The difference between the right word and the almost right word is like the difference between lightning and a lightning bug.

Mark Twain
What you say, how you say it, and when you say it has powerful implications.

The participants of this workshop will learn how to use effective healing language to promote positive expectations, allay anxiety and fears and create a more comfortable environment for their patients. Establishing rapport and using carefully crafted language and suggestions can have a profound impact on the autonomic nervous system and the brain creating both physiological and psychological changes. The participants will also gain an understanding of how they can help themselves and their patients by utilizing self-hypnosis.

**Saturday, March 12, 2016**

7:00     Continental Breakfast  
8:00     Attend the plenary session  
9:00     Break  
9:30     **The Power of Words workshop begins**  

Benefits of Learning Hypnotic Healing Communication (Nesbitt)  
At the conclusion of this presentation, attendees will be able to:  
- Outline 2 benefits of using hypnotic healing communication with patients;  
- Identify 2 ways hypnosis improves outcomes; and  
- Cite 2 ways hypnosis is cost effective and evidence based.  

Differentiate Between Hypnosis Fact & Fiction (Nesbitt)  
At the conclusion of this presentation, attendees will be able to:  
- Explain at least 2 definitions of hypnosis;  
- Recognize the individual parts of hypnosis; and  
- Debunk at least 2 myths of hypnosis.  

Review How Stress and Pain Affect Body Systems (Thomson)  
At the conclusion of this presentation, attendees will be able to:  
- Identify areas of the brain involved in the pain experience;  
- Explain the stress response; and  
- Identify the areas of the nervous system involved in the pain experience.  

11:00     Lunch on your own  

1:00 PM  

Nurses’ Networking Luncheon  

**The Power of Words workshop resumes**  
Identify How Hypnotic Language Affects Brain Pathways Involved in Stress and Pain (Thomson)  
At the conclusion of this presentation, attendees will be able to:  
- Discuss how hypnotic healing language affects the body to reduce stress.  

Rapport Building (Thomas)  
At the conclusion of this presentation, attendees will be able to:  
- Demonstrate 4 components of rapport building.  

Differentiate Between Effective & Ineffective Communication Strategies (Thomson)  
At the conclusion of this presentation, attendees will be able to:  
- Identify negative suggestive behavior and vocabulary during patient encounters;  
- Develop alternative appropriate hypnotic language for procedures and tests;  
- Discuss components of effective suggestions;  
- Differentiate between direct suggestions and indirect suggestions; and  
- Demonstrate 4 hypnotic techniques.  

2:30     Break  
3:00     **The Power of Words workshop resumes**  

Differentiate Between Effective & Ineffective Communication Strategies (cont.)  
Specific Applications of Hypnotic Healing Communication (Thomson, Thomas, Mackey, Nesbitt)  
At the conclusion of this presentation, attendees will be able to:  
- Explain 8 applications of hypnotic healing communication.  

4:30     Break  
5:00     **The Power of Words workshop resumes**  

Self-Hypnosis (Mackey)  
At the conclusion of this presentation, attendees will be able to:  
- List at least three benefits of using self-hypnosis  

Ethical Consideration (Mackey)  
At the conclusion of this presentation, attendees will be able to:  
- Identify the ethical limitations of using hypnotic healing language in the work setting  
- Explain the importance of informed consent  

6:30     **The Power of Words workshop concludes**
The Power of Words: Effective Clinical Communication Workshop

Faculty BIOs and disclosures

The association accepted no commercial support to subsidize this educational event, nor does any party involved in the development, planning or execution of educational content - faculty, staff or committee members - have any financial relationships or conflicts of interest to disclose unless otherwise noted below.

Edward F. Mackey, Jr., MSN, PhD, CRNA, ABHD, ABHN; Kennett Square, PA
Member, Approved Consultant, ASCH; Diplomate, American Board of Hypnosis in Dentistry (ABHD); Diplomate, American Board of Hypnosis in Nursing (ABHN); Diplomate, American Psychotherapy Association (DAPA); Fellow, American Psychotherapy Association; Member, American Board of Professional (FAPA); Counselors, ABPC ; Member, American Association of Nurse Anesthetists (AANA); Member, Pennsylvania Association of Nurse Anesthetists (PANA); Associate Professor, Department of Nursing, West Chester University; Adjunct faculty, Villanova University, Nurse Anesthesiology Graduate Program; private practice, Kennett Square, PA.

Dr. Mackey has no financial relationships or conflicts of interest to disclose.

Debora L. Nesbitt, MSN, ARNP, PMHNP-BC, ABMH, ABHN; Vancouver, WA
Member, Approved Consultant, ASCH; Member, Oregon Society of Clinical Hypnosis; Board Certified, Family Psychiatric Mental Health Nurse Practitioner; Diplomate, American Board of Medical Hypnosis (ABMH); Diplomate, American Board of Hypnosis in Nursing (ABHN); Member, American Holistic Nurses Association; Member, American Psychiatric Nurses Association; Psychiatric Mental Health Nurse Practitioner, University of Washington Medical Center, Neurology Department, Headache Clinic, Seattle, WA; PMHNP clinical faculty, School of Nursing and Human Physiology, Gonzaga University, Spokane, WA.

Ms. Nesbitt has no financial relationships or conflicts of interest to disclose.

Judith A. Thomas, DDS; Arlington, VA
Member, Certified, Member-at-large Dentistry; ASCH; Member, American Dental Association; Member, Virginia Dental Association; retired, Arlington VA.

Dr. Thomas has no financial relationships or conflicts of interest to disclose.

Linda Thomson, MSN, CPNP, ABMH, ABHN; Ludlow, VT
Fellow, Approved Consultant, Past President, ASCH; Past President, New England Society of Clinical Hypnosis (NESCH); Past President, Northeastern Mountain Society of Clinical Hypnosis (NMSCH); Fellow, National Association of Pediatric Nurse Practitioners (NAPNAP); Member, International Society of Hypnosis (ISH); Diplomate, American Board of Medical Hypnosis (ABMH); Diplomate, American Board of Hypnosis in Nursing (ABHN); Adjunct Faculty, University of Vermont; Pediatric Nurse Practitioner, Rockingham Medical Group, Bellows, VT; Pediatric Nurse Practitioner, Pioneer Valley Pediatrics, Longmeadow, MA and Enfield, CT; author, Harry the Hypno-potamus: Metaphorical Tales for the Treatment of Children: Volumes I and II, the accompanying Harry the Hypno-potamus Imagination Cards and Stress Free Surgery: A Self Relaxation Program to Help You Prepare for and Recover from Surgery ; Ludlow, VT.

Ms. Thomson is author of 2 books on pediatric hypnosis and the creator of a CD set for surgery patients who wish to use hypnosis as an adjunct to anesthesia during their surgery, from which much of her teaching content is derived and for which she receives financial remuneration.

Eligibility

Open to all licensed or nationally certified health care professionals and medical, nursing, psychology, and dental students

Criteria for Successful Completion

Criteria for successful completion includes attendance at entire event as evidenced by the sign in sheet as well as completion and submission of evaluation form.

Financial Assistance

Virginia Hypnosis Society Fund
In the fall of 2003, the Virginia Hypnosis Society, upon its dissolution, kindly donated funds to ASCH-ERF for the establishment of a fund designed to provide scholarships to applicants from regionally accredited graduate schools in an appropriate discipline. Students need not be residents of Virginia, but simply be attending an institution of higher learning located in Virginia. Grants will be for the entire workshop fee, and applicants do not need to demonstrate financial need. All applicants requesting funding must provide a letter from their advisor or department head. Funds are available for upcoming workshops.

Interested persons should contact Emma Leighton at education@asch.net or +1-630-980-4740.
Hotel Information

The 58th Annual Scientific Meeting and Workshops will be held March 11-15, 2016 at the Hyatt Regency St. Louis at the Arch, located at 315 Chestnut Street in downtown St. Louis, Missouri.

This green/sustainable hotel is located in the heart of a rejuvenated downtown area, just steps from the Arch and minutes from Busch Stadium. Beer lovers can walk to the Anheiser-Busch Brewery for a tour. Families can hop on the free trolley to the City Museum in the Washington Avenue District. If Willie Wonka were to have designed a museum space, surely it would look like the City Museum. Housed in the 600,000 square-foot former International Shoe Company building, the museum is an eclectic mixture of children's playground, funhouse, surrealistic pavilion, and architectural marvel made out of unique and found objects. Just slightly farther afield, is the St Louis Zoo, located on 90 acres in beautiful Forest Park. The Zoo is home to more than 600 species of animals, many of them rare and endangered. It is one of the few free zoos in the nation.

ASCH has contracted a limited number of rooms at a discounted room rate of $135 single/double per room per night, plus applicable taxes. Reservations will be taken on a first-come first-serve basis until the contracted block is full. Any unbooked rooms will be released to the general public on February 19, 2016. So book early to receive the group rate.

To make reservations for this event, call the hotel directly at +1-314-655-1234.

If you have any questions related to meeting content or logistics, contact ASCH at +1-630-980-4740 or education@asch.net.

Continuing Education

This activity has been submitted to the American Holistic Nurses Association (AHNA) for approval to award contact hours. The American Holistic Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ASCH-ERF designates this live activity for a maximum of 7 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ASCH-ERF is approved by the American Psychological Association to sponsor continuing education for psychologists. ASCH-ERF maintains responsibility for this program and its content.

This program is approved by the National Association of Social Workers (Approval #886386995) for 7 Social Work continuing education contact hours.

ASCH-ERF is an NBCC-Approved Continuing Education Provider (ACEPTM) and may offer NBCC-approved clock hours for events that meet NBCC requirements. The ACEP solely is responsible for all aspects of the program.

ASCH-ERF is an approved continuing education provider (PCE# 3063) by the California Board of Behavioral Sciences. This course meets the qualifications for 7 hours of continuing education for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences.

This course is approved by the American Society of Clinical Hypnosis and as such is an approved continuing education course per Florida's AC-Rule 64B-4-6002 for Social Workers, Counselors and Marriage & Family Therapists in the State of Florida.

American Society of Clinical Hypnosis-ERF is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 10/1/2015 to 9/30/2021. Provider ID 217022.
The Power of Words: Effective Clinical Communication Workshop

Name: (Print Clearly)    Degree:    License # (required info)

Address:

City:    State/Province:    Zip/Postal Code:

Office Phone:    Home Phone:

Email Address:

☐ I would like to receive all correspondence for this meeting electronically. (Note: If you select this, you must supply a working email address in the personal information block above.)

Category of Attendance: (Select One)

☐ Licensed or nationally certified health care professional without a Masters Degree

☐ Student Along with a completed registration form and payment of registration fees, students need to submit proof of full-time enrollment at an ACE-approved institution of higher education on school letterhead that clearly identifies the individual’s program of study, area of concentration (if applicable), level of degree pursued and date of intended graduation.

☐ Resident / ☐ Intern Along with a completed registration form and payment of registration fees, residents/interns need to submit correspondence from their supervisor on official letterhead explaining the nature of the residency/internship and date of intended completion of the program.

Registration Fees:

☐ $99 Licensed Professional with a Masters Degree of higher in a mental health or medical field must register for this program using the 57th Annual Meeting Registration form.

☐ I would like to request the Virginia Hypnosis Fund (VHS) Grant. The required written request and proof of my status as a student enrolled full-time in a Virginia-based institution of higher education accompanies my registration form.

Payment Method:

☐ MasterCard    ☐ Visa    ☐ Check # ________________ (Make payable to American Society of Clinical Hypnosis; US funds only)

Credit Card # ________________________________ Exp. Date: ________________ CVS Code: __________

Name as it appears on the card: __________________________________________________________

Total Amount Due: _______________________

Participant Signature: __________________________________________________________ Date: ________________

ADA Statement: In compliance with the Americans with Disabilities Act (ADA), please check this box ☐ if you require assistance because of a disability to make this program accessible to you. Someone from the ASCH Office will contact you.

Cancellation Policy:

Cancellations postmarked/faxed after February 12, 2016 but on or before February 26, 2016 will receive a refund of the amount paid less a $50 administrative charge. No refunds after February 26, 2016. Exceptions will only be granted due to death of participant or immediate family member, severe illness/injury of participant or immediate family member, or the inability of participant to travel due to legal or governmental restrictions/obligations, and will require written notification and appropriate documentation. Registration fees are not transferable to another workshop.

Mail to: ASCH, 140 North Bloomingdale Rd., Bloomingdale, IL 60108-1017
Fax to: 630/351-8490 / Questions? Please Call 630/980-4740