“Me” at the center is both you as an individual and the Veterans that you serve.

That to which we give attention, grows!

It is hard being a good clinician in a bad system.
Anonymous
From Jerusalem to Jericho: a study of situational and dispositional variables in helping behavior

J Personality and Social Psychol. 1973;27:100-108

Group #1

Group #2

Group #3

The “Silent Curriculum”

- You preach what you practice
  - You mention behaviors you perform
- They practice what you preach
  - Frank’s ‘apple and helmet’ study

Impact of Professional Fulfillment

- Clinicians who have higher job satisfaction receive higher satisfaction ratings
- Higher professional fulfillment for clinician = more adherence to their recommendations
  - Includes taking medications, exercise, and food choices

Non-Specific Variables

Specific Variables

Let’s explore the power of non-specific variables that work through you!

- Perception
- Expectancy
- Empathy
- Listening
Expectancy

Pain

Anxiety

"I am giving you the good stuff"

10 mg Morphine

"I am turning off the good stuff"

10 mg Diazepam


PEECE Mnemonic

- **P**ositive **P**rognosis
- **E**ducation
- **E**mpowerment
- **C**onnec**t**ion
- **E**mpathy


Empathy


 NIH Placebo Research (Harvard, U of Wisconsin)

- ✓ Good Doc
- ✓ Bad Doc
- ✓ No Doc

Practitioner Effects on IBS

IBS Pts Randomized to: Improvement in Symptoms:

- • Wait List Control..........................28%
- • Limited Clinical Visit......................44%
- • Augmented Clinical Visit...............62%

Kaptchuk TJ et al. Components of the Placebo Effect: RCT in patients with IBS. BMJ 336 (7651), 2008

PRACTITIONER EFFECTS

For Depression; Good Therapist + Placebo > Poor Therapist + Imipramine

Perception of Perfect Empathy 50/50 on CARE Score

<table>
<thead>
<tr>
<th></th>
<th>IL-8</th>
<th>Neutrophils</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhanced</td>
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Effects of Perceived Empathy on Common Cold

<table>
<thead>
<tr>
<th></th>
<th>No Visit</th>
<th>&lt; Perfect</th>
<th>Perfect</th>
<th>P Value</th>
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</thead>
<tbody>
<tr>
<td>Duration</td>
<td>6.75 days</td>
<td>7.0 days</td>
<td>6.89 days</td>
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<td>Severity</td>
<td>262.19</td>
<td>270.58</td>
<td>223.38</td>
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Reduction in Empathy with Medical School Training

Mnemonic for Suffering

Creating a Clinical Visit for Whole Health

Creating a Clinical Visit for Whole Health

Optimal Healing Environments
Listening

We have two ears and one mouth so we can listen twice as much as we speak. - Epictetus

- 1984 study found the average doc interrupts after 18 seconds
- 2002: 23 seconds
- How long will they talk with no interruption?
  - Mean: 92 seconds
  - Median was 59 seconds
  - And in all 335 sessions, the info was rated as ‘useful.’

To Sum Up:

- Your presence, in and of itself, is an important nonspecific variable.
- Use all of these elements to enhance what you can do!
  - Relationship
  - Empathy
  - Listening
  - Insight
  - Expectation
  - Values
  - Empowerment

Goal:
Increase overall Lifespan
Shorten time between Health and Death

Attention is the rarest and purest form of generosity.