

# Talk Of The Town

The **Comfort Talk**™ Newsletter

Fall 2012

## Comforting Words from our President



It was a very busy spring and summer at Hypnalgescics. The initial results from our three center Comfort Talk™ trials are in and they are very encouraging. The findings demonstrate extremely positive effects at these facilities' MRI operations. At one site, the coveted "Satisfaction Rating" as measured by the Hospital Consumer

Assessment of Healthcare Providers and Services (HCAHPS), increased from 43 to 94%! As you may know, the patient experience is now taking center stage so these numbers are really promising.

We are also very excited that year two of our Small Business Innovation and Research Grant from the NIH was funded. This will enable further cementing of outcome assessment and web support development. We have already completed 8 Comforting Coach videos illustrating the big difference that subtle changes in wording can make for the patient. Watch one!

### [Link to Video](#)

All of us at Hypnalgescics are looking forward to advancing the efforts of good patient care and we sincerely appreciate all of your support. I hope you have a wonderful autumn and are able to enjoy the beauty of this time of year.

*Elvira Lang, MD*

## The Best Medicine



Something told Dr. Wilson that his patient was not going to react well to being told he could no longer eat red meat.

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## Engagements And Other Events Worth Talking About

Doctor Lang has a very busy speaking schedule this fall. Here is a list of some of her more notable engagements:

Featured speaker at "Nonpharmacologic Adjuncts for Better Patient Outcomes." New England Society of Interventional Radiology, The Longwood Inn, Boston, Massachusetts, 1 October 2012

Symposium speaker at "MsMerism: The Contributions of Women to Hypnosis." International Society of Hypnosis Annual Meeting, Bremen, Germany, 19 October 2012

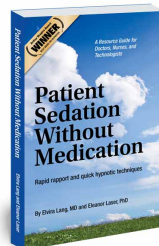
Plenary speaker at "When Words Hurt." International Society of Hypnosis Annual Meeting, Bremen, Germany, 21 October 2012

Presenter at "Hypnosis for Acute Distress Management." Harvard Medical School Mind Body Course, Boston, Massachusetts, 5 November 2012

Key Note speaker at "You Can Win the Race for Patient Satisfaction Scores." American Society of Clinical Hypnosis-Society for Clinical Scientific Meeting and Workshops, Louisville, Kentucky, 15-19 March 2013

## 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](#)

**Now Available for Kindle and iPad!**

*"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**  
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