



HYPNOTES



A Publication of Hypnosis Education Association
www.HEAhypnosis.com

Pain Control Opportunities for Hypnotists

By Melissa Roth

On Aug. 6th, 2014, the DEA (Drug Enforcement Administration) rescheduled all combination products containing hydrocodone to Schedule II from Schedule III. This move dramatically increased the restrictions on prescribing practices for hydrocodone containing drugs (analgesics, cough syrups).

The rationale for the move is to combat prescription drug abuse and diversion to the black market of hydrocodone containing products on the market. This is not surprising since each year there are over 130 million prescriptions written for hydrocodone combination drugs making them the most commonly prescribed drugs in the US. The change in schedule meant HCP prescriptions would need to be written:

- As a hard copy
- Original prescriptions only, or
- Electronically transmitted where e-prescribing of C-II's was allowed (only in some LTC facilities but not to your local pharmacy)
- Hydrocodone containing prescriptions can no longer be faxed or called into a pharmacy
- Nurses, nurse practitioners, physician's assistants, nurse midwives and other para-medical professionals can no longer prescribe hydrocodone containing products or even call them into the pharmacy for the physician
- The prescribing physician must write the prescription and sign it
- Refills are prohibited.
- Prescribing limits were tightened (physician can only prescribe a 30 day supply)

This means that every month patients in legitimate chronic pain must go to their prescribers for an office visit to obtain a hard copy prescription. There are limits on the amount of medication that can be prescribed at one time. No refills can be prescribed necessitating monthly office visits to get a new prescription.

So, why should you care?

Prior to the rescheduling, there was a growing consensus in the healthcare industry that new analgesic formulations and improved standards of care were needed for millions of undertreated chronic pain patients.

Continued on Page 2

Mission

The Hypnosis Education Association is a member-run organization of a diverse group of people interested in hypnosis and the complementary healing arts. Our Mission is to provide high standards of education and quality support for its members, so they may be empowered to learn, grow and achieve excellence in their lives, personally and professionally.

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“Pain Control Opportunities for Hypnotists” ~ ~ Continued from Page 1

In 2000, at a conference sponsored by the Joint Commission on Accreditation of Healthcare Organizations and the American Pain Society, pain was defined as a “patient’s rights” issue. Pain was to be considered as the “fifth vital sign,” along with the four other vital signs of life: blood pressure, pulse, temperature, and respiratory rate.

Congress wasted no time in declaring the decade beginning January 1, 2001, as the Decade of Pain Control and Research. It was the recognition that addressing chronic pain not only is a matter of public health, but also a necessity to ensure and maintain a healthy economy. Today, unmitigated chronic pain is estimated to cost the U.S. economy between \$560 billion and \$635 billion per year according to the Government Accounting office.

Approximately 100 days after the 2014 rescheduling, the National Fibromyalgia & Chronic Pain Association conducted an online survey of pain patients to assess the effects of this rescheduling at the patient level. Nearly 3000 pain patients responded to the survey within its first 72 hours online, and the results were presented by Millennium Research Institute’s Principal Investigator, Steven Passik, PhD, at the 31st Annual Meeting of the American Academy of Pain Medicine in National Harbor, Maryland. The survey’s key findings included:

- Approximately two-thirds of respondents were unable to access hydrocodone products, with some doctors refusing to prescribe hydrocodone to those who had been taking it at the same dose for years.
- More than 15% of the respondents reported strains in their relationships with their doctors.
- A number of respondents reported an increased financial burden as a result of more frequent doctor visits, greater transportation expenses for those visits, higher medication co-pays, and lost income related to inability to work due to pain.
- 27% of respondents reported suicidal thoughts due to being denied their hydrocodone prescriptions.

As stressful and tragic as this move has been for the legitimate chronic pain patient it has not impacted the black market. One black market dealer told me that business was booming due to increased demand from people with both chronic and acute pain issues who have been unable to get pain relief through traditional and legal methods.

Both patients with chronic pain issues and their physicians are stressed and frustrated by these new standards. The new standards mean there are even more obstacles to negotiate before pain patients can gain relief. This creates a prime opportunity for hypnotherapists to solicit physician’s referrals of chronic pain patients.

I have had several unsolicited calls from physician’s offices wanting to know how they can refer their chronic pain patients for hypnotic pain control. These physicians are hoping their patients can gain enough relief to be able to cope with their pain levels using the number of “pain pills” they are now legally allowed to prescribe. They don’t even dare hope you can help their patients eliminate their need for hydrocodone containing products altogether. They do not know the potential hypnosis has to relieve the suffering of unrelenting chronic pain. It is your responsibility to educate them.

As a profession this is our golden opportunity to demonstrate to the medical community how hypnotherapy can benefit their patients. Obviously, you will need a lot more pain relief tools than you learned in basic training. You will need to know advanced pain control techniques along with techniques to alleviate the anxiety, depression, anger and secondary gain that accompany unrelieved chronic pain. So, if you want more clients, get advanced pain control training from as many sources as you can and educate your local physicians as to the advantages of using hypnotherapy for chronic pain control. This is one of those rare opportunities where everyone wins.

Melissa Roth Hypnotherapy ~ ~ ~ www.melissaroth.com ~ ~ ~ 720/445-0271 ~ ~ ~ Melissa@melissaroth.com

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If you need supporting documentation to share with local physicians,  
here are some links to get you started researching:

[www.ncbi.nlm.nih.gov/pubmed?cmd=Retrieve&dopt=AbstractPlus&list\\_uids=10769981](http://www.ncbi.nlm.nih.gov/pubmed?cmd=Retrieve&dopt=AbstractPlus&list_uids=10769981) A meta-analysis of hypnotically induced analgesia: how effective is hypnosis? Montgomery GH<sup>1</sup>, DuHamel KN, Redd WH. *Int J Clin Exp Hypn.* 2000 Apr;48(2):138-53.

[www.theguidetohypnosis.com/research-on-hypnosis.html](http://www.theguidetohypnosis.com/research-on-hypnosis.html) Researchers at the University of Iowa Roy J. and Lucille A. Carver College of Medicine, used functional magnetic resonance imaging (fMRI) to find out if hypnosis alters brain activity in a way that might explain pain reduction. The researchers found that volunteers under hypnosis experienced significant pain reduction in response to painful heat. They also had a distinctly different pattern of brain activity compared to when they were not hypnotized and experienced the painful heat. The

changes in the brain activity suggest that hypnosis somehow blocks the pain signal from getting to the parts of the brain that perceive pain. These results were reported in the November 2004 issue of *Regional Anesthesia and Pain Medicine*. University of Iowa Health Science Relations, 5135 Westlawn, Iowa City, Iowa 52242-1178

<https://nccih.nih.gov/health/hypnosis> -- lots of studies reported on this site

[http://www.ninds.nih.gov/disorders/chronic\\_pain/detail\\_chronic\\_pain.htm](http://www.ninds.nih.gov/disorders/chronic_pain/detail_chronic_pain.htm) "Pain: Hope Through Research;" a long article about pain including the use of hypnosis

<http://www.apa.org/research/action/hypnosis.aspx> "Hypnosis for the Relief and Control of Pain;" American Psychological Association



Learn more about pain relief through hypnosis at the  
**Nov 2015 HEA Conference**  
to be held Nov. 13-15 at the Ramada Suites Orlando Airport

**Conference-at-a-Glance\*\***

[Print this page and bring it to the conference]

**Friday, November 13<sup>th</sup>**

6:30 pm **Buddy Todd Hospitality Night & Crazy Gift Exchange**-- light food and beverages provided; your food and drink contributions are welcome ~Ramada Conference Room

**Saturday, November 14<sup>th</sup>**

9:00-9:30 Sign in & Mingle – Coffee & tea in the lobby  
9:30-12:15 Welcome & Presentations  
12:15-1:45 Lunch on your own  
1:50-4:15 Presentations  
4:30-5:30 Board Meeting (everyone is welcome)  
6:30 Mingle & Drinks (cash bar) ~ Holiday Inn Lounge  
7:00 Awards Banquet ~ Holiday Inn Upper Restaurant

**Sunday, November 15<sup>th</sup>**

9:00-9:30 Sign in & Mingle *Again* – Coffee & tea in the lobby  
9:30-9:40 Announcements & Elections  
9:45-12:30 Presentations  
12:30-2:00 Lunch on your own  
2:00-3:30 Presentation  
3:30-3:45 Raffle and Announcements  
3:45 Farewell till we meet in Oldsmar in March 2016

**Complete Schedule on Page 6**

*\*\*This schedule is subject to change*

**Reminder!!**

**Pay your 2016 dues when you register for the conference.**

**Dues are only \$50/yr.**

HEA membership runs from January through December for all members no matter when you first join.

Easy to pay online--  
[www.HEAhypnosis.com](http://www.HEAhypnosis.com)  
or make a check out to HEA & mail to:

Carol Perrine, President  
PO Box 5333  
Gainesville, FL 32627

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## ***President's Message...***

Hello Amazing People of the HEA:

### **“Endeavor to Enrich Your Experience”**

When you participate in the **HEA November 13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup>** conference in Orlando your life experience will be considerably enriched.

The theme could be “Out with the Old and In with the New” because we have so many *firsts* at my *last* conference as President. But it isn't...Enrichment is yours! Our theme is “Endeavor to Enrich Your Experience.”

### **Look at this line-up!**

- Melissa Roth - Pain Control techniques
- Michael Watson – NEW imprinting technique
- Michael Ellner - Workshop on grief and loss
- Janet Wagner – Co teaching workshop with Michael Ellner
- And, more presentations (to be announced) along with a group trance and 50/50 drawing.

The HEA offers you the opportunity to ‘Enrich Galore’ with **new techniques** and **presenters new to the HEA stage**. Most techniques you will learn have never been seen before in their entirety *anywhere*.

The fun begins on Friday evening with the Buddy Todd Hospitality Night and the Crazy Gift Exchange. Come mingle with fun, sharing people and garner gems of wisdom with snacks and beverages. Along with presentations on Saturday and Sunday, we hold an Awards Banquet on Saturday evening.

### **A Fond Farewell as President**

In my endeavor to enrich the HEA as President, my experience has benefited greatly, as well. My passion for hypnosis fueled my dedication to this educational association as President and continues to spread into all areas of my life. I am grateful for this surprise opportunity to transform in ways too numerous to mention. This is my last conference as President of the HEA, and I am very proud of the level of hypnosis education offered by the HEA in this conference and ALL the conferences during the last two and a half years. As I have said many times and in many ways...I love the HEA!

### **Step Right Up! Who will be President, Secretary & Treasurer?**

**THE HEA WANTS YOU! Elections will be held at the conference for President, Secretary and Treasurer. Nominate qualified people for these positions so the HEA may continue to provide top hypnosis education into 2016 and beyond. (Call or email me for job descriptions for these positions).**

The HEA offers the most affordable hypnosis conferences with the best value for your educational investment along with *the most* welcoming, sharing and fun people in the hypnosis profession.

But, don't take my word for it, check it out for yourself. Please join me **on November 13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup>** in Orlando, FL for this very special conference.

### **Register now to reserve your place and prepare for much fun!**

Sincerely,

*Carol*

Carol Perrine, President

The Hypnosis Education Association

# HEA Fall Conference 2015

## Endeavor to Enrich Your Experience!!

Friday, Nov. 13 – Sunday, Nov. 15, 2015

At the Ramada Suites Orlando International Airport



7500 Augusta National Dr., Orlando, FL – 32822

[www.ramadasuitesorlandoairport.com](http://www.ramadasuitesorlandoairport.com)

**MAKE YOUR RESERVATION NOW!!**

**THE CUTOFF DATE FOR OUR RATE FOR RENOVATED ROOMS IS OCT. 28**

Call the hotel at **407-240-3939 Today!!**

Mention “HEA Conference Group” for our special \$76/night rate (plus tax)

Be sure to ask for a “renovated room”!!

### Register Online NOW for the Conference & Reserve Your Banquet Meal!

#### Conference Pre-Registration Fees

|                         |      |
|-------------------------|------|
| Members only            | \$70 |
| Board of Directors      | \$35 |
| Member's Spouse/Partner | \$50 |
| Non-Members             | \$95 |

#### **Banquet Reservation -- prepaid by Oct. 30**

**Chicken Piccata** - \$37 - Chicken Breast Sautéed with Capers, Shallots in a preserved Lemon White Wine Sauce served with Herb Capellini Pasta and Baby Vegetables

**Citrus Cedar Plank Salmon** - \$42 - Fresh Atlantic Salmon roasted on Cedar Wood served with Key Lime Beurre Blanc, Fingerling Potatoes and Fresh Garden Vegetables

**Cilantro Marinated Pork Loin** - \$40 – Pork loin sliced and served on Bed of White Buttered Rice

**Pasta Primavera** - \$31 - Fresh Pasta and Seasonal Vegetables

**NOTE: Registration at the door will be an additional \$10. We accept cash, check & credit cards.**

Log on to [www.HEAhypnosis.com](http://www.HEAhypnosis.com) to **pre-register by Nov. 11**

OR make out your check to HEA and mail now to

Carol Perrine, President

PO Box 5333

Gainesville, FL 32627

**Join us at the conference!!**

**Come Friday night for the *\*\*Crazy Gift Exchange\*\** and delicious treats**

*As you endeavor to enrich your experience, you'll also have fun with a caring, friendly, and most welcoming group of positive individuals!*

**See you in Orlando!!**



## **SCHEDULE\*\***

***Endeavor to Enrich Your Experience!!***



### **Friday, Nov. 13<sup>th</sup>**

6:30 **Buddy Todd Hospitality Night and \*\* Crazy Gift Exchange\*\*** – In the Ramada Suites Meeting Room – (Light food and beverages provided by HEA) We gather to celebrate the season and have fun. Read more about the gift exchange on the next page.

**We appreciate contributions of finger-food & drinks to share! No hot food, please.**

### **Saturday, Nov. 14<sup>th</sup>**

9:00 **Sign in & Mingle** – Coffee & Tea in Hotel Lobby

9:30 **Carol Perrine**– President’s Welcome and Request for Nominations: President, Secretary (Term: 2016- 2018) & Treasurer (term through 2017)

9:45 **Praise for the Practice** – Bring your inspirational success stories to share

10:10 **Michael Watson** – “The Inside-Outcome: Meta-outcomes and Generative Reimprinting!”

12:15 **Lunch** (on your own)

1:50 **Melissa Roth** - “Pain Relief Techniques”

3:30 **HEA Member Facilitated** – “Endeavor to Enrich” Trance

4:30 **Board Meeting** (All are welcome) Ramada Suites Meeting Room

6:30 **Mingle & Drinks** – Cash Bar at the Holiday Inn Lounge

7:00 **Awards Banquet** – Holiday Inn Upper Restaurant; Reserve your meal online and pay by Oct. 30

### **Sunday, Nov. 15<sup>th</sup>**

9:00 **Sign in & Mingle *Even More*** - Coffee & Tea in Hotel Lobby

9:30 **Announcements & Election of Slate of Officers** – President & Secretary (Term: 2016-2018) and Treasurer (Term through 2017)

9:45 **TBA**

11:00 **Michael Ellner & Janet Wagner** – “Missing Pieces - Broken Hearts ” Workshop (part 1)

12:30 **Lunch** (on your own)

2:00 **Michael Ellner & Janet Wagner** – “Missing Pieces - Broken Hearts ” Workshop (part 2)

3:30 **50/50 Raffle Drawing & Announcements** - Who will win half the fundraising drawing loot?!

3:45 **Farewell:** Till We Meet in Oldsmar for a one-day conference in March 2016!

*\*\*This schedule is subject to change*



# Buddy Todd Hospitality Night and

# Crazy Gift Exchange



**Friday, Nov. 13 at 6:30 p.m. in the Ramada Suites Meeting Room**

In honor of Buddy Todd, one of the Founders of the HEA, we gather to celebrate the season and have fun. Join us for light food and beverages. Feel free to bring finger-food, desserts or beverages to share. No hot food, please.

Bring a **NEW** wrapped gift -- **silly** or **nice** and **appropriate** for HEA -- of \$10-15 value and be ready to have fun as the exchange gets crazy!

**Which gift will you take home??!!**

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~~~ Conference Presenters and Presentations ~~~

Saturday, November 14th 9:45-10:00 a.m.

Praise for the Practice – Members Share Client Successes

During this informal feature the president may call upon a couple of members who volunteer to share concise stories with insightful lessons gained from working with clients.



Saturday, November 14th 10:10-12:10 p.m.



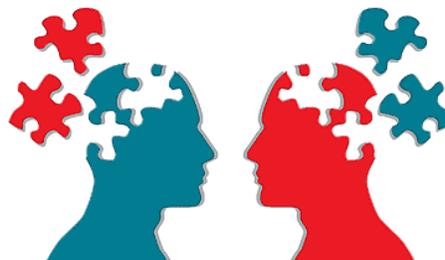
**The Inside-Outcome:
Meta-Outcomes and Generative Reimprinting**

With Michael Watson

This unique process has been developed by the presenter over the course of a year and a half of group exploration and private client sessions. It is an integrative approach drawing from models in psychology, NLP, ethology and neuroscience. You will learn to use a generative method to help your clients

1) discover what they REALLY want, 2) experience how quickly and easily they can have it, and 3) move forward for even more richness and satisfaction than they had ever thought possible. **Learn how to apply this powerful new technique for deep transformational change.**

*A former president of the HEA and an international trainer of NLP and Ericksonian Hypnosis, **Michael Watson** has been practicing hypnotherapy for over three decades. A student of Stephen Gilligan, John Grinder, Richard Bandler and countless other, he trains for Salad Seminars in the UK, the UP Hypnosis Institute and HPTI, and is the Director of Phoenix Services for Personal Development, and NLP Florida. Known for his lighthearted and caring style, Michael's training programs are as entertaining as they are valuable. When not traveling and training, he lives in Orlando, where he maintains a private practice. Visit Michael at www.phoenix-services.org and contact him at FLHypno@outlook.com.*



Saturday, November 14th 1:50-3:20 p.m.

Pain Relief Techniques

With Melissa Roth



Pain is a common problem in our society. 45% of Americans will seek treatment for persistent pain at some point their lives. Pain is the number one reason people seek medical care. It robs people of vitality and even the will to live. In 2000, JCAHO, the organization that oversees healthcare administration and determines what constitutes good medical practice, declared that pain is a disease of its own and is to be treated as the 5th vital sign. They also stated that healthcare providers should put the emphasis for treating pain on non-pharmaceutical approaches and declared hypnosis to be one of those approved approaches. This class teaches unique therapies that you can use tomorrow to rapidly reduce pain levels and other techniques that prevent pain from returning. These are unique techniques you will not see anywhere else, and many of these techniques can be done in 5 minutes or less.

*After healing her own debilitating irritable bowel syndrome and fibromyalgia through self-hypnosis, **Melissa J. Roth**, CHt., PhD, founded Alabama Hypnotherapy Center (located in Birmingham, AL) in 1995 and has since specialized in developing medical applications of hypnotherapy. Her interest is in alleviating the symptoms and easing the suffering of chronic illnesses. She has developed a number of unique approaches to chronic illnesses which have become the alternative treatments of choice worldwide. She partners with physicians of every specialty to promote hypnosis as an important and valuable tool in the medical arsenal. She relocated to Boulder, Colorado, in 2011 and founded Melissa Roth Hypnotherapy Center. She is a certified clinical hypnotherapist and doctor of Behavioral Science. She is a Board member and Chair of the Conference and Events group of the American Council of Hypnotist Examiners. Visit Melissa at www.melissaroth.com and contact her at melissa@melissaroth.com*

In recent years, the anecdotal and sometimes exaggerated evidence for the effectiveness of hypnosis to decrease sensitivity to pain - known as **hypno-analgesia** - has been supplemented by well-controlled experiments. In their 2003 review of controlled clinical studies, Dr. Patterson and fellow psychologist Mark Jensen, PhD, found that hypno-analgesia is associated with significant reductions in: ratings of pain, need for analgesics or sedation, nausea and vomiting, and length of stay in hospitals. Hypnosis has also been associated with better overall outcome after medical treatment and greater physiological stability. Surgeons and other health providers have reported significantly higher degrees of satisfaction with their patients treated with hypnosis than with their other patients.

~~~ [www.apa.org/research/action/hypnosis.aspx](http://www.apa.org/research/action/hypnosis.aspx)

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Saturday, November 14th 3:30-4:15 p.m.

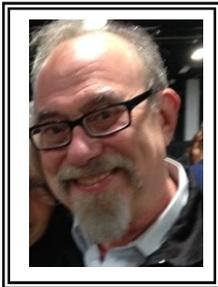
Endeavor to Enrich Trance

Sunday, November 15th 9:45-10:45 a.m.

TBA

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**Sunday, November 15<sup>th</sup> 11:00-12:30 and 2:00-3:30 p.m.**



**Missing Pieces - Broken Hearts Workshop**

**With Michael Ellner and Janet Wagner**



You can attract clients and help them discover that hypnosis will help them cope with loss more effectively. This is a win-win for these clients and also for building our practices. You will learn how to assist people with all kinds

of loss including the loss of body parts, the loss of a loved one, the loss of a home or job, the loss of a pet, etc. We can improve the quality of these people's lives simply by helping them increase their coping skills and abilities. Janet and I are confident that anyone with a basic skill set in hypnosis and change work who attends our workshop will be able to help their clients improve their coping skills and abilities.

*NGH Educator of the Year (1995) and IMDHA Educator of the Year (2007) **Michael Ellner** has been teaching CME and non-CME courses in Mind-Body Medicine, Medical Hypnosis and Effective Medical Communication in the UK, Canada, South Africa and across the US. He is an award winning hypnosis practitioner, educator, and writer. Ellner is the lead author of a peer-reviewed paper on Hypnosis in Disability Settings and has been quoted in national magazines and featured on highly regarded medical websites. Visit Michael at [www.hopeisrealistic.com](http://www.hopeisrealistic.com) and contact him at [michaelellner2@gmail.com](mailto:michaelellner2@gmail.com), 347-867-4497.*

***Janet A. Wagner, CH**, (The HypnOasis, Bradenton, FL) is a Certified Hypnotist, and Certified HypnoCoach. Janet is a licensed Radiologic Technologist, with 20 prior years' experience in the medical field as an x-ray, mammography, and MRI technologist. She entered the profession of hypnosis as a result of a motorcycle accident that left her a below-knee amputee. Janet has learned, and successfully used many hypnosis techniques to heal herself and create a new life. She strives to share her knowledge with others. Visit Janet at <http://thehypnoasis.com> and contact her at [thehypnoasis@aol.com](mailto:thehypnoasis@aol.com), 941-479-2747.*

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**Do you receive [HEAannouncements@yahoogroups.com](mailto:HEAannouncements@yahoogroups.com) messages?  
If you don't, here's what you need to do:**

Email the president and request that you be invited. When you receive your invitation, please respond quickly as there is a 30-day time limit.

**Do you want to be listed on the Member Directory at  
[www.HEAhypnosis.com/member-directory](http://www.HEAhypnosis.com/member-directory) ?**

Email Jan Rysdon at [happyheart@tampabay.rr.com](mailto:happyheart@tampabay.rr.com) for the guidelines.

**Questions? Concerns? Ideas?  
Presenter Suggestions?**

Contact an Officer:

Carol Perrine, President  
[carol@exactchangenow.com](mailto:carol@exactchangenow.com)  
352-328-8163

Darlene Rose, Vice President  
[darlajoy1@hotmail.com](mailto:darlajoy1@hotmail.com)

Jan Rysdon, Secretary, *Hypnotes* Editor  
[happyheart@tampabay.rr.com](mailto:happyheart@tampabay.rr.com)  
727-741-8513

**LOCAL CONTACTS**

**Palm Harbor/Tampa Bay:** Patricia Scott (727) 943-5003

**Jacksonville:** Susan Watson (904) 553-2646

If you would like to be added, please contact the Editor.