

# Talk Of The Town

The **Comfort Talk®** Newsletter

Winter/Spring 2013

## Comforting Words from our President



This past October I had the opportunity to visit with our international colleagues in Bremen, Germany at the Meeting of the International Society of Hypnosis (ISH). More than 2,000 people participated. It was a pleasure to see the progress that “support of patients during their medical experiences” has made all around the world and to see

how the various cultures have found their way in bringing out the special idioms (double meaning in verbiage) in their language. I particularly liked the way one of my German colleagues pronounced the word “vielleicht” (German for perhaps) when engaging in the permissive, “Ericksonian” way of making suggestions. For example, he’d say, “Perhaps you may enjoy relaxing your eye muscles.” However, he’d draw out the word, “vielleicht” so it became—Viel=much and leicht=easily. What a neat way to use language—and that is what Comfort Talk® is all about. Helping our trainees find the words that are just right for them, their culture, and the situation at hand.

It was an honor as well as a delight for me to receive the Ernest R. Hilgard Award for Scientific Excellence for a Lifetime of Published Experimental Work during this meeting. What a nice validation of the work my team and I have toiled on for so many years, against all the naysayers and ridicule, and having been able to deliver the evidence of practice that now underlies Comfort Talk®. It is with great hope and anticipation that I look forward to 2013. A special “thank you” to all of you who have supported our effort and our dream.

*Elvira Lang, MD*

## The Best Medicine



After the third technician went missing, Dr. Snyder ordered an x-ray of Mr. O’Keefe and the doctor’s suspicions were confirmed.

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## Engagements And Other Events Worth Talking About

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

Faculty of Arts and Sciences, Visiting Fellowship for Distinguished Scholars, National University of Singapore, Singapore, 10-24 February 2013

2-Day Workshop “Comfort Talk®: The Language of Hypnosis; Improving Communication and Efficacy with your Patients.” Canadian Society of Clinical Hypnosis (Ontario Division), Toronto, Canada, 1-2 March 2013

Plenary speaker “Comfort Talk® for MR Customers.” 9th Annual Magnetic Resonance Imaging Seminar. MRI Toolbox for Technologists, organized by the Ohio State Wexner Medical Center, Columbus, Ohio, 9 March 2013

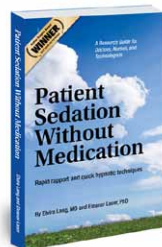
Key Note speaker “You Can Win the Race for Patient Satisfaction Scores.” American Society of Clinical Hypnosis, Louisville, Kentucky, 15-19 March 2013

Poster Presentation “Understanding Patient Satisfaction Ratings for Radiology Services by the Hospital Consumer Assessment of Healthcare Providers and Services (HCAHPS).” Association of University Radiologists Annual Meeting, Los Angeles, California, 9-12 April 2013

2-Day Workshop: “Comfort Talk®.” Minnesota Society of Clinical Hypnosis, Minneapolis, Minnesota, 6-8 June 2013

## 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. It is also a wonderful tool for all of us who one day will no doubt be a patient.



### Patient Sedation Without Medication

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*“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.

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