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Complementary Medicine Support Services

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COMPLEMENTARY MEDICINE SUPPORT SERVICES

Today, perhaps more than ever, there is an increasing demand for the swift provision of reliable forms of treatment to assist individuals experiencing emotional and/or physical problems of various kinds in their daily lives or who are undergoing medical interventions of one kind or another who would naturally benefit from the inclusion of such services, including in the form of clinical hypnosis.

The benefits of solution focused clinical hypnosis have become widely recognised as being extremely useful to the healing process. And there is good scientific evidence available today to support this approach. The British National Health Service (NHS) now has a register of Complementary and Alternative Practitioners, the purpose of which is to provide dedicated easy access listings of all member practitioners to NHS healthcare professionals so that they can make best use of modern complementary therapies in a manner which integrates well within the existing medical model.

Organisations like the Complementary Medical Association actively promote the integrative approach of applying allopathic treatments with – as the name indicates – complementary medicine. With this in mind there are an ever increasing number of professionals within the NHS, such as doctors, nurses and psychiatrists who have sought to enhance their own patient care skills by training in complementary therapies. Such an integrative approach is good for everyone. Particularly in light of modern scientific advances which have developed our understanding of the good reasons for doing so.

Hypnotherapy, a very popular form of complementary therapy, can be used to help provide relief in a wide variety of situations including in the treatment of anxiety, Asperger's syndrome, childbirth, OCD, pain management, panic attacks, phobias, reflux, insomnia, irritable bowel syndrome, smoking cessation, stress management, unwanted habits and weight change. And, importantly, there now exists significant amounts of research which supports the use of

clinical hypnosis in mainstream medicine. Here are some recent studies for you to consider.

HYPNOSIS IN PAIN MANAGEMENT & SURGERY RECOVERY

As scientists begin to understand more about the mind/body connection, and as the benefits of hypnosis are becoming more widely understood this has triggered a correspondingly extensive amount of research to take place for the purpose of analysing exactly how best modalities like hypnotherapy can be applied in the field of modern allopathic medicine. For example: it has recently been widely reported (2007) as a result of a study which took place in the USA to ascertain what, if any, pain relief benefits could be educed for patients who had undergone surgery for the treatment of breast cancer, by the inclusion of hypnosis as a part of the treatment programme, that demonstrated that when hypnosis was applied the women required less anesthetic than 'normal' (EG: as prescribed in similar situations but when hypnosis was not

applied). What's more, the women involved in the study also experienced lower levels of pain and related side-effects after surgery when hypnosis was included. Guy Montgomery, a clinical psychologist at the Mount Sinai School of Medicine is on record as stating, in regard to the patients who'd received hypnotherapy: "Our patients at discharge had less pain intensity, less pain unpleasantness, less nausea, less fatigue, less discomfort and they were less emotionally upset about the whole experience". When put in the context that in order to conduct the study (which involved 200 randomly selected patients) the patients received only a 15 minute session of hypnosis each, this offers hope of significant benefits, on many levels, not least to the patients, who spent less time in hospital as a result (and who experienced fewer side effects) but also as regards financial costs - to all concerned, in what would otherwise have resulted in longer hospital stays. Details of this study were printed in the Journal of the National Cancer Institute. Psychiatrist, Dr. David Spiegel of Stanford University School of Medicine in California, described this research as an "impressive study" highlighting the fact that it adds to other research which has also indicated that the state of hypnosis has the potential to produce significant pain-modulating benefits. Spiegel also added that modern research in the field of neurology indicated that hypnosis alters a person's perception of pain rather than

just modifying a person's response to the sensation of pain. This is quite remarkable and is another indication of just how influential the mind/body relationship is in regulating our perceptions of our experiences. The potential for modern medicine is clearly enormous. To quote Dr. Spiegel: "It is now abundantly clear that we can retrain the brain to reduce pain". What an endorsement for a method that's quick and easy to use, which can be applied in such a short space of time (remember this study involved just 15 minutes of hypnosis to achieve such a measurable result) and which is so cost effective too. As more studies continue to add evidence to the already impressive annals of hypnotherapy research it is quite possible that before too long clinical hypnotherapy will become standard practice in hospitals and GP clinics around the world.

HYPNOSIS USED TO HELP IN RECOVERY OF BROKEN BONES

Mind/Body healing specialist Dr. Carol Ginandes of Harvard Medical School and McLean Hospital working with Daniel Rosenthal, professor of radiology, also at Harvard, reported on the results of their studies into the use of hypnosis to help accelerate the healing process in broken bones. They discovered that those who received hypnosis once a week for 12 weeks healed much faster than the non hypnotised members of the study group. In fact the results indicated that patients receiving hypnosis actually

showed the equivalent of eight-and-a-half weeks of healing – at the six week stage.

Dr Ginandes reminds us that "Hypnosis has been used in Western medicine for more than 150 years to treat everything from anxiety to pain, from easing the nausea of cancer chemotherapy to enhancing sports performance". She herself treats a wide range of problems with hypnosis including colitis, headaches, high blood pressure, insomnia, low self-esteem, panic attacks, phobias, sexual dysfunction, stress, smoking and... even warts!

In the UK, the team at Ultra Hypnosis Ltd (Andrea Lindsay D.Hyp, HDIH, Gill Webb, BA, D.Hyp and Kerin Webb MA, D.Hyp) a British company specialising in the use of applied indirect hypnosis skills for the treatment of a range of common presenting problems have long been advocating the need for more regular provision of hypnotherapy in hospitals and GP practices in the UK – coupled with continuing research. It's clear that potential exists to better make use of the natural interrelationship between the mind and the body in order to facilitate faster healing for patients, thereby reducing what we now know to be (based on the above examples) unnecessary pain – and by implication unnecessary additional cost to the tax payer too. In the Ginandes studies audio tapes of the hypnosis sessions were given to the women in the study, which they used to

augment the personal sessions. Ultra Hypnosis Ltd developed a range of dedicated indirect hypnosis CDs and MP3 downloads for similar purposes and the response has been good. This of course suggests that doctors might benefit their patients by prescribing high-quality hypnotherapy audio products to support them in the course of their recovery when they're away from the clinic/hospital. The savings made by working this way have the potential to be tremendous. After all, a pain killer once taken, is gone forever, whereas an audio programme once supplied is always available. 'It is vital that we move with the research', Kerin Webb says 'in order to facilitate the best quality of client care available'. And Andrea Lindsay states: 'Often people find themselves visiting a hypnotherapist as a 'last resort' to help overcome their problem... hopefully soon, it will be among the vanguard of complementary options available to them at point of service in the NHS'.

SUMMARY

There are many statistics that substantiate the benefits of complementary therapies such as clinical hypnosis. As detailed in the studies addressed above, these benefits are often quickly apparent to the individual recipient along with their professional helper, such as their GP or consultant - and to the wider scientific community too. So, while hypnotherapy has long been recognised as being of benefit in relation to

being applied to treat emotional and psychological issues, there is now a growing body of research which indicates clearly that it has even wider applications.

Any member of the public who is encountering difficulties in obtaining complementary therapy via the NHS and who would like to bring this problem to the notice of their Primary Care Trust, should write to the Patient Advice and Liaison Co-ordinator (PAL) at the Primary Care Trust. The role of PAL is a new one. The PALs have been created to act as an interface between the public and the boards of the Primary Care Trusts responsible for healthcare in their area. If enough members of the public write to them on the subject, this will help the Boards of the Trusts become more aware of the true level of demand and may lead to funding being made available where hitherto it was not.

About Ultra Hypnosis Ltd

Andrea Lindsay D.Hyp, HDIH works at HALO Hypnotherapy. She appears regularly on Fire FM radio station successfully demonstrating the use of clinical hypnosis. Gill Webb BA, D.Hyp has years of experience training people to practitioner level in indirect hypnosis and neuro linguistic programming (a form of hypnotherapy) skills on the Eos Seminars Ltd accredited training course (which students have included doctors and nurses). And Kerin Webb MA, D.Hyp is the author of The Language Pattern Bible: Indirect Hypnotherapy Patterns of

Influence, a book which is used by clinical hypnotherapists around the world. Together they formed Ultra Hypnosis Ltd, through which they now provide a range of dedicated hypnotherapy CDs which are available to the public online and in the shops and through which they offer their services to the NHS for the provision of patient care, and research. For more information on obtaining clinical hypnotherapy treatments and/or the purchase of indirect hypnotherapy CDs and downloads log onto www.ultrahypnosis.co.uk. We welcome enquiries from NHS Trusts regarding the provision of personal hypnotherapy treatments for patients, CDs - and for furthering research.

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