

The unique selling point of BSCAH from the perspective of a psychotherapist

Under the editorship of John Gruzelier, our journal, *Contemporary Hypnosis*, changed its name to *Contemporary Hypnosis and Integrative Therapy*. This title, which has been retained, is important because it helps us to understand not only the purpose of the journal, but also of our society as a whole. The journal title reflects the fact that we are interested in both hypnosis as a phenomenon in the laboratory setting, as well as in clinical practice.

The efficacy of psychotherapy, when used appropriately, can be enhanced greatly by hypnosis. However, psychotherapy can take on many forms. For some, psychotherapy is an extension to counselling psychology, while for others—usually members of the psychoanalytic community—it is a discrete therapy which should be used in isolation. Protagonists of integrative psychotherapy, however, have pointed out that a tailor-made approach to treatment—combining psychodynamically-oriented psychotherapy with behaviour therapy, and also hypnosis—helps patients to deal with the source of their problems and help equip them to move on in their lives. I believe that this approach to treatment can be utilized by skilled practitioners in the field—by psychotherapists, doctors, nurses, counselling and clinical psychologists and other health professionals who have had the appropriate training. In conclusion, I believe that integrative psychotherapy, which is utilized by a large number of BSCAH clinicians, should play an important rôle in health care. It is for this reason that it should be added to our ‘unique selling point’.

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