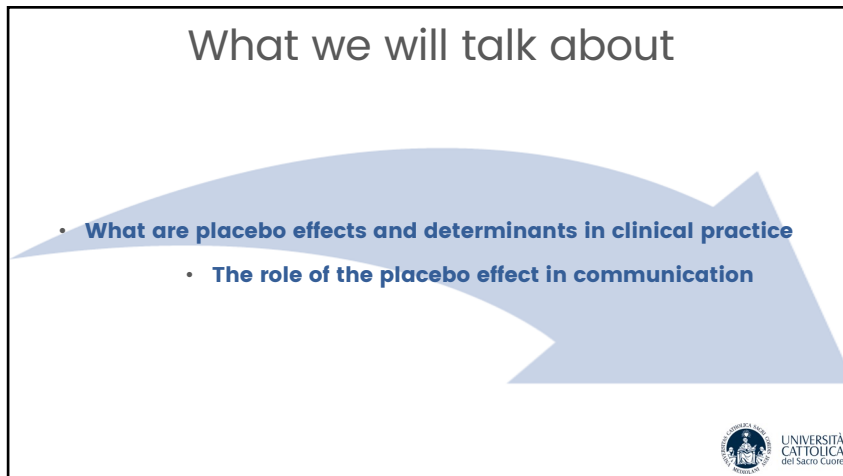




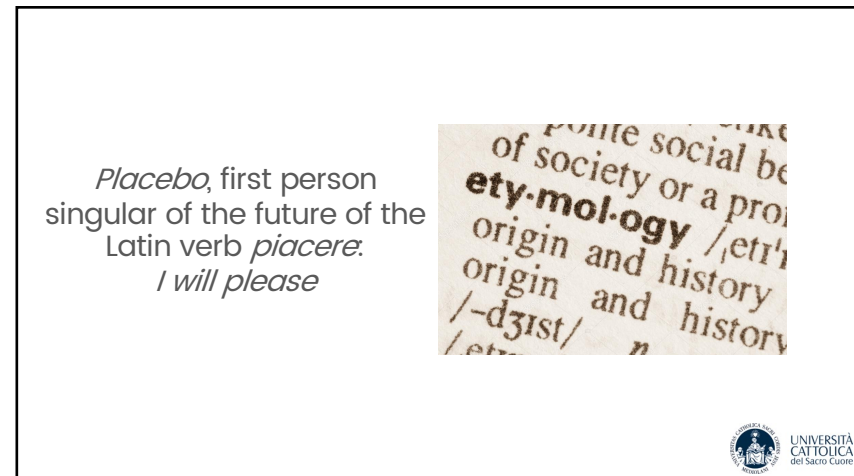
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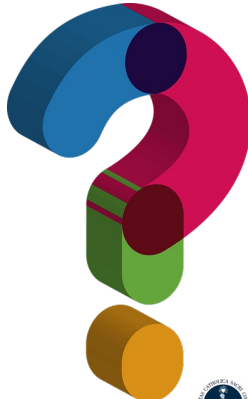



3



4



How would you define the placebo effect?

5

Placebo effects



Placebo effects are the psycho-neuro-bio-behavioral effects resulting from the patient's perception, interpretation and response to a therapeutic context (psychosocial and environmental).


6

Placebo Effects

INCIDENTAL

intentionally DETERMINED



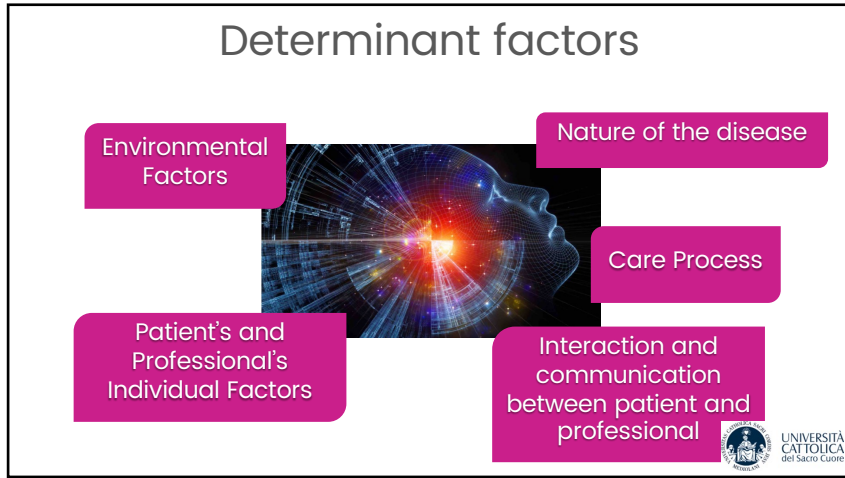
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Mechanisms for producing them

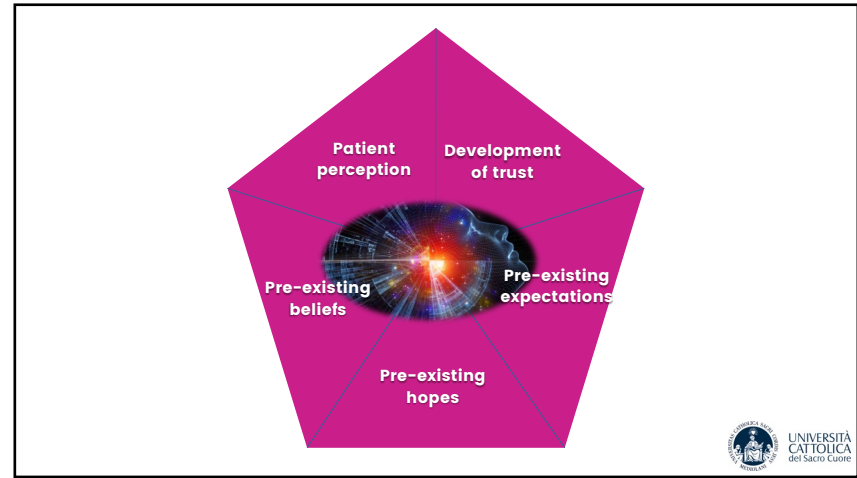
- **Conditioning**
- **Increasing expectations**
- **Reducing stress and anxiety**



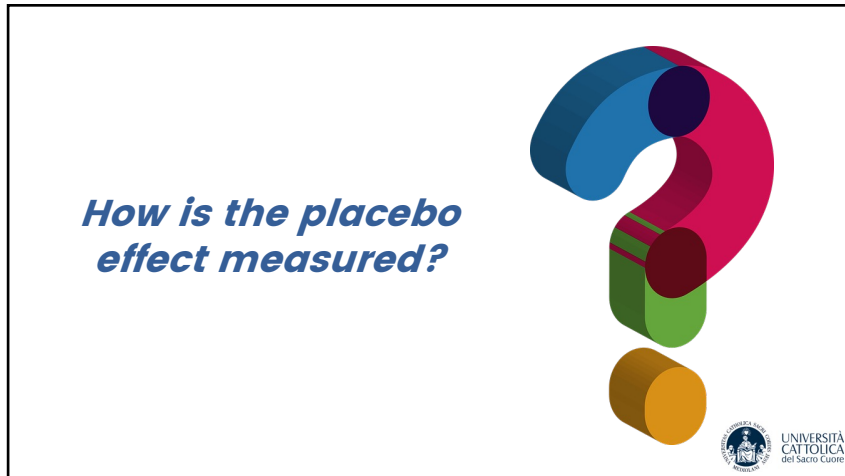

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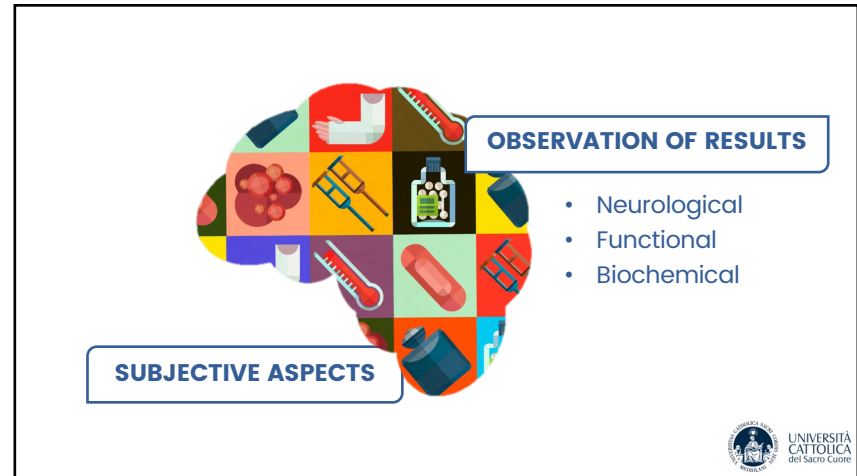
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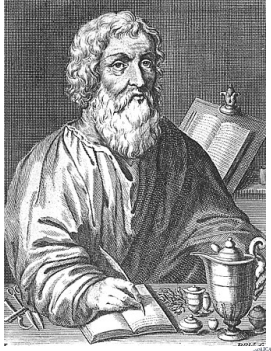

- *Why communication in Healthcare is important*
- *What role does communication play with placebo effects*


13

"It is more important to know the person than the disease."

Hippocrates V sec. A.C.





14

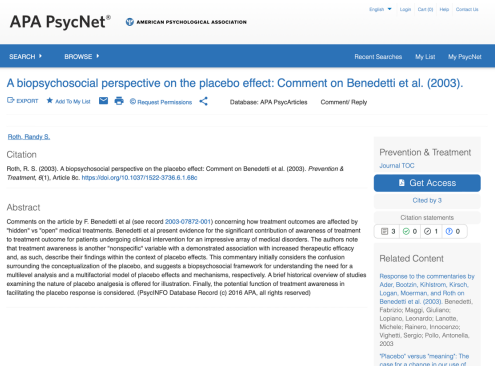


"Alongside the positive effects of placebo there can also be negative effects (nocebo effect). This can happen when communication is hasty is excessively ambiguous and loaded with negative suggestions that in the patient's brain translate into a feeling of threat to one's health."

Nature Medicine 2011
Prof. Fabrizio Benedetti / Univ. Torino / National Institute of Neuroscience



15



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A biopsychosocial perspective on the placebo effect: Comment on Benedetti et al. (2003).

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Paik, R. S. (2023). A biopsychosocial perspective on the placebo effect: Comment on Benedetti et al. (2003). *Prevention & Treatment*, 4(1), Article 41. <https://doi.org/10.1037/1932-8738.4.1.41>

Abstract

Comments on the article by F. Benedetti et al. (see record 2023-07872-01) concerning how treatment outcomes are affected by "hidden" or "open" medical treatments. Benedetti et al. present evidence for the significant contribution of awareness of treatment to treatment outcome for patients undergoing clinical intervention for an impressive array of medical disorders. The authors note that treatment awareness is another "contextual" variable with a conceptualized association with increased therapeutic efficacy and, as such, describe their findings within the context of placebo effects. This commentary initially considers the confusion surrounding the conceptualization of the placebo, and suggests a biopsychosocial framework for understanding the need for a multilevel analysis and a multifactorial model of placebo effects and medications, respectively. A brief historical overview of studies examining the nature of placebo analgesia is offered for illustration. Finally, the potential function of treatment awareness in facilitating the placebo response is considered. (PsycINFO Database Record (c) 2018 APA, all rights reserved)

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The silent healer: the role of communication in placebo effects

Justen M Bensing¹, William Verheul

Affiliations > expand
PMD: 20638817 DOI: 10.1016/j.pec.2010.05.033

Abstract
Placebo effects have an ambiguous reputation, as they are associated with sham treatment and deceit on the one hand and as interesting phenomena, which might be critically relevant on the other. The goal of this paper is to demonstrate that placebo effects are relevant and can be used as an effective part of many treatments by using communication targeting placebo effect mechanisms. We examined the history of placebos and the placebo effect, addressing common misconceptions and disentangling ambiguities. We then reviewed whether the placebo effect can be robustly shown in the current literature, and zoomed in on the plausible mechanisms.

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Physiol Rev. 2013 Jul;93(3):1007-1046. doi: 10.1152/physrev.00043.2012. PMID: 23892549

Placebo and the New Physiology of the Doctor-Patient Relationship

Fabrizio Benedetti¹

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Abstract
Modern medicine has progressed in parallel with the advancement of biochemistry, anatomy, and physiology. By using the tools of modern medicine, the physician today can treat and prevent a number of

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3 Placing placebo effects within the context of the doctor-patient relationship

Benedetti Fabrizio

https://doi.org/10.1093/acprof:oso/9780191705086.003.0003 Pages 74-106
Published: September 2014

Abstract
The doctor-patient relationship can be subdivided into four steps. The first is "feeling sick," a key starting point that triggers the subsequent behavior. It involves sensory systems that generate conscious awareness, and indeed the perception of a symptom, like pain, is the product of bottom-up and top-down processes. The second step is "feeling better," a kind of motivated behavior which is aimed at suppressing discomfort. The third step is "meeting the therapist," a special and unique social encounter whereby the therapist represents the means to suppress discomfort. Here many mechanisms are at work, such as the patient's trust and hope and the therapist's empathy and compassion. Finally, the fourth step is "receiving the therapy," the final act of the doctor-patient interaction. The mere ritual of the therapeutic act may generate therapeutic responses (placebo responses) which sometimes may be as powerful as those generated by real medical treatments.

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Mechanisms for producing Placebo Effects

- Conditioning
- Increasing expectations
- Reducing stress and anxiety

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20

***LISTENING* allows one to use WORDS and BEHAVIORS to activate these mechanisms.**




21

Chinese Ideogram of *Listening*




22


- *What is the most important thing you take home today?*




23

“Words have a magical power. They can bring either the greatest happiness or deepest despair; they are capable of arousing the strongest emotions and prompting all men’s actions.”

Sigmund Freud



24

