



AMERICAN SOCIETY OF CLINICAL HYPNOSIS  
EDUCATION & RESEARCH FOUNDATION

Hypnosis and the Treatment Relationship:  
Applications, Processes, Outcomes

60<sup>th</sup>

**RLANDO**

MARCH 15-18, 2018  
2018 Annual Meeting

## Power of Words: Effective Clinical Communications Workshop

*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 hypnotic healing language to promote positive expectations, allay anxiety and fears and create a more comfortable environment for their patients. Establishing rapport and using hypnotic language and carefully crafted 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.

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

**Registration Information:** For licensed or certified healthcare professionals holding lower than a Masters' degree and graduate students in accredited graduate health care programs, the registration rate for this event is \$99.

Licensed health care professionals with a Masters' degree or higher who are attending the Annual Meeting as an Advanced attendee may choose to attend this program as a single day advanced workshop or within the structure of your annual meeting selections.

**Continuing Education:** Participants must attend all 6 hours of this program and complete a participant evaluation to obtain credit. No partial credit will be awarded.

*This activity has been submitted to the American Holistic Nurses Association 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.*

*Approval for contact hours through the American Holistic Nurses Association (AHNA) is based on an assessment of the educational merit of this program and does not constitute endorsement of the use of any specific modality in the care of clients.*

The association accepted no commercial support to subsidize this educational event. Unless otherwise indicated, parties involved in the development, planning or execution of educational content - faculty, staff or committee members - do not have any financial relationships or conflicts of interest to disclose.

*Ms. Thomson is the author of books and audio visual products, from which some of her teaching content is derived and for which she receives financial remuneration. These products will not be promoted or sold during this program.*

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### Friday, March 15, 2018

#### 9:00 am **Benefits of Learning Hypnotic Healing Communication (Deb Nesbitt)**

*At the conclusion of this presentation, attendees will be able to:*

- 1. Outline 2 benefits of hypnosis;*
- 2. Identify 2 ways hypnosis improves outcomes; and*
- 3. Cite 2 ways hypnosis is cost effective and evidence based.*

#### **Differentiate Between Hypnosis Fact & Fiction (Deb Nesbitt)**

*At the conclusion of this presentation, attendees will be able to:*

- 1. Explain at least 2 definitions of hypnosis;*
- 2. Recognize the individual parts of hypnosis; and*
- 3. Debunk at least 2 myths of hypnosis.*

#### **Rapport Building (Judy Thomas)**

*At the conclusion of this presentation, attendees will be able to:*

- 1. Demonstrate 4 components of rapport building.*

#### 12:00 pm **Lunch on your own**

**1:30 Review How Stress and Pain Affect Body Systems (Linda Thomson)**

*At the conclusion of this presentation, attendees will be able to:*

1. Identify areas of the brain involved in the pain experience;
2. Explain the stress response; and
3. Identify the areas of the nervous system involved in the pain experience.

**Identify How Hypnotic Language Affects Brain Pathways Involved in Stress and Pain (Linda Thomson)**

*At the conclusion of this presentation, attendees will be able to:*

1. Discuss how hypnotic healing language affects the body to reduce stress.

**Differentiate Between Effective & Ineffective Communication Strategies (Linda Thomson)**

*At the conclusion of this presentation, attendees will be able to:*

1. Identify negative suggestive behavior and vocabulary during medical/dental encounters;
2. Develop alternative appropriate hypnotic language for medical/dental procedures and tests;
3. Discuss components of effective suggestions;
4. Differentiate between direct suggestions and indirect suggestions; and
5. Demonstrate 4 hypnotic techniques.

**3:30**

**Break**

**4:00**

**Specific Applications of Hypnotic Healing Communication (Thomson, Thomas, Nesbitt)**

*At the conclusion of this presentation, attendees will be able to:*

1. Explain 8 applications of hypnotic healing communication.

**Self-Hypnosis (Thomson)**

*At the conclusion of this presentation, attendees will be able to:*

1. List at least three benefits of using self-hypnosis

**5:00**

**Q&A, Evaluations**

**5:30**

**Adjourn**