

Talk Of The Town

The **Comfort Talk**® Newsletter

Winter/Spring 2014

Comforting Words from our President



It's been busy times for Hypnalgescics, LLC.

- We dove deep to attract more hospitals to Comfort Talk® Training and facilitate access to the Comfort Talk® experience to even more patients and individuals. Our research data were published in the *American Journal of Rontgenology* and show clear improvement of the now especially important metric of patient satisfaction. A manuscript on the effectiveness of Comfort Talk® Training on reducing cancellation rates in MRI is close to completion.
- We launched the My Comfort Talk® app for the iPhone and iPad in the Apple store. It will be available for free download for a limited time! The app is designed for busy people who have only a few minutes to relax, gain confidence, enhance comfort when in pain, and find peace when feeling anxious. Listeners have the choice of hearing a female voice (Dr. Lang's)—and if you wish the absence of the Teutonic accent and prefer a well articulated male voice, Ben Quick will guide you. This is the first step to further development of a patent-pending app supporting customization for the listener and ultimately vertical integration with Comfort Talk® offerings in hospitals. Your feedback on the beta-app is important to us! It will guide future development.
- Also, the international market for Comfort Talk® is thriving with ongoing training engagements in Canada, the Netherlands, and England.

Elvira Lang, MD



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

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.

Engagements And Other Events Worth Talking About

Comfort Talk® Training of the Mammography Team at Boston Medical Center, February 21 and March 7, 2014

Dr. Lang is the featured speaker about at the Joint Session of the Association of Radiologic & Imaging Nursing and the Association of Vascular and Interventional Radiographers at the Society of Interventional Radiology (SIR) Annual Scientific Meeting. Her talk is entitled "Understanding and Improving Patient Satisfaction Scores." San Diego, March 23, 2014

Dr. Lang presents a Poster by Elvira Lang, MD, Paul Senn, MEd and Jim Stone, MEd "Communication and Interpersonal Skill Training in Virtual Reality. Feasibility and Considerations for Platform Choice" at the 62nd Annual Meeting of the Association of University Radiologists at the Baltimore Marriott Waterfront, Baltimore, MD, April 1-4, 2014

Dr. Lang presents *Patient Sedation Without Medication* and a preview of her new book *Managing Your Medical Experience* at the New York Harvard Club Book Fair on April 6, 2014

Dr. Lang will give a lecture and conduct a practice session, "Rapid rapport and hypnotic techniques for managing acute pain and anxiety," at the Mind Body Medicine Course of Harvard Medical School, Boston, April 14, 2014, 6:00-8:30 PM

Dr. Lang will participate as discussant in Dr. Laurence Sugarman's Course, "Placebo, Research, Suggestion and Health" at the Rochester Institute of Technology, May 2, 2014

Comfort Talk® Training of the Comprehensive Breast Cancer Imaging Department at The Ohio State University Wexner Medical Center, May 17, 2014

TALK TO US

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

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