



## Comfort Talk® is Going Mainstream

In today's healthcare environment, Comfort Talk® has effectively increased revenues, reduced procedural costs, improved patient throughput and most importantly helped patients in reducing anxiety about medical procedures.

*"It is rare indeed when a treatment or procedure affords such significant financial benefit while also improving clinical outcomes and improving patients' experience."*

—Cayte Ward, Healthcare Marketing Director

## Latest Spin on MRI Imaging

Ohio State MRI group held their annual meeting, Latest Spin in MRI Imaging, at the Marriott in Dublin, Ohio on March 4th and 5th. The meeting attracted participants from the surrounding states representing MRI centers, major medical centers, community hospitals, and several university centers from the tri-state area. In addition to the meeting having quality content and a great turnout, we are pleased to report that Comfort Talk® was a big hit!



From Left: Ronda Kelley, Elvira Lang, MD, Jeannie Danker, Tonete Orsini and Sandra Longworth.

Comfort Talk® was given prime location at the meeting and was included in the attendee's raffle. The winners received on-line training, a copy of our original book *Patient Sedation without Medication* and also the patient companion book *Managing Your Medical Experience*.

The winners were:

- Cindy Jarrett**, Excella Health
- Jamie Coalson**, Life Point Health
- Jessica Noble**, University Health Services, Kent State University



*"I won the one that I wanted!"*  
—Jamie Coalson

We would like to thank our hosts for providing us with an excellent opportunity to discuss the benefits of Comfort Talk®.

## Look Who's Talking—Comfort Talk®

Comfort Talk® continues to be a source of conversation in well known publications.

Over the first couple months of 2016, interest continues to grow. Take a look at some of the recent articles:

**ELLE**  
Elle Magazine  
[Could Talk Therapy Ease Your Pain During Surgery?](#)

**THE WALL STREET JOURNAL.**  
Wall Street Journal  
[The Power of Positive Thinking, WSJ February 15, 2016](#)

**MENS FITNESS**  
Men's Fitness  
[I Got Hypnotized to Convince Myself to Go to the Gym. Here's How It Worked.](#)

All sources are adding further credibility to our mission of providing an optimum patient experience reaching out to professionals, patients, and potential patients. Comfort Talk® works with all types of patients, is non-gender specific, and no matter what the patients age. Children that were once thought of as needing to be sedated are now calm and able to subject themselves willingly to procedures.

*"It really was amazing. I just can't stand to see a child in pain like this, and it was deeply upsetting to me. I am really grateful you gave me this tool to work with. I can't thank you enough."*

—Janine Barclay, RN, Toronto Sick Kids

## Want To Increase Your Bottom-line While Providing the Best Patient Experience?

Why not train your department? Have Dr. Lang come to your site:

### Comfort Talk® Intensive Core Group Training

This course comprises two 3-day visits, each with one day of classroom training plus two days of onsite training support for practical skill application with patients; two additional 1-2 day visits for onsite training support over six months; and one-year web-based support for trainees to develop and fine tune site-specific behaviors and language preferences. This training creates a core team that can change the culture to a more patient-centered and less stressful work environment. The training also facilitates modeling for support staff who do not take the Core Group Training.

### Not sure you are ready to commit the department?

Comfort Talk® has individual training on-line and books that explain why Comfort Talk® works. Major institutions have worked with Dr. Elvira Lang to prove that the techniques do work and provide benefits to all. Administrators will increase referrals, have more exam completions and decrease the number of no-shows. Technologists will be able to handle some of the most anxiety-ridden patients with ease. And most important, the patients will thank you and rate their satisfaction high.

## Who Uses Comfort Talk®?

- Imaging Centers
- Dental Practitioners
- Surgical Centers
- Health Care Professionals

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Comfort Talk® Online Training is a Level 1 program and is approved for continuing education credits. Psychologists, Nurses, and Social Workers may earn 12 hours of continuing education credits through Commonwealth Educational Seminars. Radiologic Technologists may earn 6A+ credits through ASRT. All credits require passing a post-test exam. [Learn more about earning CE credits](#)