Daily		
By whom	Mental health t Community me			
Under what circumstances	In-person Outpatient Native languag	Residential	Telephone Inpatient Via interpreter	Smartphone
For whom	Men War trauma Single trauma Substance use Adults English	Suicidal Adolescents		Civilians MVA

	Trauma Therapies	SSRI/SNRI	Novel Treatments	Experimental
How many people feel better?	Over 80%	Over 60%	Over 50%	Unknown
How much better do	Large reduction in symptoms	Small to moderate reduction in symptoms	Small to moderate reduction in symptoms	Unknown reduction in symptoms
people feel?	53% no longer have the condition	42% no longer have the condition	Unknown if it eliminates the condition	Unknown if it eliminates the condition
How long does the treatment take?	Daily for 2 weeks to weekly for 3 months	Daily for months to years	Varies	Unknown
What are the risks?	Mild discomfort during treatment	Headaches, sleep problems, weight gain, sexual side effects	Headaches, sleep problems, weight gain, sexual side effects, seizures	Unknown
How do we know?	Decades of scientific studies conducted by independent researchers	Decades of scientific studies conducted by independent researchers and marketing information from companies	A few small studies conducted by researchers and marketing information from companies	Testimonials and marketing information from companies

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The Signal and the Noise

Signal

Information that conveys meaning

Noise

Items of no value that obscure useful information

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The Signal and the Noise

Signal

Treatments that maximize the probability of benefit

Noise

Treatments with overstated or exaggerated claims of benefit

Treatments with a Definite Signal

- Cognitive Processing Therapy (CPT)
- Prolonged Exposure Therapy (PE)
- Eye Movement Desensitization Reprocessing (EMDR)

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A Short List of Novel & Experimental Treatments for PTSD

- Written exposure therapy (WET)
- Transcranial magnetic stimulation (TMS)
- Stellate ganglion block
- Psychedelic-assisted therapy (psilocybin, MDMA)
- Ketamine
- Animal-assisted therapies (e.g., equine therapy)
- Service animals
- Recreational/wilderness therapies
- Essential oils
- Dietary supplements

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Probably Noise

- Written exposure therapy (WET)
- Transcranial magnetic stimulation (TMS)
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- Essential oils
- Dietary supplements

Unclear (Probably Minimally Effective)

- Written exposure therapy (WET)
- Transcranial magnetic stimulation (TMS)
- Stellate ganglion block
- Psychedelic-assisted therapy (psilocybin, MDMA)
- Ketamine
- Animal-assisted therapies (e.g., equine therapy)
- Service animals
- Recreational/wilderness therapies
- Essential oils
- Dietary supplements

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Unclear (Too Early to Tell)

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- Stellate ganglion block
- Psychedelic-assisted therapy (psilocybin, MDMA)
- Ketamine
- Essential oils
- Dietary supplements
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- Service animals
- Recreational/wilderness therapies

Possible Signal

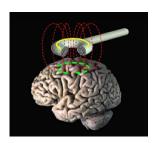
- Written exposure therapy (WET)
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Transcranial Magnetic Stimulation

	TMS
How many people feel better?	Unknown
How much better do people	Moderate reduction in PTSD symptoms
feel?	Unknown if it eliminates PTSD
How long does the treatment take?	Daily for 6-8 weeks
What are the risks?	Headache, neck pain, tingling, sleepiness, facial twitch, impaired cognition, seizures
How do we know?	Several studies conducted by researchers





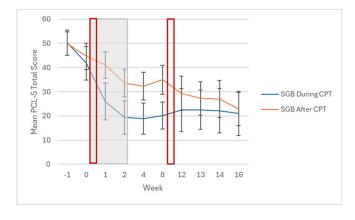
Stellate Ganglion Block

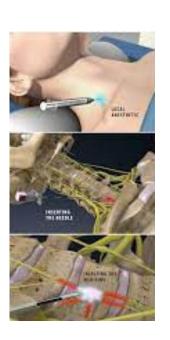
	TMS
How many people feel better?	Unknown
How much better do people	Small to moderate reduction in PTSD symptoms
feel?	Unknown if it eliminates PTSD
How long does the treatment take?	1-3 hours
What are the risks?	Drop in blood pressure, throat irritation, slowed heart rate, seizure
How do we know?	A few studies conducted by researchers



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Stellate Ganglion Block + PTSD Therapy







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Spotting Overhyped Treatments

- Effective, legitimate treatments typically don't use hype, sales pitches, or marketing
- Effective, legitimate treatments are typically available from professionals who have received specialized training
- Two "types" of hype:
 - Research Evidence
 - Promotion and Marketing

Meichenbaum & Lilienfeld (2018)

Promotion and Marketing Hype

- Greatly exaggerated, often unsubstantiated claims
- Conveying of powerful and unfounded expectancy effects
- Excessive appeal to authorities or gurus
- Heavy reliance on endorsements from presumed experts
- Use of extensive promotional efforts, including sale of paraphernalia
- Extensive use of "psychobabble" or "neurobabble"
- Tendency of advocates to be defensive and dismissive of critics
- Extensive reliance on anecdotal evidence and testimonials
- Claims that treatment "fits all" or "cures all"

Meichenbaum & Lilienfeld (2018)

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Red Flags

- Use of promotional language:
 - "Revolutionary" or "Ground-breaking"
 - "Complete satisfaction guaranteed"
 - "If this doesn't help you, nothing will"
- Use of nonspecific terms and language:
 - "Healing" or "Holistic"
- "Cure all" claims (treatment used for multiple problems)
- · Availability of products, merchandise, and/or swag for sale
- · Denial of side effects and risks
- "Proof" of effectiveness based exclusively (or nearly exclusively) on testimonials, anecdotal evidence, and/or satisfaction ratings

Meichenbaum & Lilienfeld (2018)

Final Thoughts

- 1. Think in terms of probabilities and "returns on investment"
- 2. Think in terms of "better or worse" versus "effective or ineffective"
- 3. Remember all treatments have limitations, side effects, and risks
- 4. If it sounds too good to be true, it probably is
- 5. Most treatments will help a few, but few treatments will help most

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