

Effectiveness of Neuroscience Informed Christian Counseling® (NICC) in Online Faith-Based Therapy: A One-Year Study

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Abstract

This study evaluated the effectiveness of Neuroscience Informed Christian Counseling® (NICC), a therapeutic model developed by MyCounselor.Online, in providing online faith-based counseling services. Data were collected from 1,211 clients who completed a course of care between December 5, 2023, and December 5, 2024. Outcomes were assessed using a combination of client ratings, goal achievement, and likelihood of recommendation. Results indicated a 93.6% success rate, suggesting the efficacy of the NICC model delivered by therapists trained through MyCounselor.Online’s postgraduate residency program.

Introduction

Faith-based counseling has long been a sought-after resource for individuals seeking mental health support aligned with their religious values. MyCounselor.Online is a leading provider of such services, delivering care to approximately 1,000 clients at any given time through an online membership-based model. Under the leadership of founder Josh Spurlock, MA, LPC, the organization developed the Neuroscience Informed Christian Counseling® (NICC) approach, which integrates neuroscience principles with Christian counseling.

The NICC model is supported by a structured two-year postgraduate residency program designed to train and supervise master’s- and doctoral-level therapists. While anecdotal evidence suggests the effectiveness of NICC, this study seeks to provide empirical evidence of its impact on client outcomes.

Methodology

Participants and Setting

Participants included 1,211 clients of MyCounselor.Online who completed their counseling course within the one-year study period. Clients accessed services via a membership model, which required them to

complete a cancellation form upon ending their subscription. Data were collected through this form, ensuring comprehensive coverage of client feedback at the conclusion of care.

Measures

Three measures were used to evaluate counseling outcomes:

1. **Client Satisfaction:** A 5-point Likert scale (1-5 stars) was used to rate overall experience. A score of 4 or 5 stars indicated success. *“How would you rate your experience with MyCounselor?”*
2. **Goal Achievement:** Clients responded “yes” or “no” to whether they achieved one or more of their counseling goals. A “yes” was considered a success. *“Did you achieve one or more of your goals for counseling?”*
3. **Net Promoter Score (NPS):** Clients rated their likelihood of recommending MyCounselor.Online to others on a scale of 0 to 10. Scores of 7-10 were considered indicative of success. *“On a scale of 0 to 10, how likely are you to recommend MyCounselor.Online to a friend or family member?”*

Data Analysis

Responses were aggregated across these measures to determine the overall success rate. Clients who provided a positive response on any of the three measures were classified as having achieved a successful outcome.

Results

Out of 1,211 participants, the analysis revealed:

- **5-Star Ratings:** 1,103 clients (91.1%) provided a success response.
- **Goal Achievement:** An additional 24 clients (2.0%) who did not provide a success response on the 5-star scale reported achieving one or more counseling goals.
- **Net Promoter Score:** Seven clients (0.6%) who did not meet success criteria for the first two measures provided a success response to the NPS question.

In total, 1,134 clients (93.6%) reported a successful outcome based on at least one measure, while 77 clients (6.4%) did not meet success criteria on any measure.

Further analysis revealed a high degree of correlation between the measures used to assess client outcomes. Specifically, there was a strong positive correlation ($r=.824$) between the 5-Star Rating and Goal Achievement measures, indicating that 82.4% of clients who provided a success response on the 5-Star Rating also reported achieving one or more counseling goals. Similarly, the correlation between the 5-Star Rating and the Net Promoter Score was even higher ($r=.891$), with 89.1% of clients who gave a 4- or 5-star rating also indicating they were highly likely to recommend MyCounselor.Online to a friend or family member. These findings suggest a consistent alignment across the measures, reinforcing the validity of the 5-Star Rating as a robust indicator of overall client satisfaction and therapeutic success.

Discussion

The findings support the effectiveness of the NICC model as delivered through online faith-

based counseling by therapists trained in MyCounselor.Online's residency program. The high success rate suggests that integrating neuroscience principles with Christian counseling can meet the diverse needs of clients seeking faith-aligned mental health care.

While these results are promising, further research is needed to explore long-term outcomes, client demographics, and comparisons with other therapeutic models. Future studies could also investigate the specific components of NICC contributing to its success, as well as client perceptions of the online delivery format.

Conclusion

This study provides empirical support for Neuroscience Informed Christian Counseling® (NICC) as a viable and effective modality for faith-based mental health services. The 93.6% success rate underscores the potential of NICC to address client concerns effectively in an online counseling setting.

Citation: Spurlock, J. (2024). *Effectiveness of Neuroscience Informed Christian Counseling® (NICC) in online faith-based therapy: A one-year study*. MyCounselor.Online.