

# Talk Of The Town

The **Comfort Talk**™ Newsletter

Winter 2011

## Comforting Words from our President

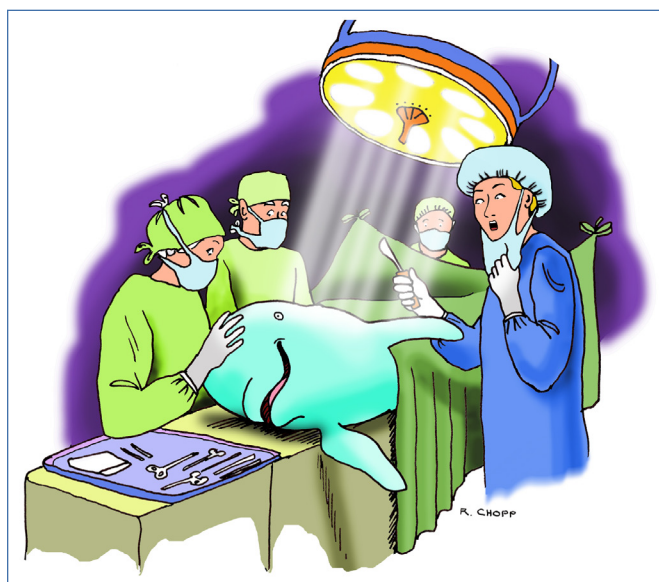


Many of us start each new year with resolutions to do better or to become thinner or to do something else that probably won't happen through February. I looked over my list, which included, typing with ten fingers and taking up the violin again and I wasn't really happy with it as a guide. A friend of mine told me that she picks a theme

to work on each year so I decided to borrow her idea. This year my new year's theme is: Gratitude. I have much to be grateful for too. A wonderful husband. My health. A roof over my head. I am also grateful to you for your friendship and encouragement and I am grateful to the innovative, forward thinking healthcare professionals who have expressed an interest in Comfort Talk™. I am confident that 2011 will be a turning point for us and I am excited when I consider the millions of patients we will be helping and serving. For all of this, I am truly grateful.

*Elvira Lang, MD*

## The Best Medicine



The perpetual smiling of their patient was so creepy; the hospital staff was paralyzed and unable to complete the lap band procedure.

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## Engagements And Other Events Worth Talking About

Work that Doctor Lang had done regarding patient stress in the waiting room was picked up by the media at the RSNA (Radiological Society of North America) conference last month. Newspapers from around the world, Radio Stations, even a press conference was held! In fact, the message was listed as one of the conference's top news stories and listed in their daily bulletin, their post report and on their website.

[LINK to RSNA News Release](#)

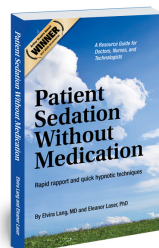
[LINK to Press Conference Interview Clip](#)

This February Dr. Lang will be at the Hospital for SickKids in Toronto training their cardiac intervention team in Comfort Talk™ techniques. Her team successfully trained the hospital's MRI team in 2010.

Finally, Dr. Lang's book (see below) was honored to receive the 2010 Arthur Shapiro Award for the best book on hypnosis and is now available on Kindle for Amazon and on iBooks for Apple's iPad.

## We're Not All Talk

The new book, *Patient Sedation Without Medication* was written to help healthcare professionals help their patients overcome the anxiety they feel when undergoing medical tests and procedures—without traditional medication. It is also a wonderful tool for all of us who one day will no doubt be a patient.



### Patient Sedation Without Medication

By Elvira Lang, MD and Eleanor Laser, PhD  
230 pages  
\$20

[+ Add To Cart](#)

*"Lang and Laser really get it: patients' fears, their helplessness when caught in the midst of medical dignities, and the huge need of patients to be treated with dignity and respect."*

— **Judy Foreman**,  
Nationally Syndicated Health Columnist

## TALK TO US

Whether you have questions, need clarification or just want to know more—we want to hear from you.

### Call Us

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M–F from 9AM to 5PM EST

### Email Us

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