

Applied Hypnosis: An Evidence Based Approach

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Zoe D. Katze, Ph.D.

the designation of

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Zoe D. Katze

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CERTIFIED HYPNOTHERAPIST

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THE HONORARY OFFICE OF PRESIDENT-AT-LARGE
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Ann R. Spruce, Ph.D.
PRESIDENT



National Guild of Hypnotists

Beverly Hills, California

This is to certify that **Zoe D. Katze** having satisfactorily completed the required studies, has been found by the Board of Directors to possess the qualifications required by Constitutional bylaws, and is hereby registered as

Certified Hypnotherapist

In Witness Whereof, the Secretary of the Association is

Witnessed and attested this 23rd day of April 1901

[Signature]
Secretary

[Faint text, likely association address and contact information]

American Board of Hypnotherapy

THIS IS TO CERTIFY THAT

Zoe D. Katze

having met the requirements of this Association
is currently a

Registered Hypnotherapist

in good standing and is entitled to all the privileges
and rights accorded thereto.

[Signature]

[Signature]

EXPIRES 5/1/02

Registration Number HT3728



Dr. Zoe D. Katz, PhD
(pet of Steve K. D. Eichel, PhD)

Ethics

- Hypnosis is not a stand alone treatment
- "If a person is not professionally qualified to treat something without hypnosis, then they're not qualified to treat it with hypnosis, either. First you look for that professional certificate on the wall -- physician, dentist, clinical psychologist, or whatever. Then you look for the certificate of hypnosis." (Prof. Martin Orne, MD PhD)
- Know what works and what does not work
based on scientific data

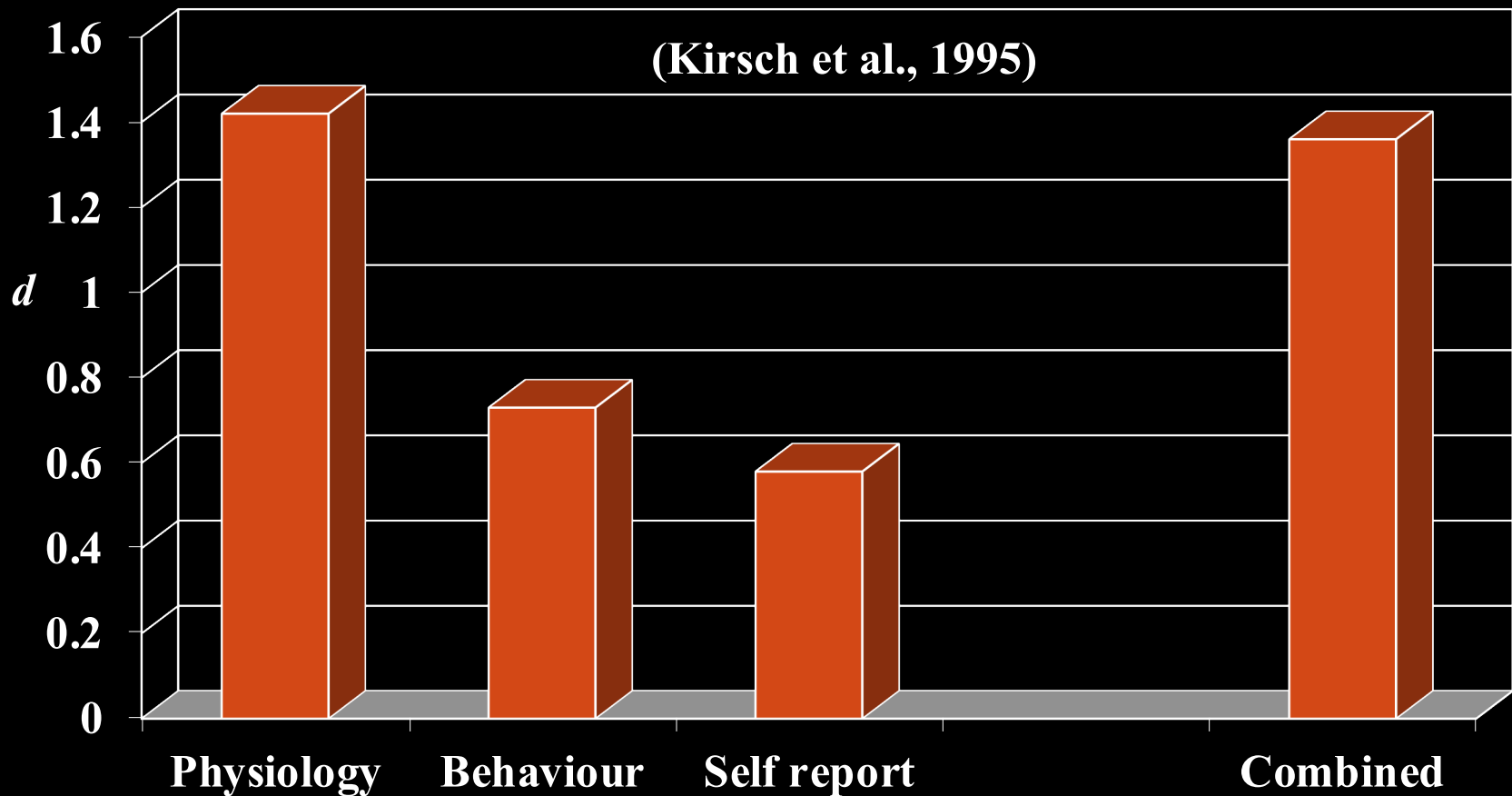
Lynn, S. J., & Kirsch, I. (2006). *Essentials of clinical hypnosis: An evidence-based approach*. Washington, DC: American Psychological Association.

What does not work

- Memory recovery
 - Memory is reconstructive
 - Age regression is not real
- Ideomotor signalling
to communicate with “unconscious mind”
- NLP
 - Representational styles
 - 1 session phobia treatment
 - Double hypnotic induction

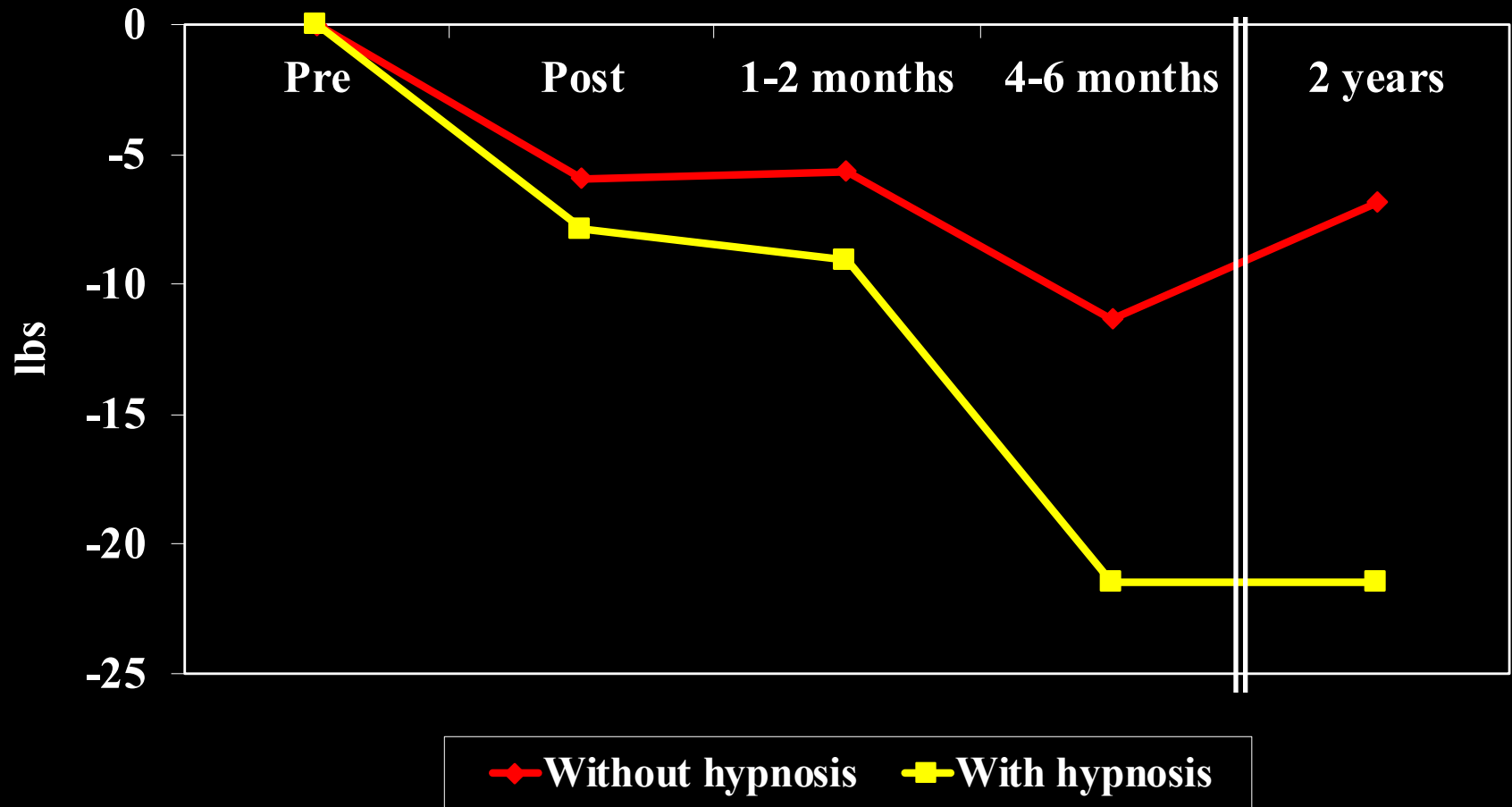
What works

- Hypnosis as a adjunct to effective psychotherapy



Weight Loss (lbs.) With and Without Hypnosis

(Kirsch et al., 1995)



Hypnotic analgesia

- Correlated with suggestibility
- 75% show substantial relief
- Reduces need for medication
- Accompanied by changes in the brain
- Surgery without drugs

The Myths of Trance

- Hypnotic inductions produce a trance
- Trance necessary for responding
- Trance depth:

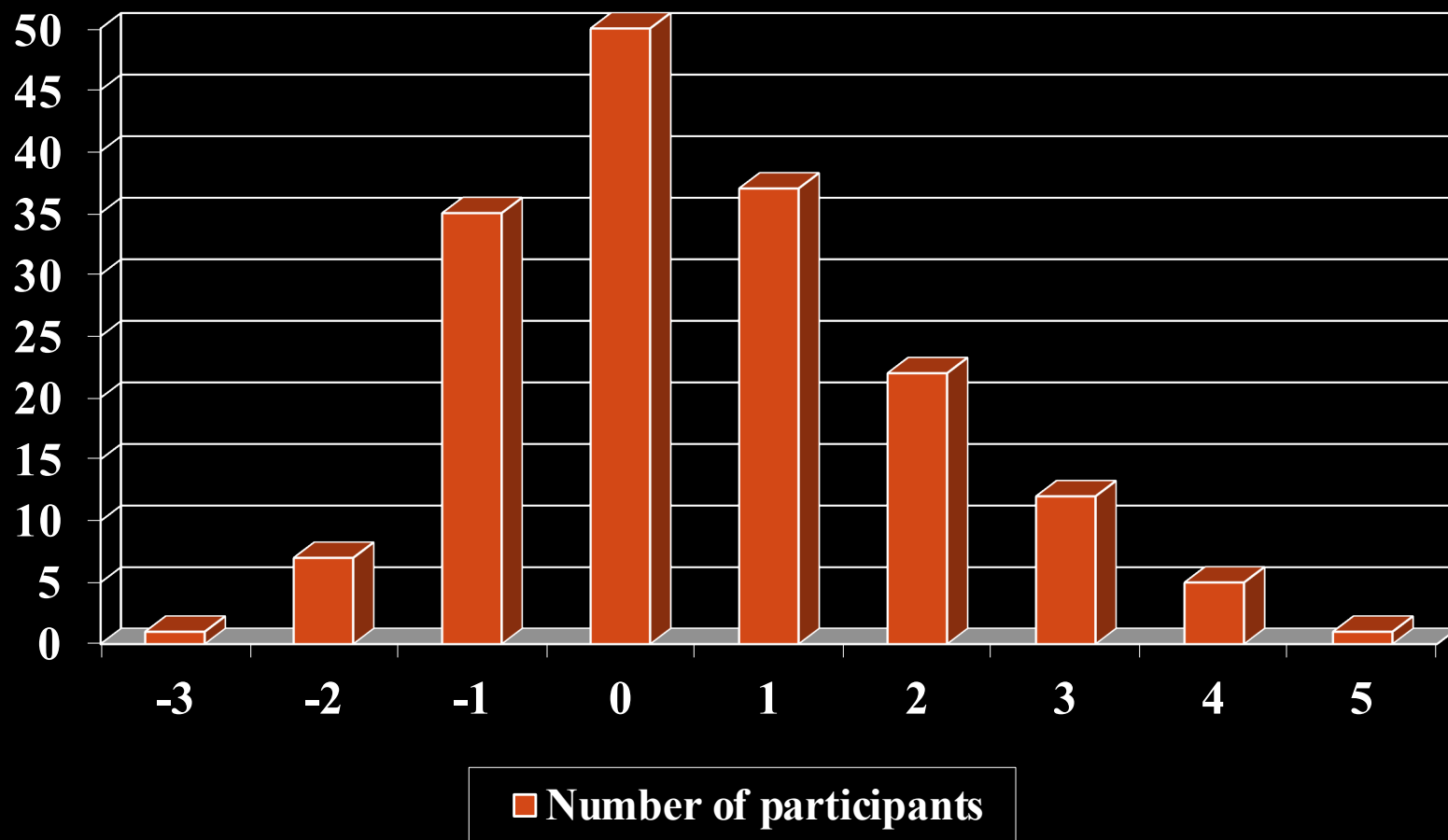
More difficult responses require greater depth

Suggestion Without Trance

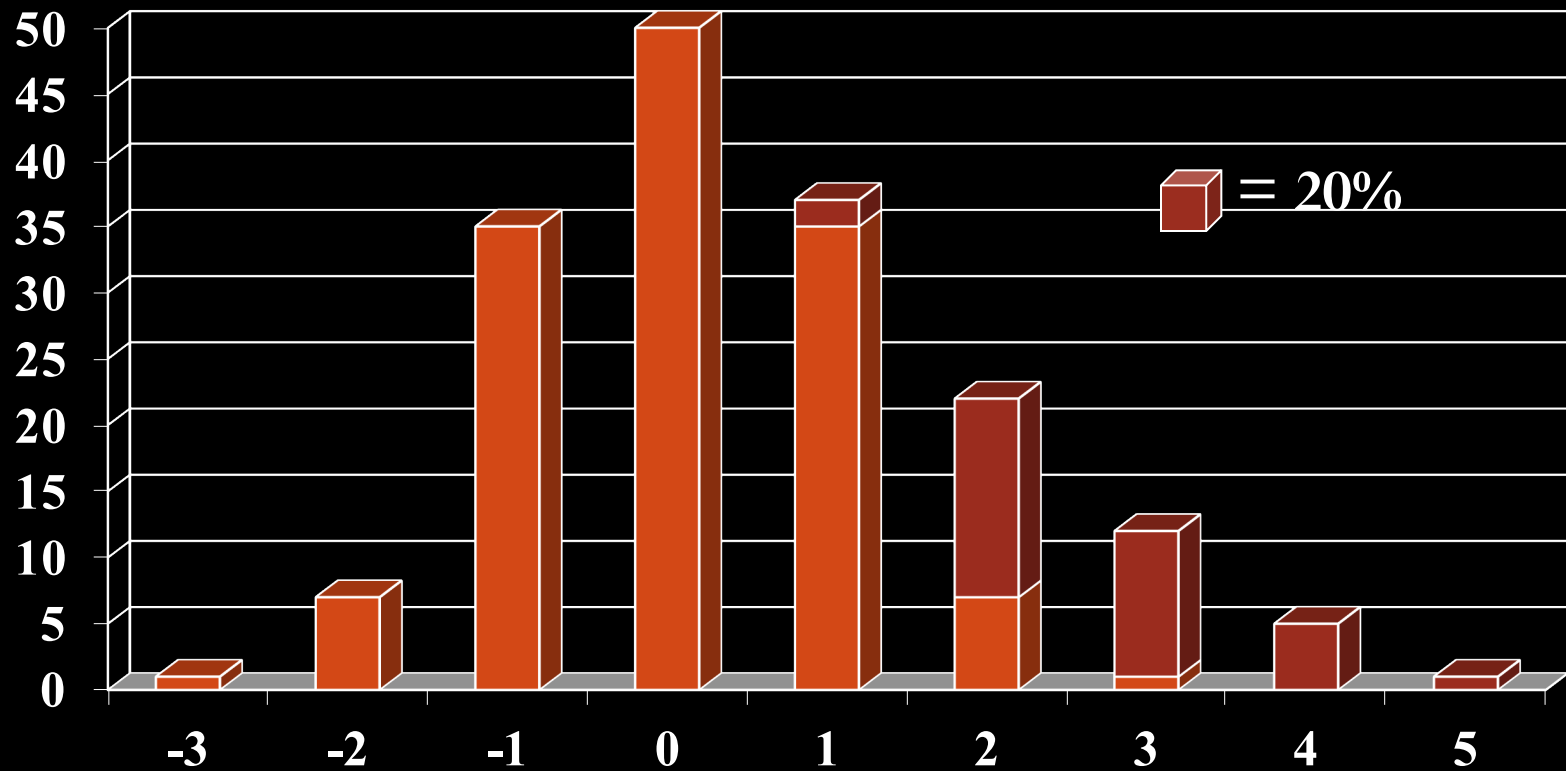
(Braffman & Kirsch, 1999)

- “We want to assess your ability to use your imagination to experience various things...Close your eyes, relax, and try to imagine the experiences that I will describe to you.”
- Suggestions are given
- Hypnosis induced
- Suggestions repeated

Change in Response After Inducing Hypnosis (Braffman & Kirsch, 1999)



Benefit of Inducing Hypnosis



Difficult Responses

- The Stroop effect
- Hallucinations
- Pain reduction

The Stroop Task

Congruent:

BLUE

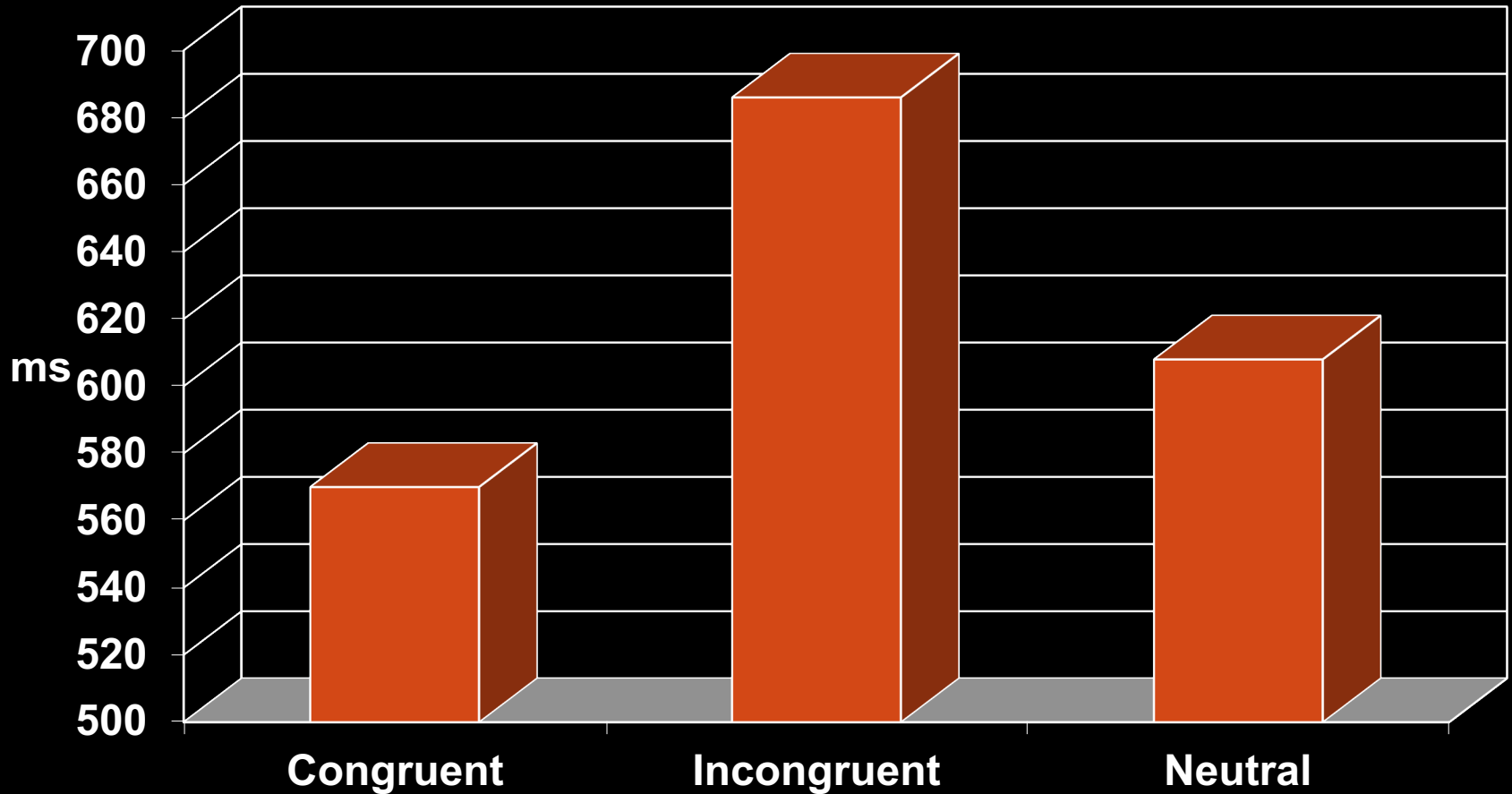
Incongruent:

GREEN

Neutral:

LAMP

The Stroop Effect

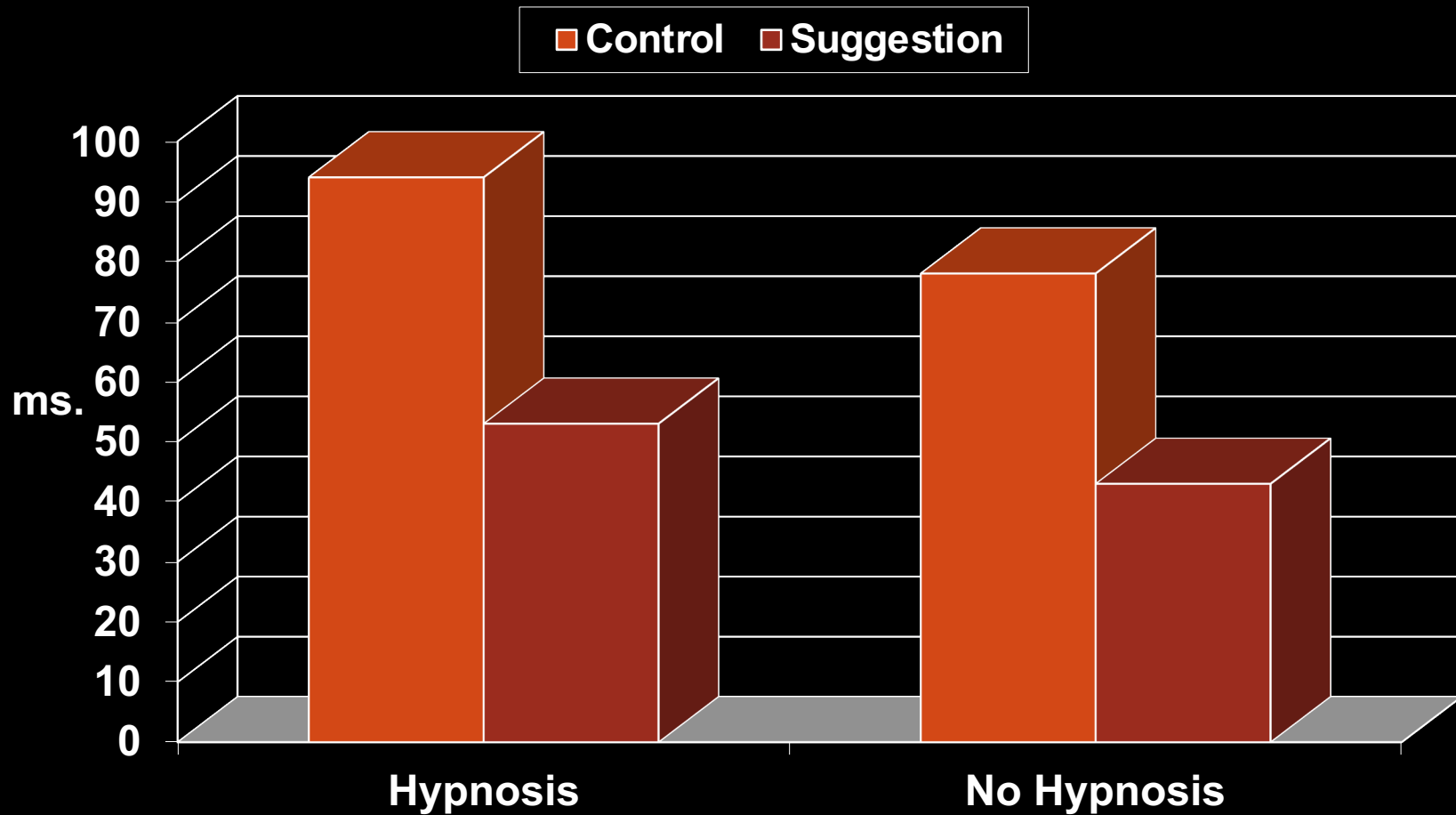


Stroop Suggestion

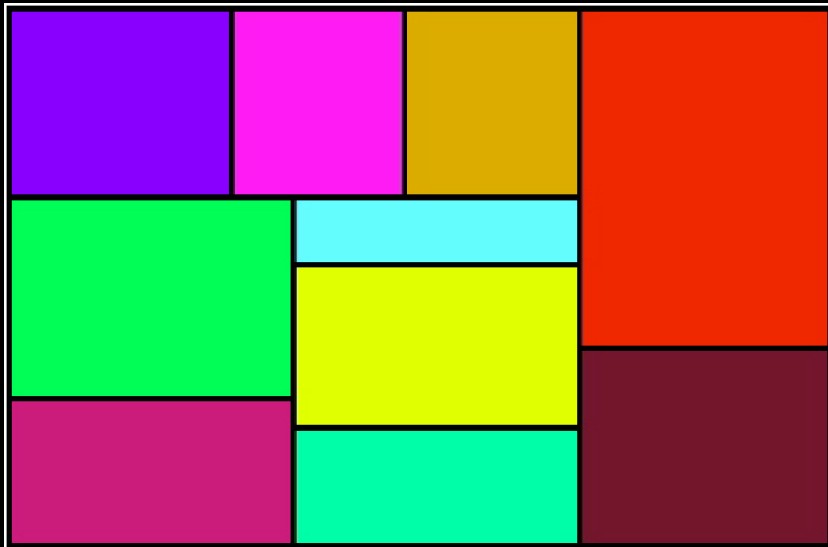
When I clap my hands, meaningless symbols will appear in the middle of the screen. They will feel like characters of a foreign language that you do not know, and you will not attempt to attribute any meaning to them.

Stroop Interference

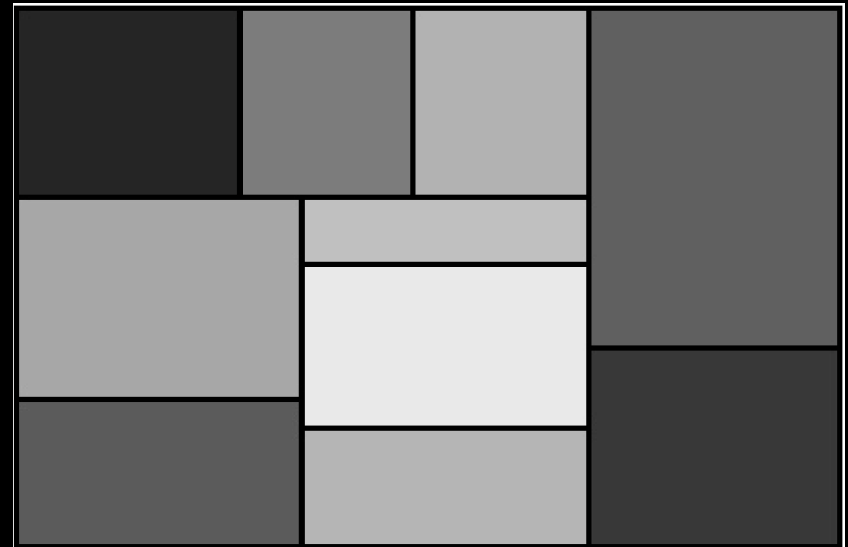
(Raz, Kirsch, Pollard, & Nitkin-Kaner, 2006)



Altering Colour Perception With and Without Hypnosis (Mazzoni et al., 2008)



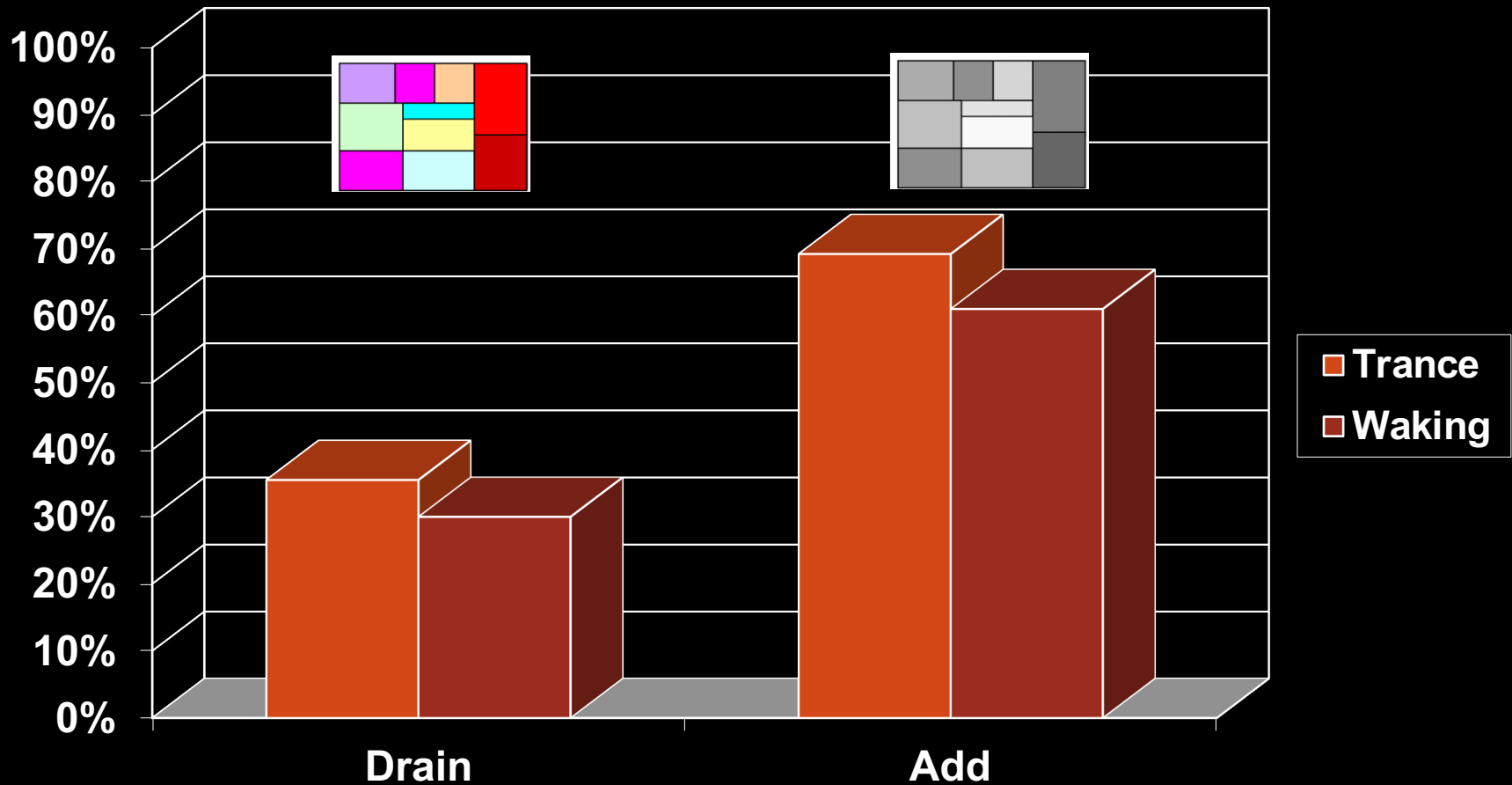
“Drain Color”



“Add Color”

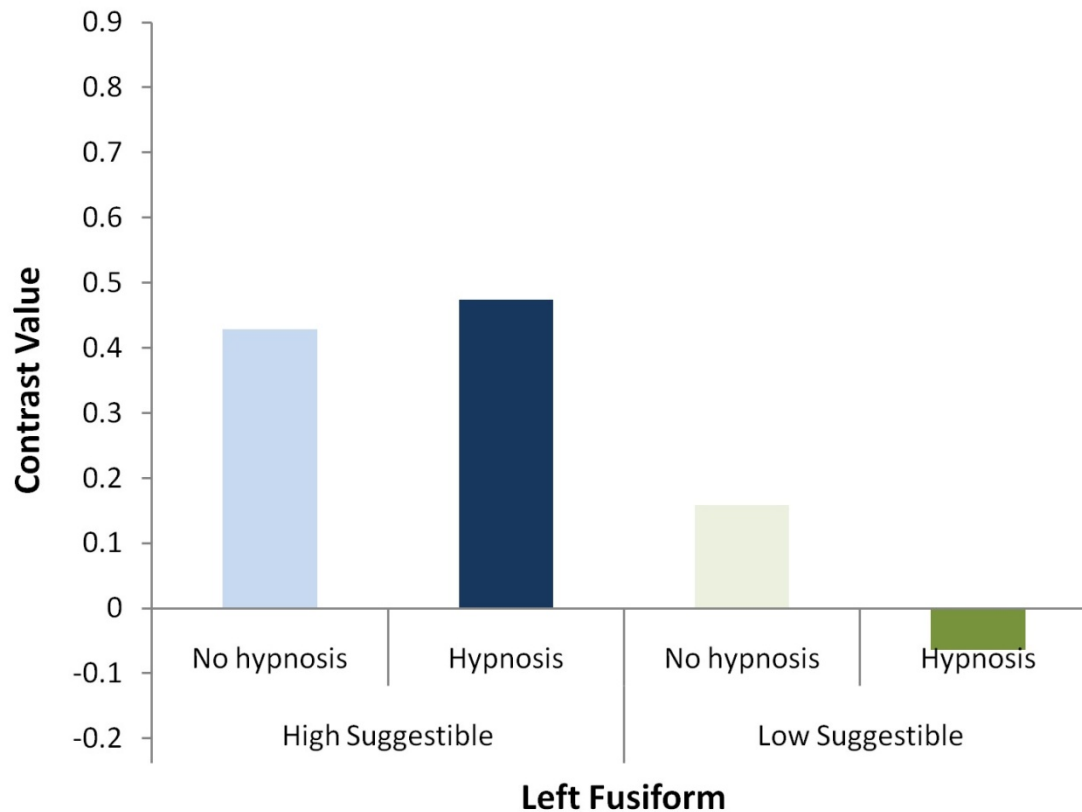
Perceived Color Saturation With and Without Hypnosis

(Mazzoni et al., 2008)



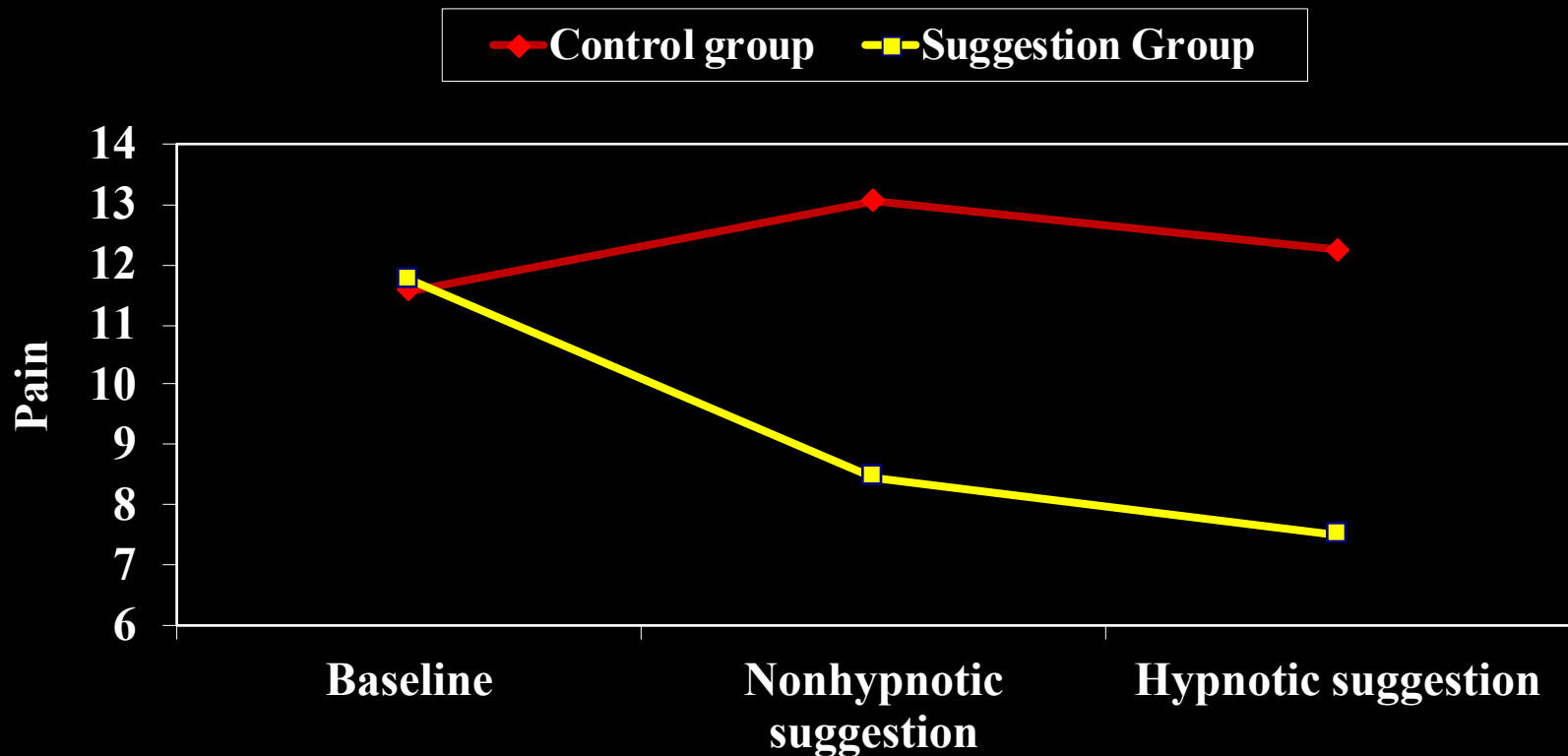
Brain Activation when Hallucinating Color With and Without Hypnosis

(McGeown et al., 2011)

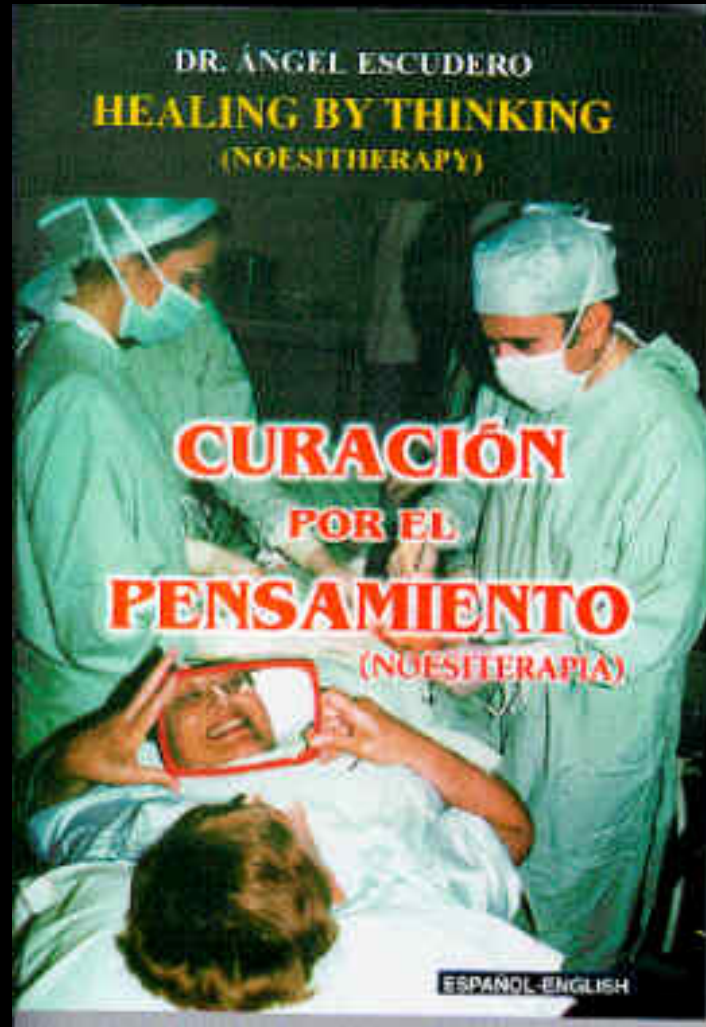


Pain Reduction by Hypnotic and Nonhypnotic Suggestion

Milling et al. (2002)



Surgery with Non-hypnotic Suggestion



“Open to Suggestion” BBC 1999

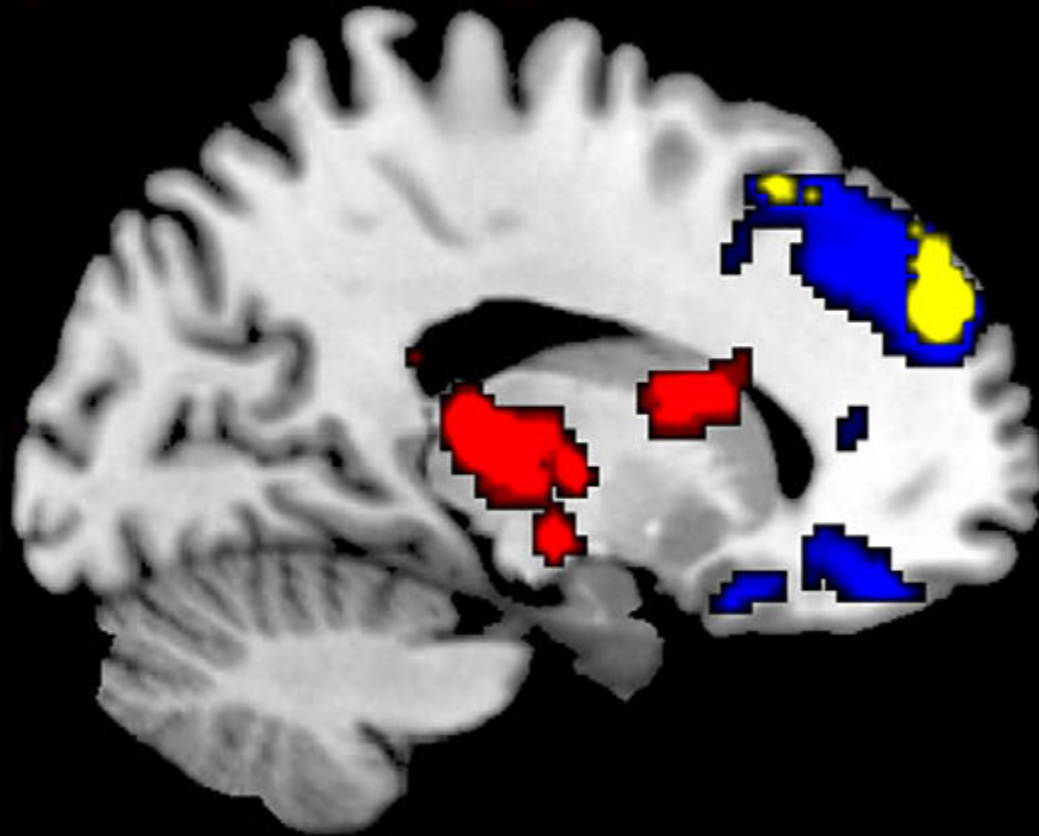


What is the hypnotic state

An fMRI Analysis

(McGeown et al., 2009)

Areas of decreased activation in high (blue/yellow) and low (red) suggestibles



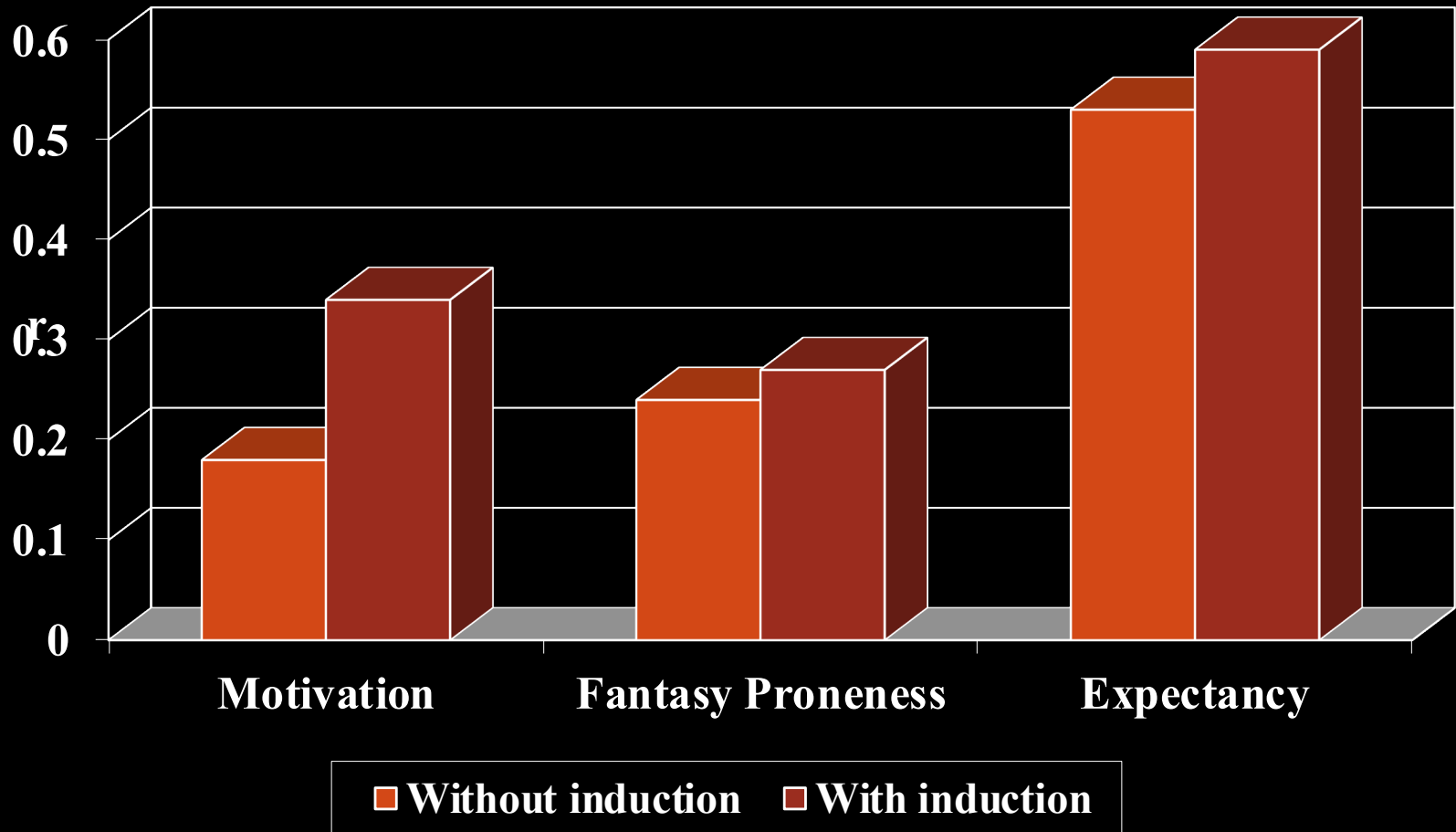
Default Mode

- Activation
 - Mind wandering
 - Daydreaming
- Deactivation
 - Task engagement
- High suggestibles treat hypnosis as a task in which they engage

What is hypnosis?

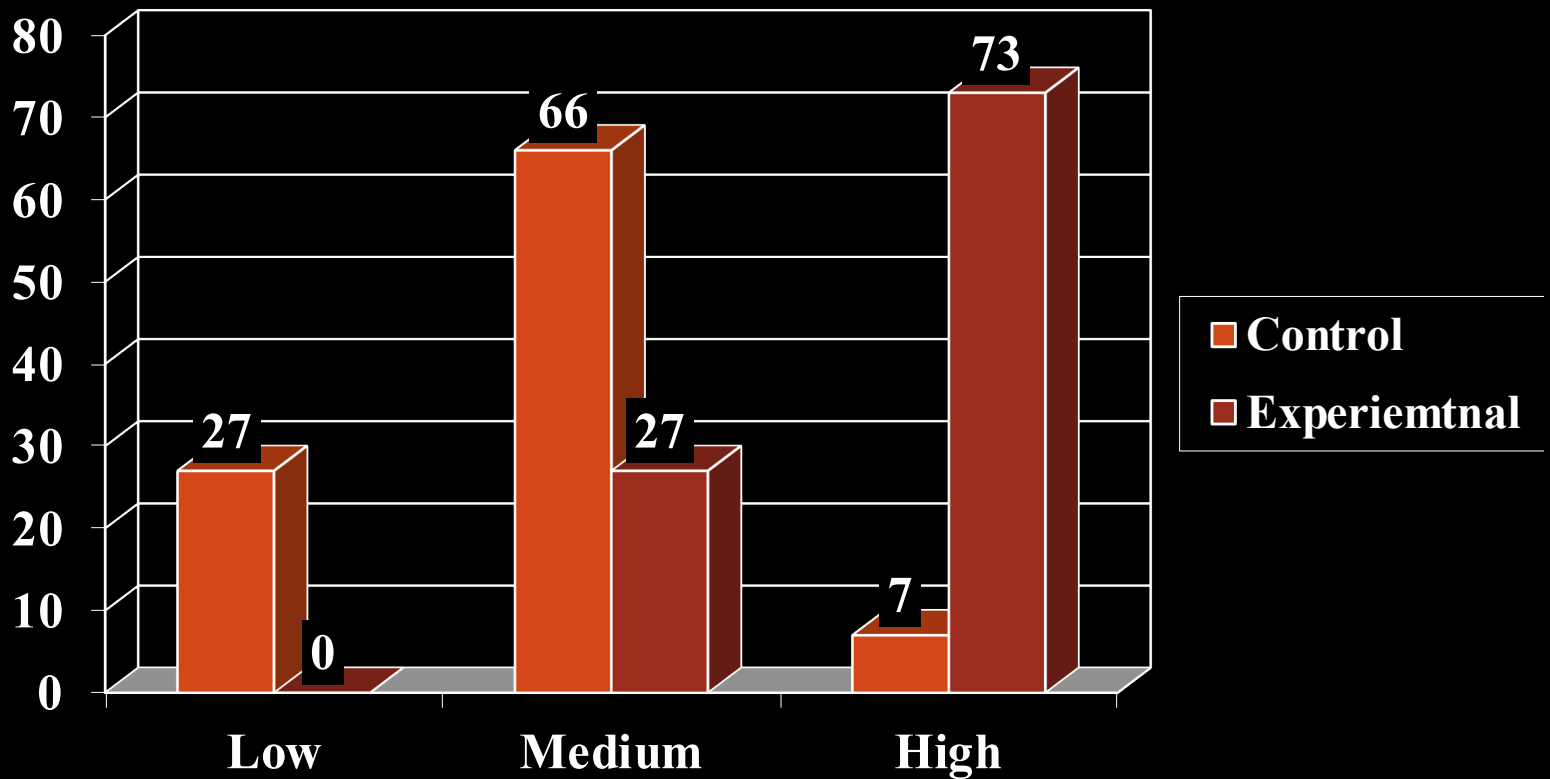
- Hypnosis is a normal state of focused attention
- Suggested responses produced by
 - Motivation
 - Ability
 - Belief (expectancy)
 - Cognitive effort
- Hypnotic induction
 - increases motivation, expectancy & effort

Correlations of Hypnotisability with Motivation, Ability, & Belief (Braffman & Kirsch, 1999)



Suggestibility With and Without Expectancy Enhancement

Percent



(Wickless & Kirsch, 1989)

Hypnosis is Mostly Suggestion

Suggestion is Very
Powerful

The Power of Suggestion in the Treatment of Depression

26th February 2008



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[Initial Severity and Antidepressant Benefits: A Meta-Analysis of Data Submitted to the FDA](#)

THE TIMES

Tuesday February 26 2013 15p (including postage)

70p

Depression drugs don't work, says new study

• **pills worth taking for better than placebo**
 • **research based on fastest and most important**

Millions of people taking medication to guard against depression have been told to stop, as a new study has found that the pills are no better than a placebo. The research, published in the journal *Journal of Clinical Psychiatry*, found that people taking antidepressants for up to 12 weeks were no more likely to be free of depression than those taking a placebo. The study, which was led by researchers at the University of Cambridge, found that people taking antidepressants were no more likely to be free of depression than those taking a placebo. The study, which was led by researchers at the University of Cambridge, found that people taking antidepressants were no more likely to be free of depression than those taking a placebo.

...of 2012, which means it is possible that antidepressants are not as effective as they are thought to be. The study, which was led by researchers at the University of Cambridge, found that people taking antidepressants were no more likely to be free of depression than those taking a placebo. The study, which was led by researchers at the University of Cambridge, found that people taking antidepressants were no more likely to be free of depression than those taking a placebo.



Cheers for head girl who escaped killer

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IN THE NEWS

Jersey, the island of secrets and whoppers
 Full coverage of the island's hidden secrets and whoppers in Jersey. The island is a small, wealthy territory in the English Channel, known for its tax haven status and its beautiful scenery.

Saksy's quick shift
 The fashion giant has shifted its focus to the East. Saks Fifth Avenue has announced a major expansion into the Chinese market, opening a new store in Shanghai.

M&S on menu in India
 Marks & Spencer has announced a new venture in India. The company is planning to launch a range of products in the Indian market, including clothing and home goods.

Eat Out for £10
 Restaurants are offering a special deal for £10. The deal includes a main course, a drink, and a dessert. The offer is available at participating restaurants across the country.

Liverpool for sale
 The city of Liverpool is up for sale. The city is being offered for sale by its owners, who are looking for a buyer. The city is a major port and has a rich history.

These who represent us should live at the same place and not around it
 A call for political reform. The author argues that politicians should live in the same areas as the people they represent, rather than in expensive, exclusive areas.

Princess and the...
 A short story or article about a princess. The story is set in a fictional kingdom and follows the adventures of a young princess.

...
 A collection of short articles or news snippets. The articles cover a variety of topics, including local news, sports, and culture.

Trends, triumphs and tragedies
Unpicking the Oscars red carpet

62 Cover



Rowan Williams
Teenagers need space,
not buzzers

Comment Page 34

Nancy Berks-Smith
Portrait on Thatcher or
'How I Missed Becoming
Leader By A Whisker'

TV Review
62 Page 33



60p
Tuesday 26 Oct 04
Published in London and
Belfast
guardian.co.uk

the guardian

Prozac, used by 40m people, does not work say scientists



Analysis of unseen trials and other data concludes it is no better than placebo

Health briefing: science edition

Prozac, the bestselling antidepressant drug by an order of magnitude, does not work and may do more harm to its users than good, according to a new review published today.

The review consisted of analyzing the same trials including unpublished data collected for the manufacturer's own use

and other data. The review concludes that Prozac is no better than placebo, and may do more harm than good. The study also found that Prozac is no better than placebo, and may do more harm than good. The study also found that Prozac is no better than placebo, and may do more harm than good.

The paper, published today in the journal *PLoS Medicine*, is the first to analyze unpublished data from a significant number of Prozac trials. The National Institute for Health and

The paper also says that the most common side effects of Prozac are nausea, dry mouth, and dizziness. The study also found that Prozac is no better than placebo, and may do more harm than good. The study also found that Prozac is no better than placebo, and may do more harm than good.

Human Resources Development Canada (HRDC) also conducted a review of Prozac trials. The study also found that Prozac is no better than placebo, and may do more harm than good. The study also found that Prozac is no better than placebo, and may do more harm than good.

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Obama camp claims smear over turban photograph

Fernando M. Rodriguez

Barack Obama's campaign team yesterday accused the media of spreading a "deliberate and malicious" lie about a photograph of Obama wearing a turban. The campaign said the photo was a "deliberate and malicious" lie about Obama wearing a turban. The campaign said the photo was a "deliberate and malicious" lie about Obama wearing a turban.

Obama campaign spokesman said the campaign was "deliberate and malicious" in spreading the lie about Obama wearing a turban. The campaign said the photo was a "deliberate and malicious" lie about Obama wearing a turban. The campaign said the photo was a "deliberate and malicious" lie about Obama wearing a turban.

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Comment on page 18



THE INDEPENDENT



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Tuesday 24 February 2009

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NUMBER 144



THE FASHION OSCARS

Susannah Frankel's verdict on Hollywood's big night Pages 6&7

PLUS BOYD TONKIN ON THE GENIUS OF CORMAC MCCARTHY In Extra

Antidepressant drugs don't work - official study



PROZAC



SEROXAT



EFEXOR 75

Manufacturers 'withheld'

By Jeremy Lawrence
Health Editor

They are among the biggest-selling drugs of all time, the "cocktails" that supposedly lift the mood of those

who suffer depression and are taken by millions of people in Britain every year. But one of the largest studies of modern antidepressant drugs has found that they have no statistically significant effect. In other words, they don't work. The finding will send shock waves

through the medical profession and patients and raises serious questions about the regulation of the multi-billion pharmaceutical industry, which was accused yesterday of withholding data on the drugs. It also came as Alan Johnson, the

Health Secretary, announced that 3,600 prescriptions are to be treated during the next three years to provide patients with access through the GP service to "life-changing treatments" for depression, instead of drugs, in a £70m scheme. The

CONTINUED ON PAGE 2

Health

IN EXTRA

Get in shape - without going to the gym



PLUS My double-lung transplant



The ten best beauty serums

Page 24

The Emperor's New Drugs

Exploding the
Antidepressant Myth

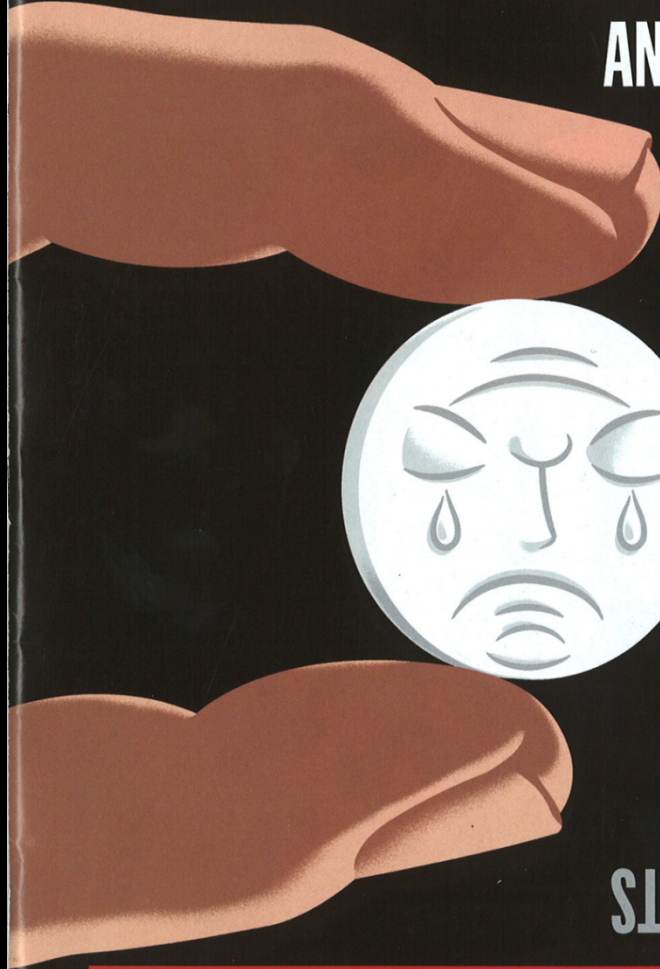
Irving Kirsch



ANNA QUINDLEN'S ADVICE FOR AMERICA: LET'S GROW UP, PEOPLE!

FEBRUARY 8, 2010

Newsweek



ANTIDEPRESSANTS DON'T WORK

THE DEBATE OVER
THE NATION'S
MOST POPULAR PILLS

BY SHARON BEGLEY

ANTIDEPRESSANTS
DO
WORK

Newsweek

FEBRUARY 8, 2010

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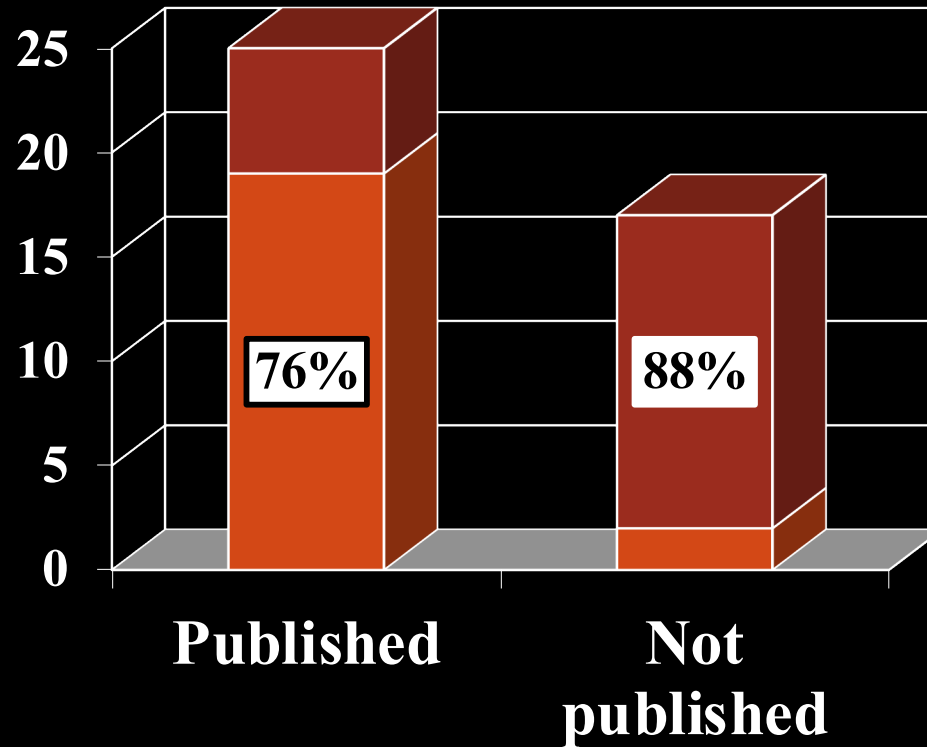
MATT GROENING

What Had We Done?

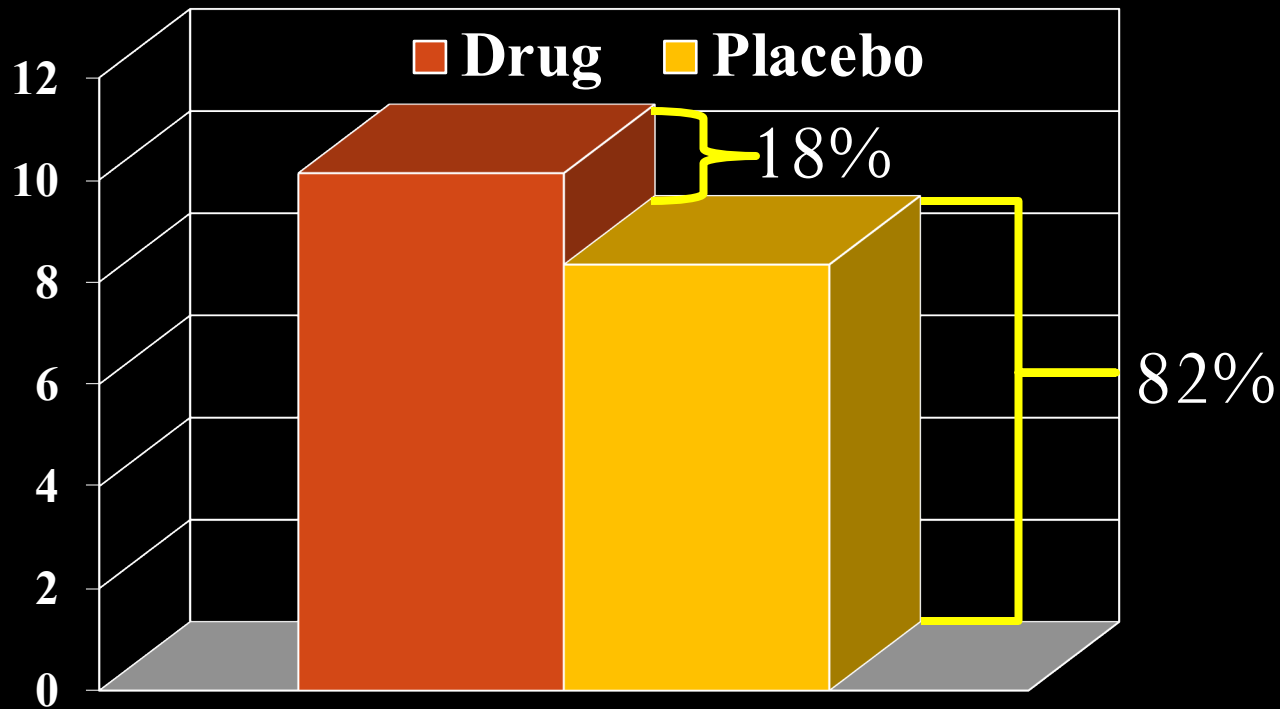
- Most previous analyses limited to published data
- $\approx 40\%$ of trials **not** published
- Freedom of Information Act
- FDA files
 - Fluoxetine (Prozac)
 - Paroxetine (Seroxat/Paxil)
 - Sertraline (Lustral/Zoloft)
 - Venlafaxine (Effexor)
 - Nefazodone (Dutonin/Serzone)
 - Citalopram (Cipramil/Celexa)

Published versus Unpublished Trials

■ Significant ■ Not significant



HRSD

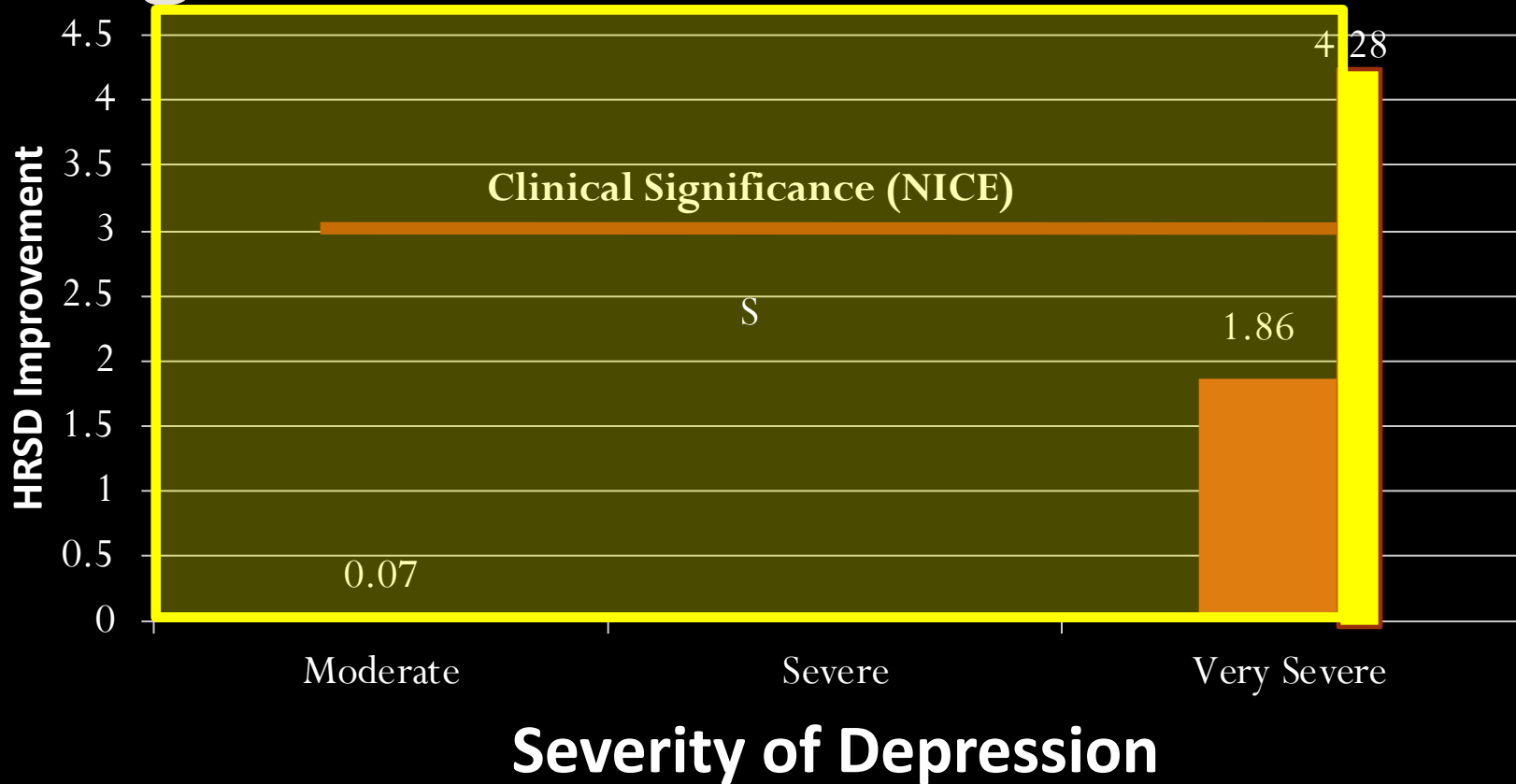


- *Mean HRSD difference = 1.80 points*
- *NICE: Clinical significance criterion
3 points*

Statistical vs. Clinical Significance

- Statistical Significance
 - Is an effect real or just chance?
- Clinical Significance
 - How big is the effect?
- A study on 500,000 people finds that smiling increases life expectancy
by 10 seconds
- The results are **statistically** significant
but not **clinically meaningful**

Drug-Placebo Differences



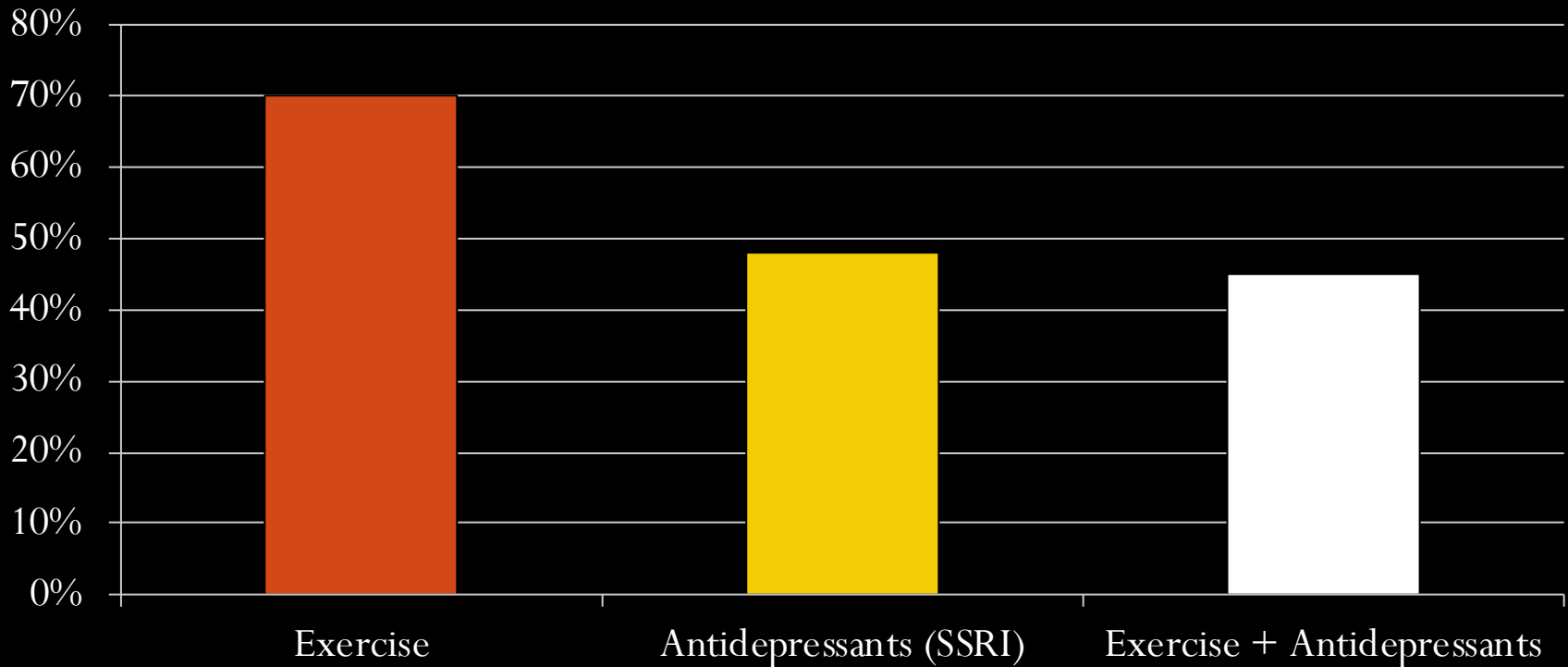
90% of antidepressant prescriptions are for patients who do not benefit from the drug

How Should Depression be Treated?

Exercise

Exercise

(Babyak et al., 2000)



**In remission
(10 months)**

● Side Effects

- Sexual dysfunction
- Headaches
- Insomnia
- Diarrhea
- Nausea
- Vomiting
- Anorexia
- Bleeding
- Forgetfulness
- Seizures
- Panic
- Drowsiness
- Tremors...

● Withdrawal symptoms

- Sadness
- Irritability
- Anxiety
- Agitation
- Insomnia
- Appetite disturbance
- Flu symptoms
- vomiting
- Diarrhea
- Cramping
- Blurred vision...

Increased risk of suicide in children and young adults
Increased risk of breast and ovarian cancer

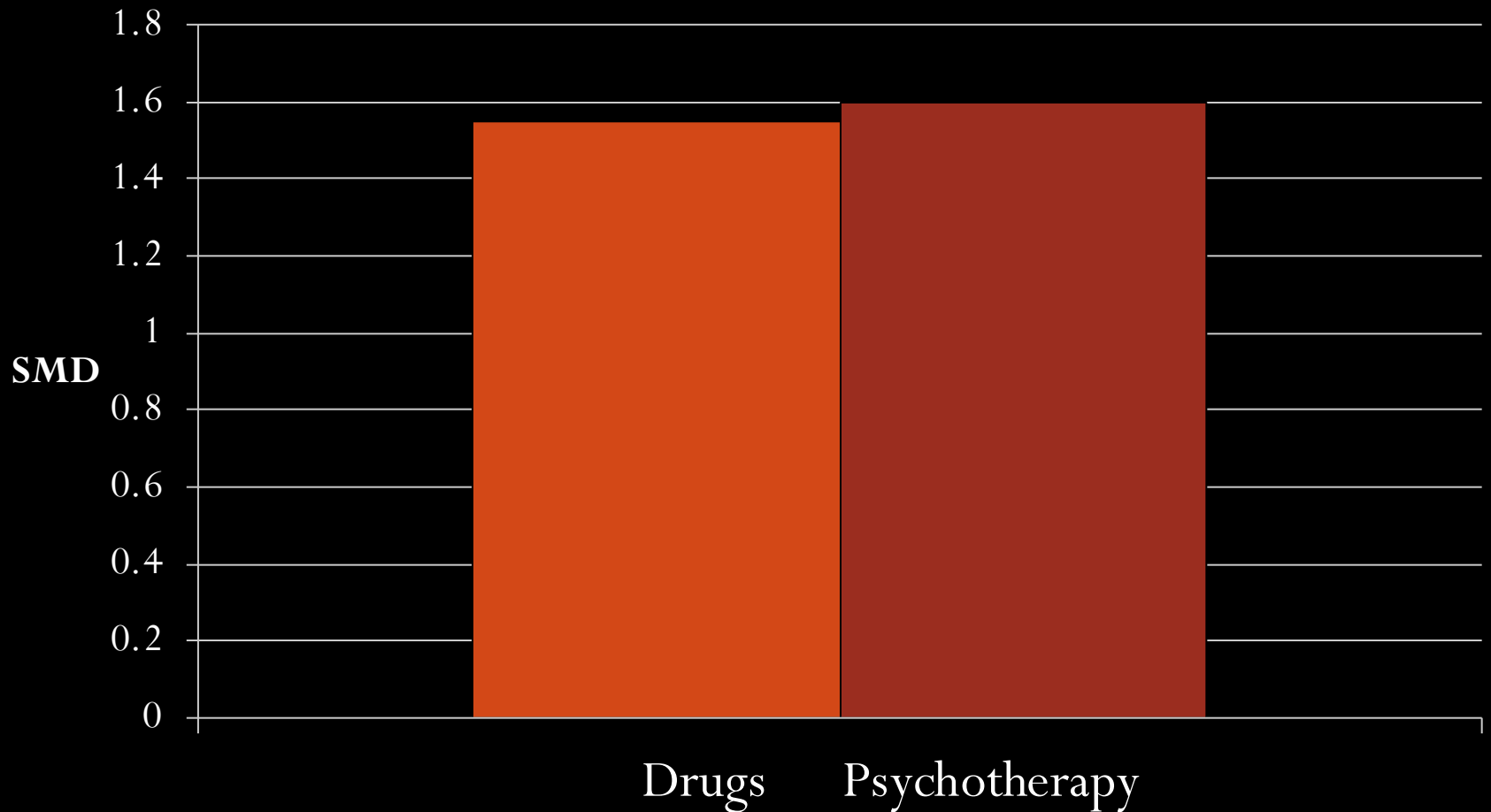
How Should Depression be Treated?

Exercise

Psychotherapy

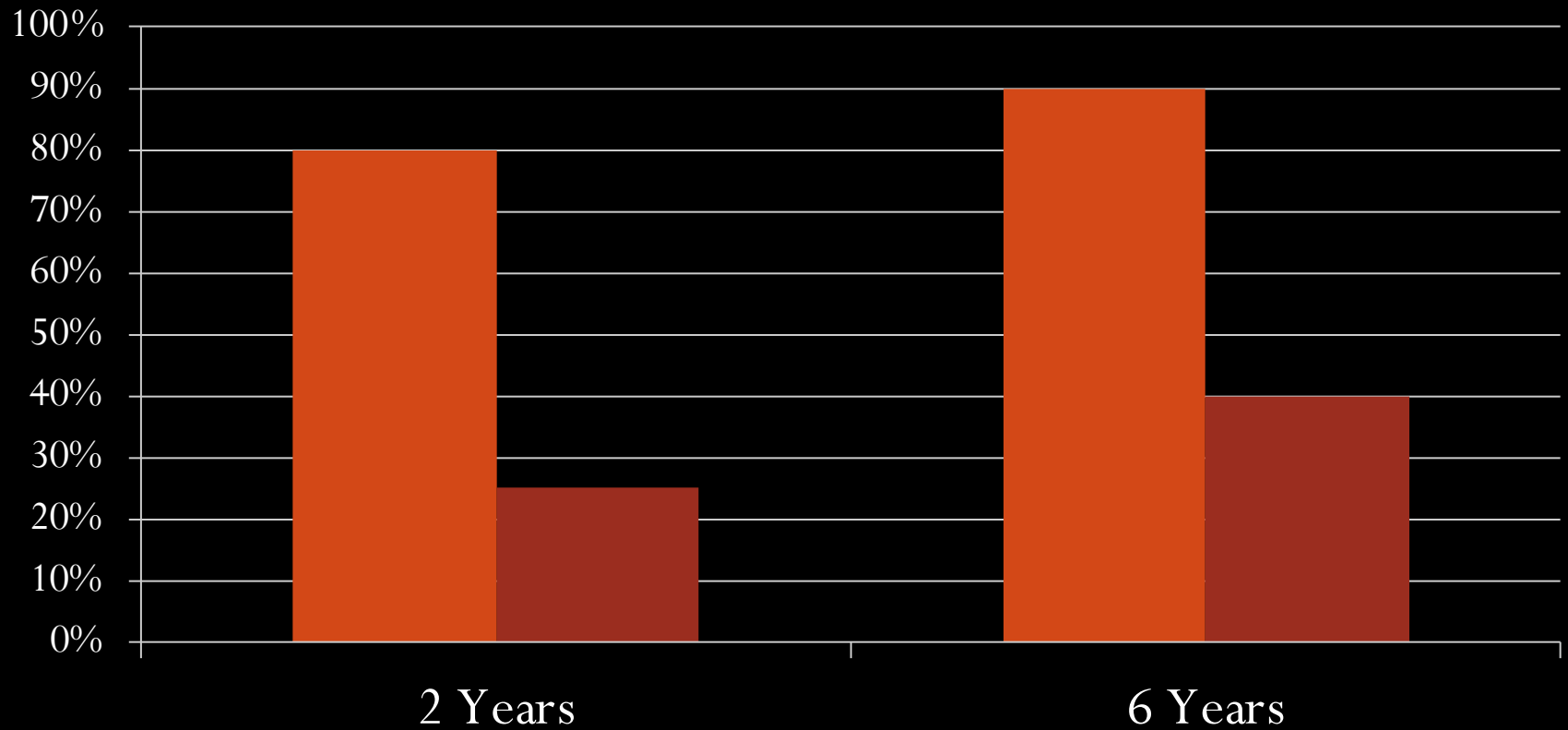
Short term Improvement

(Kirsch & Sapirstein, 1998)



Long Term Relapse

■ Drugs ■ CBT

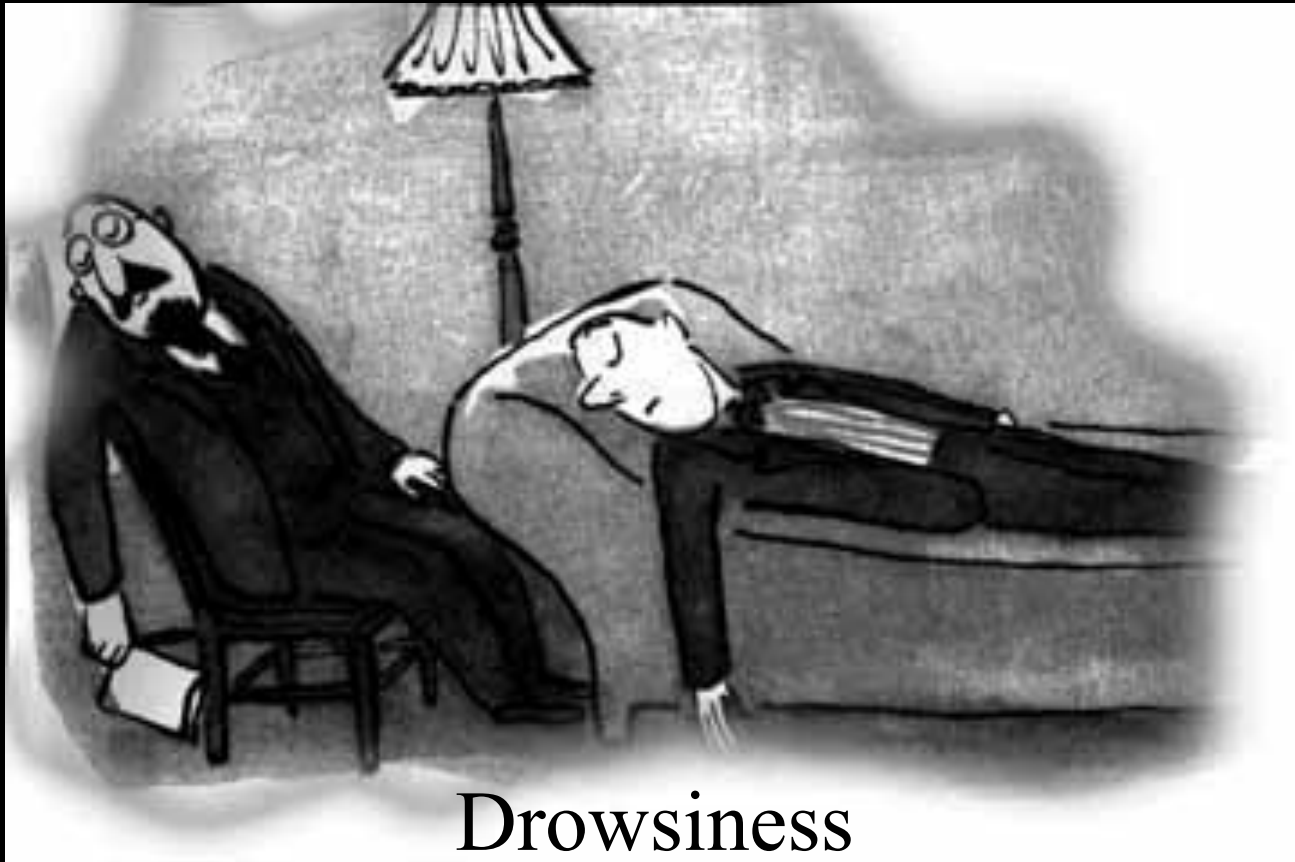


(Fava et al., 1998, 2004)

The effects of CBT are potentiated by
hypnosis

Hypnosis

Side Effects



Drowsiness

If Only We Could Prescribe
Placebos...

THE DEPENDENT

Prescription Placebo Approved by the FDA

SEPTEMBER 17, 2012

After decades of testing in tandem with other drugs, placebo gained approval for prescription use from a regulatory agency.

The FDA has approved placebo in doses ranging from 1 to 40,000 mg.

Eleven major drug companies have developed placebo tablets.

Prevaricain®

A genuine placebo medication

- Tested: in more clinical trials than any other treatment.
- Powerful: the standard by which all other medications are tested.
- Effective: used in the treatment of thousands of ailments.
- Safe: it can be given to infants, the elderly, and pregnant women.

If it's a placebo, you can believe in it!

The Emperor's New Drugs

Exploding the
Antidepressant Myth

Irving Kirsch

