



Since the beginning of this year, we have made great strides in expanding our global impact, gaining more press recognition, and increasing our teaching and learning options.

## Dutch Bevolkingsonderzoek



In February 2023, a group of education leaders from all regions of the Dutch Bevolkingsonderzoek (National Breast Cancer Screening Service) gathered to attend the Comfort Talk® Trainer Training Utrecht. This will lead to a future where every woman receiving a mammogram in the Netherlands will be attended to by Comfort Talk® trained staff. By reducing the perception of discomfort, the aim is to achieve greater compliance and participation in breast cancer screenings, thereby improving women's health.

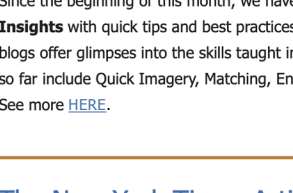
## New 1-hr Online Comfort Talk® Course with CE Credits

Our new one-hour course prepares practitioners with skills immediately applicable in medical settings. It covers essential aspects such as building rapport with patients, alleviating pain, anxiety, and distressing thoughts and saving time during patient interactions.

We are delighted to announce that our **Comfort Talk® 1 Hour Training** has received approval for 1.75 ASRT (American Society of Radiologic Technologists) A+ CE credits. The course is also accredited for 1 hour CE credits through the California Board of Nursing and ADA CERP.

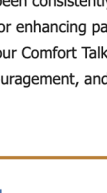
More information [HERE](#).

## More Blogs!



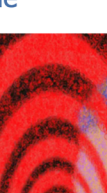
**Alleviate Pain and Anxiety by Avoiding Negative Suggestions**

Ever noticed that your back starts to ache when you've been sitting in one position for too long? Or does the thought of giving a presentation to your boss fill you with worry? Chances are, these feelings of discomfort or anxiety might not have crossed your mind until this very moment. It's fascinating how language ...



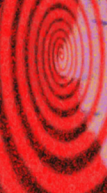
**The Impact of Encouragement: How Focusing on Actions Sparks Positive Outcomes**

Have you ever given a well-intentioned compliment, only for the other person to feel put off? Or perhaps you struggle with expressing appreciation, unsure of the best approach? There's a fine line between "praise" and "encouragement." Phrases like "you're a good patient," "you're so smart," "you're so beautiful," or "good girl" are examples of praise. ...



**The Power of Matching: How to Build Rapport in Any Situation**

When people are in rapport, words come easily and they intuitively match the position and behavior of the other person. This is because people are naturally drawn to those whom they feel more at ease and share a common bond. Conversely, when people do not feel in rapport, due to unconscious bias or conflict, they ...



**Quick Imagery Techniques for Reducing Patient Pain and Anxiety**

It doesn't take much time to guide patients into a state of relaxation—there's no need for lengthy meditations or interventions. When patients enter your facility, they are already in a highly suggestible state, which means that you are guiding a form of hypnosis, whether you are aware of it or not. As healthcare professionals, how ...

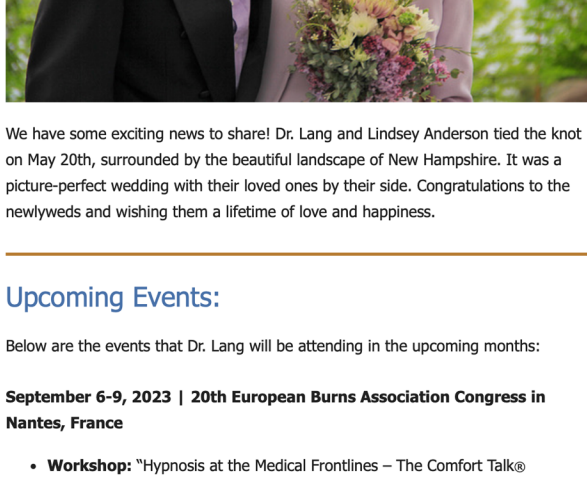
Since the beginning of this month, we have been consistently updating our **Blog Insights** with quick tips and best practices for enhancing patient interactions. These blogs offer glimpses into the skills taught in our Comfort Talk training. Topics covered so far include Quick Imagery, Matching, Encouragement, and Negative Suggestions. See more [HERE](#).

## The New York Times Article



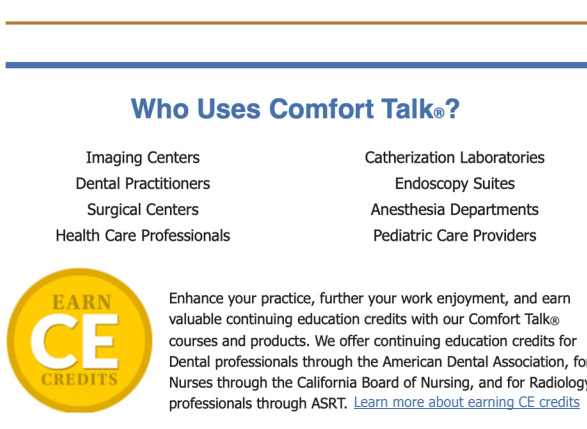
We were featured in The New York Times article "What Can Hypnosis Do for Your Health?" by Hannah Seo. The article dives into the health benefits of hypnosis and the most effective approach for incorporating hypnosis practices. It also highlights the work we have accomplished at Comfort Talk in reducing anxiety and pain in healthcare environments. Click [HERE](#) to read the full article.

## AfPP Talking Heads Interview



Dr. Lang was featured in the April issue of the IPP Magazine by AfPP (Association for Perioperative Practice). In the "Talking Heads" interview, Dr. Lang discussed the extensive research behind Comfort Talk and the pivotal role it played in the development of innovative, non-pharmacological techniques for managing patient distress. Click [HERE](#) for the full interview.

## Elvira and Lindsey Got Married!



We have some exciting news to share! Dr. Lang and Lindsey Anderson tied the knot on May 20th, surrounded by the beautiful landscape of New Hampshire. It was a picture-perfect wedding with their loved ones by their side. Congratulations to the newlyweds and wishing them a lifetime of love and happiness.

## Upcoming Events:

Below are the events that Dr. Lang will be attending in the upcoming months:

**September 6-9, 2023 | 20th European Burns Association Congress in Nantes, France**

- **Workshop:** "Hypnosis at the Medical Frontlines – The Comfort Talk® Approach" (September 6 and 7, 2023)
- **Plenary Panel Session:** "Communications and Team Interactions to Improve Quality of Care" (September 9, 2023)

**November 11-13, 2023 | International UK Hypnosis Convention 2023 at Renaissance London Heathrow Hotel**

- **Presentation:** "Rapid Hypnosis Techniques for Frontline Healthcare Providers" (November 11, 2023)
- **Workshop:** "Hypnosis at the Medical Frontlines – The Comfort Talk® Approach" (November 13, 2023)

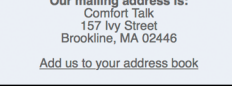
## Who Uses Comfort Talk®?

Imaging Centers  
Dental Practitioners  
Surgical Centers  
Health Care Professionals

Catherization Laboratories  
Endoscopy Suites  
Anesthesia Departments  
Pediatric Care Providers



Enhance your practice, further your work enjoyment, and earn valuable continuing education credits with our Comfort Talk® courses and products. We offer continuing education credits for Dental professionals through the American Dental Association, for Nurses through the California Board of Nursing, and for Radiologic professionals through ASRT. [Learn more about earning CE credits](#)



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