

# Talk Of The Town

The **Comfort Talk®** Newsletter

Winter 2014

## Comforting Words from our President



The gift that keeps on giving: We made it and were awarded a 1 Mill \$\$ Phase 2 Small Business Innovation in Research Grant from NIH/NCCAM for our project “Amelioration of Claustrophobia and Disruptive Patient Motion in MR Imaging.” *It is a wonderful*

*validation for 20 years worth of research work done previously in academia.*

Phase 1 of the grant showed how training healthcare professionals to help their patients better manage their stress, anxiety, and pain associated with medical procedures is not only scientifically solid but desirable from a societal and global healthcare perspective. In Phase I we were able to demonstrate that significant reductions in MRI cancellations and no-shows greatly enhanced patient satisfaction and resulted in considerable monetary gains for the trained facilities.

In Phase 2 we will embark on broader dissemination of the methods including an extensive train-the-trainer program. We have made great strides in getting our online module ready which will have the teaching highlights, perspectives, videos, and interactive elements from our live training courses.

**Have a look at the Comfort Talk® Online Training Course and download a FREE segment. [click here](#)**

## A Holiday Package for You

We are offering a sneak preview and considerable discount to our newsletter subscribers who are willing to give us feedback for \$99 instead of \$350. This offer is limited in time until 24 December 2014.

**Comfort Talk® Online Training Course Preview Offer [click here](#)**

Happy Holidays and Healthy 2015!

*Elvira Lang, MD*

## Upcoming Speaking Engagements and Training Sessions

Comfort Talk® Training in a prospective randomized design at 12 MRI sites of Duke University, Durham, NC and The Ohio State University, Columbus, OH spring and summer 2015

2-Day workshop “Comfort Talk®” for the British Society of Clinical and Academic Hypnosis (BSCAH), The Studio, Manchester, England, 6 & 7 March 2015 [More details...](#)

Workshop “Comfort Talk® for Better Patient Outcomes and Experiences. Clinical Communication Day.” The Royal Society of Medicine, London, England, 9 March 2014

Course-Lecture “Comfort Talk®” at the Cambridge Health Alliance, Cambridge, MA, 19 March 2015, noon

## My Comfort Talk App

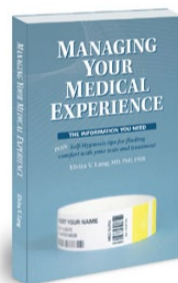
The My Comfort Talk® App provides step-by-step directions guiding you to utilize your mind’s natural ability to block pain, reduce stress, and bolster your self-confidence without the use of medication. Developed for the iPad and iPhone, it is now available for take-along personal use.



**Download FREE for a limited time!** [click here](#)

## We’re Not All Talk

Our 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. *Managing Your Medical Experience* is direct help for those who have tests and treatments themselves.



**Managing Your Medical Experience**  
By Elvira V. Lang, MD, PhD, FSIR, FSCEH  
178 pages  
\$11.95



**Now Available for the Kindle, iPad, and Nook!** [click here](#)



**Patient Sedation Without Medication**  
By Elvira Lang, MD and Eleanor Laser, PhD  
230 pages  
\$20



**Now Available for the Kindle, iPad, and Nook!** [click here](#)

*“Lang and Laser really get it: patients’ fears, their helplessness when caught in the midst of medical procedures, 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**  
617.734.9087  
M–F from 9AM to 5PM EST

**Email Us**  
[info@hypnalgescics.com](mailto:info@hypnalgescics.com)

**Write Us**  
Hypnalgescics, LLC  
157 Ivy Street  
Brookline, MA 02446



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