

Hypnotherapy to Support Medicine

*The Essential Component in Integrative
Care*

is Mind-Body Medicine

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Clinical Hypnotherapy

- 1989-U.S. Dept. of Education places hypnotherapy in the “Health Sciences and Humans Services” division of the Classification of Instructional Programs (CIP). The CIP identification number for Hypnotherapy Education is 51.3603. The US Dept. of Labor, Dictionary of Occupational Titles (DOT) identification number for professional “Hypnotherapist” is 079.157.010. Hypnotherapy is similar to the practice of medicine or counseling in this way...
- Medical schools award a degree in medicine, but graduates need licensure before treating patients.
- Universities award a degree in counseling, but the graduate needs licensure before conducting therapy with patients.
- The Hypnotherapy Academy awards a diploma, but the graduate needs certification by International Board of Hypnotherapy (IBH) before conducting sessions with clients.

Medical Hypnotherapy

is an adjunct to medical treatment

- Non-pharmaceutical Means of Pain Management
- Accelerates the Natural Healing Process
- Patients Experience Feelings of Being Cared For
- Increases Patient Satisfaction

Medical Hypnotherapy

is an adjunct to medical treatment

Less Anxiety

Less Pain

Heal Faster

Leave the Hospital Sooner

Fellows of the International Board of Hypnotherapy

(Certified Medical Support Clinical Hypnotherapist)

- Specialize in the clinical application of hypnotherapy
- Have advanced training in the adjunctive use of medical hypnotherapy
(double or triple the average training of other hypnotherapists in the U.S.)
- Carry personal professional liability insurance

Hypnotherapy is an Evidence-Based Modality Cited in Medical Literature

▪ Benefits of Stress reduction	24,883
▪ Hypnosis	11,099
• Hypnotherapy	9,619
• Hypnosis and pain	1,209
• Hypnotherapy and cancer	299
• Patient compliance	1,700

Bone Fracture Healing ^[SEP] **“Using Hypnosis to Accelerate the Healing of Bone Fractures: A Randomized Controlled Pilot Study.”** *Alternative Therapies in Health & Medicine. 5(2):67-75, Mar. 1999.* Ginandes, CS, Rosenthal, DI

12 patients, 6 without and 6 with hypnotic intervention
6 Received hypnosis sessions weekly and an audio tape
Healed Faster (Radiological exams at week 6 showed as
much healing as would occur in 8.5 weeks!)
Increased Mobility (i.e., walking down stairs)
Less Pain
Less use of Analgesics

Hypnosis & Guided Imagery Relieves Chronic Neck Pain

Client Provided Written Permission to Discuss His Outcome (on file)

- One session resulted in this case report six weeks later.

“Twenty-three years ago, my neck was injured in a helicopter crash, and required surgery. I have had some pain every day since, and if I moved my neck the wrong way it really hurt. In the second week of the course, Angela guided the class in a healing technique, and all the pain disappeared. I have felt great ever since.”

Jim Busby, CCHt
Retired Deputy Sheriff
Searcy, AR

“A Randomized Clinical Trial of a Brief Hypnosis Intervention to Control Side Effects in Breast Surgery Patients.” *JNCI*, 2007 99(17):1304-1312.

Montgomery, GH, Bovbjerg, Schnur, JB, David, D, Goldfarb, A, Wetz, CR, Schechter, C, Graff-Sivan, J, Tatrow, K, Price, DD, Silverstein, JH.

Study Design:

- 200 Breast biopsy patients
- Hypnosis group vs. Empathetic Listening group (*only one preoperative session*)
- Patients not blinded

Results for Hypnosis Group

■ *Patient* Benefits

- 53% less pain
- 74% less nausea
- 46% less fatigue
- 74% less emotional upset

■ *Provider* Benefits

- Less Propofol (64 vs. 96.6 microg)
- 22% less analgesia
- Less time in Operating Room by 15 minutes
- Less cost (\$772.71 savings per patient)

Asthma

Chronic asthma and improvement with relaxation induced by hypnotherapy

J of Royal Society Medicine 81(Dec 1988):701-704.
Morrison, JB

Study Design:

- 16 patients with severe, chronic asthma
- Weekly hypnosis with hypnotherapist
- Daily self-hypnosis for 5-15 minute duration

Medical Hypnotherapy

is an adjunct to medical treatment

- Less Anxiety

- Less Pain

- Heal Faster

Results for Hypnosis Group

■ *Patient* Benefits

- Decrease in annual hospital admissions from 44 to 13
- Length of stay decreased by 249 days
- Steroids withdrawn in 6 patients, reduced in 8 and none had increase
- 54% reported improved in symptoms

■ *Provider* Benefits

- Decrease in annual hospital admissions from 44 to 13
- Length of stay decreased by 249 days

Irritable Bowel Syndrome

Hypnotherapy in irritable bowel syndrome: a large-scale audit of a clinical service with examination of factors influencing responsiveness.

Am J Gastro, (2002) 97, 954–961 Wendy, M, Gonsalkorale, WM, Houghton, LA, Whorwell, PJ

Study Design:

- 250 Irritable Bowel patients
- Retrospective chart review
- 12 hypnotherapy sessions over 3 mos

Results for Hypnosis Group

■ *Patient Benefits*

- Marked improvement in symptoms
- Significant improvement in Quality of Life assessments
- Decrease in anxiety and depression assessments

■ *Provider Benefits*

- Patient satisfaction
- Improvement in patient symptoms
- Decrease demand on the medical system

Hypnosis & Guided Imagery Relieve High Frequency Migraines

Student Provided Written Permission to Discuss Her Outcome (on file)

“At the age of three I was diagnosed with chronic migraines. I had seen many leading neurologists on the East Coast of the United States to no avail. I was convinced that I would live the rest of my life with pain, I was averaging 17 migraines a month, even while taking pain killers on a weekly basis! One day in hypnotherapy class, I was suffering from a painful migraine, Angela did an emergency session showing me how to communicate with my body and stop the headache. I continued having sessions with Mayi, a staff coach, and with all their guidance I learned to heal myself. This is the first time in 40 years that I have gone more than three days in a row without chronic migraine pain. To date I have been pain free for 12 weeks!”

Lisa Ludovici, CMS-CHt

New York, NY

Hypnosis & Guided Imagery

For Head Injury, Skull Fractures & Blindness

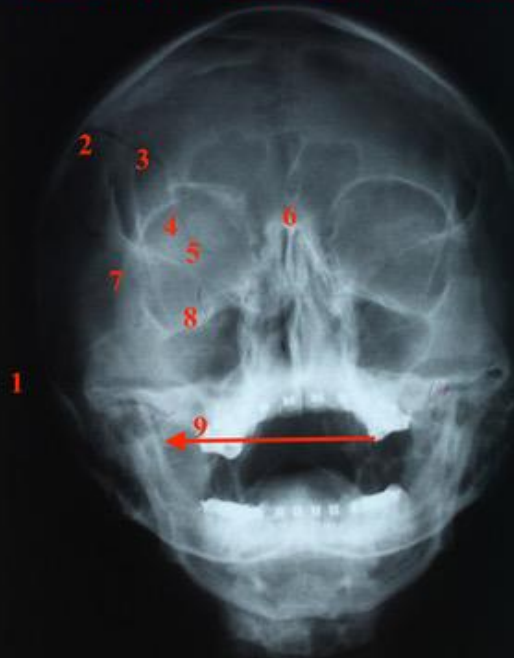
Client Provided Written Permission to Discuss Her Outcome (on file)

- 1998, Motor Vehicle Accident (car vs. 18 wheel tractor trailer) in South America.
- She had to be resuscitated on scene.
- ED neurology consult “sent patient home to die.” Patient skull crushed and blinded in right eye.
- Month later patient sees Dr J. Dulcey (Neurosurgeon/Hypnotherapist)
- Patient regains will to live.
- Within months, eye sight returns to 20/20 vision, facial control regained.
- With hypnotherapy she made a full recovery without surgery or medications.

Hypnosis & Guided Imagery For Head Injury, Skull Fractures & Blindness

Instructor, Angela P. Simmerman-Sierra, CMS-CHt

Ángela Simmerman-Sierra Car Accident Dec. 15, 1998



1. Skull base fractures. These fractures caused orbital injury, nasal cerebrospinal fluid leak, injury to cranial nerve III.
2. At the level of the cortical lobule in the subcortical zone there are areas of hemorrhagic contusion as well as pneumocephalus (air in the brain cavity space). There is air seen in the subarachnoid space with blood in it.
3. Above and adjacent to this brain lesion is a double fracture of the frontal bone. One of those two fractures extends anteriorly to the wall of the superior orbit with a 3mm displacement.
4. The lateral wall of the right orbit in the greater wing of the sphenoid bone has a fracture with 5mm displacement that appears to compress the optic nerve.
5. The lateral wall of the greater wing of the sphenoid bone has a fracture without displacement.
6. The frontal, ethmoid and sphenoid sinuses all show some blood inside.
7. There is an hematoma and subcutaneous emphysema (air pockets) in region of the right parietal-temporal bone exterior to the brain cavity.
8. Multiple fractures of the Zygomatic Malar Complex with depression of the floor of the coular orbit.
9. Fracture of the maxila with depression.



Post MVA 1998

Photo taken in 2008

Integrative Cancer Therapies 8(3) 204-207
Sage Publications 2009, K. Block, Block Center for
Integrative Cancer Treatment, Astin, et al

- Effectiveness of Mind-Body Medicine for a variety of health outcomes-2003.
- 2 meta-analyses found: cancer symptoms were effectively controlled with Hypnosis
- Review of 76 studies
- Use of Hypnosis, Relaxation and Guided Imagery for Surgical Preparation
- Reduction in hospital stay 1.5 days on average
- One example: Potential colon surgery cost saving \$3,200

In a Recent Clinical Trial IBH Fellows' Hypnotherapy Methodology Was Scientifically Studied

Advanced Methodology:

- Flexible medical support hypnotherapy style that considers the unique needs of each patient
- Utilize methods to improve patient involvement in prescribed treatment
- Attention to the underlying psycho-emotional needs of the patient
- Reliable pain management and accelerated healing

Overactive Bladder Syndrome

“Hypnotherapy for Treatment of Overactive Bladder: Randomized Controlled Trial Pilot Study”

*Female Pelvic Medicine and Reconstructive Surgery,
2011Nov;17(6):308-13.*

Komesu, YM, Sapien, RE, Rogers, RG, Ketai, LH

Overactive bladder is common and affects approximately 17% of women in the United States. Frequency of urination, urinary urgency and incontinence, nocturia, and emotional distress were measured in the study.

Study Design

- 20 patients with OAB syndrome
- Randomized Controlled Trial Pilot Study
- Medical Hypnotherapy group vs. Behavioral Therapy (Control)
- Each group received same number of sessions (3)
- Patients not blinded
- Hypnotherapist used IBH methodology

Results

■ IBH Hypnotherapy Methods

- 67% improvement in voiding diary symptoms, quality of life assessments

■ Behavior Therapy

- 42 % improvement

Special Note on the Demand for Hypnotherapy

- After this study was completed, the women in the Behavior Therapy group asked if they could also receive the hypnotherapy protocol.
- 9 out of 10 of them participated in the hypnotherapy protocol. It was the opinion of the clinical hypnotherapist provider — Robert Sapien, MD, CMS-CHt, Academy Instructor and Medical Researcher — that this group gained the same results reported in the study.

As A Result of The Successful Clinical Trial

**The National Institutes of Health (NIH)
in conjunction with the
National Center for Complementary
and Integrative Health (NCCIH)**

**Funded a 3 year, \$3 million study of our
hypnotherapy methods to treat
Overactive Bladder Syndrome in women!**

The study is being hosted by
University of New Mexico Hospital

Hypnotherapy Academy of America

Lead Instructor Tim Simmerman Sierra
designed the 8 session hypnotherapy protocol
and only

IBH certified hypnotherapists are qualified to
conduct the sessions:

81 subjects receive hypnotherapy

81 subjects receive conventional drug therapy

Medical Hypnotherapy

General Summary of Benefits

■ *Patient* Benefits

- Cost reduction
- Procedural pain reduction
- Shortened recovery time
- Reduction in complications
- All around outcomes improved
- Improved Quality of Life

■ *Provider* Benefits

- Cost reduction
- Shortened recovery time
- Reduction in complications
- Greater compliance with prescribed treatment plan
- All around outcomes improved
- Patient empowerment

Emotional Support & Personal Growth

Source: *Alternative Medicine: The definitive guide*

By Larry Trivieri, John W. Anderson, Burton Goldberg (1998- 2002 editions)

600 sessions of psychoanalysis

38% reached their therapy goal

22 sessions of behavioral therapy

72% reached their therapy goal

6 sessions of hypnotherapy

93% reached their therapy goal

(Must take into consideration scope of practice)

Personal Growth

“In my counseling practice I work primarily with women who have suffered domestic abuse. The clinic I work in requires us to keep statistics on all of our clients. Before integrating the hypnotherapy techniques I learned at the Academy, the sad truth was that over 80% of these women returned to the abusive relationship. Now, using the Academy methods to elevate self-esteem and build self-confidence, I have lowered that number to nearly 30%. This is really phenomenal!

“I could have gone anywhere in Canada or the US for hypnotherapy training. I am really thankful that I chose the Hypnotherapy Academy of America.”

Cindy Albert Doyle, RSW, CCHt

Alberta, Canada

Hypnosis is...

A natural, yet altered state of mind creating extraordinary mental, emotional and physical relaxation

- Everyone can learn to do it
- Focus on positive outcomes are made easy
- Individual control is retained
- Sessions are from 15 to 60 minutes

Hypnotherapy is...

Aiding an individual in a therapeutic context while they are in a hypnotic state of mind

- Involves numerous processes
- Parasympathetic system is activated to enhance healing
- Pain perception reduced or eliminated
- Marked results with 1 - 3 sessions

Examples of Hypnotherapy Session Venues

- Medical Office/Clinic
- Counseling Center
- At the Hospital Bedside
- In Surgical Units (*pre, intra, and post-operative*)
- In Radiology
- During Physical and Occupational Therapy
- In Birthing Centers
- Hypnotherapist's office

Training Also Available for Health Care Providers

Introduction to Medical Hypnosis

A Course for Health Care Providers-Level 1

- Learn basic techniques to aid patients' healing
- Either a one, or two day on-site class. Lecture and experiential format (hands-on practice)
- 248 page textbook provided
- CEUs/CMEs available

Course Instructors

➤ Robert Sapien, MD, CMS-CHt

Phone: 505-550-0119

Director, IBH

Over twenty years of academic medicine experience including research, program administration and teaching. Seven years of hypnotherapy experience.

➤ Tim Simmerman Sierra, CMS-CHt

Phone: 505-767-8030

Director, IBH

Director, Hypnotherapy Academy of America

Over twenty years of experience in hypnotherapy practice and instruction. Author of textbook, Medical Hypnotherapy, Principles and Methods of Practice

Also see:

International Board of Hypnotherapy

2132 Osuna Rd NE, Ste. B, Albuquerque, NM 87113

www.InternationalBoardofHypnotherapy.com

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